|  |
| --- |
| **Iowa’s Strategic Prevention Framework**  **to Reduce Underage**  **and Binge Drinking**  **Allamakee County Assessment Workbook**    **Evaluation**    **Mobilize &**    **Build Capacity**    **Strategic**  **Plan**    **Policies,**  **Practices,**    **& Programs**    **Needs**    **Assessment**    **Cultural Competence &**    **Sustainability**    **2013 Workbook**  ***(Adapted from the Wyoming Epidemiological Workgroup)*** |

Table of Contents

[List of Tables 4](#_Toc366061691)

[Introduction 14](#_Toc366061692)

[Outcome-Based Prevention 15](#_Toc366061693)

[Purpose 15](#_Toc366061694)

[Workbook Organization 16](#_Toc366061695)

[Data From Existing Survey and Other Sources 17](#_Toc366061696)

[Collection of Original Data 17](#_Toc366061697)

[Interviews With Key Partners and Stakeholders 17](#_Toc366061698)

[County Focus Groups 17](#_Toc366061699)

[Exploring Data For Your County 19](#_Toc366061700)

[Description of Your County 19](#_Toc366061701)

[Other Data 20](#_Toc366061702)

[Consequences 29](#_Toc366061703)

[Alcohol-Related Crimes: 29](#_Toc366061704)

[Alcohol Related Conviction Rates: 30](#_Toc366061705)

[Alcohol-Related Car Crashes: 31](#_Toc366061706)

[Alcohol Dependence and Abuse: 33](#_Toc366061707)

[Alcohol School Suspensions and Expulsions: 34](#_Toc366061708)

[Other Data 35](#_Toc366061709)

[Final Consequences Question 37](#_Toc366061710)

[Consumption 38](#_Toc366061711)

[Underage Drinking: 38](#_Toc366061712)

[Adult Drinking: 40](#_Toc366061713)

[Final Consumption Question 41](#_Toc366061715)

[Potential Intervening Variables 43](#_Toc366061716)

[Intervening Variables 44](#_Toc366061717)

[*Alcohol Availability (Retail)* 44](#_Toc366061718)

[Liquor Licenses and Per Capita Gallon Sales: 44](#_Toc366061719)

[Compliance Check Failure Rate 46](#_Toc366061720)

[Percentage of Drive-Up Liquor Windows: 46](#_Toc366061721)

[Local Ordinances 47](#_Toc366061722)

[*Other Data* 49](#_Toc366061723)

[Retail Availability Questions 50](#_Toc366061724)

[Key Law Enforcement Interviews 51](#_Toc366061725)

[Officers Assigned to Alcohol-Related Issues 51](#_Toc366061726)

[Other Data 52](#_Toc366061727)

[*Social Availability* 52](#_Toc366061728)

[County Level Data: 53](#_Toc366061729)

[County Meetings or Focus Groups 53](#_Toc366061730)

[Other Data 53](#_Toc366061731)

[Social Availability Questions 53](#_Toc366061732)

[*Promotion* 54](#_Toc366061733)

[Sponsorships 55](#_Toc366061734)

[**Advertising** 55](#_Toc366061735)

[Step One 56](#_Toc366061736)

[Step Two 57](#_Toc366061737)

[Other Data 60](#_Toc366061738)

[Promotion Questions 61](#_Toc366061739)

[*County Norms* 62](#_Toc366061740)

[County Meetings or Focus Groups 65](#_Toc366061741)

[Other Data 65](#_Toc366061742)

[County Norms Questions 66](#_Toc366061743)

[*Individual Factors* 67](#_Toc366061744)

[Surveys 67](#_Toc366061745)

[Graduation Rates 69](#_Toc366061746)

[Other Data 70](#_Toc366061747)

[Individual Factor Questions 70](#_Toc366061748)

[Resources 75](#_Toc366061749)

[Final Question 77](#_Toc366061750)

[Appendix A. Law Enforcement Interviews 79](#_Toc366061751)

[Notes for Law Enforcement Interview About Alcohol Use 83](#_Toc366061752)

[Appendix B. County Meeting or Focus Groups Protocol 84](#_Toc366061753)

[Notes for Town Hall Meeting About Alcohol Use 88](#_Toc366061754)

[REFERENCES 89](#_Toc366061755)

# List of Tables

[Table 1: Workbook Contributors 7](#_Toc366061756)

[Table 2: State Data Sources Used in the Assessment 9](#_Toc366061757)

[Table 3: Other Data Sources (see example) 11](#_Toc366061758)

[Table 4: Deadlines for Activities and Workbook Completion 18](#_Toc366061759)

[Table 5: Demographics and Socioeconomic Status, American Community Survey 19](#_Toc366061760)

[Table 6: Adult Alcohol Related Arrests (rates per 10,000), Source DPS 29](#_Toc366061761)

[Table 7: Youth Alcohol Related Arrests (rates per 10,000), Source DPS 29](#_Toc366061762)

[Table 8: Number of Adult Alcohol Offense Convictions and Rate, source JDW, CJJP 30](#_Toc366061763)

[Table 9: Adult OWI Convictions, 30](#_Toc366061764)

[Table 10: Alcohol Related Fatal Crashes, Injuries and Drunk Drivers,source GTSB 31](#_Toc366061765)

[Table 11: Treatment Episodes (Number and Rate per 10,000 Population) for Alcohol Treatment in Iowa by County of Residence, source TEDS/I-SMART 33](#_Toc366061766)

[Table 12: Alcohol Related School Suspensions and Expulsions, source Project EASIER 35](#_Toc366061767)

[Table 13: Proportion of Students Who Reported 30-Day and Binge Drinking, source 2002-2012 IYS 38](#_Toc366061768)

[Table 14: Percentage of Adults (18 Years and Older) Who Reported 30-Day Use and Binge Drinking, source BRFSS, 2007-2009 40](#_Toc366061769)

[Table 15: Liquor License Rates and Per Capita Gallon Sales, source ABD 44](#_Toc366061770)

[Table 16: Proportion of Liquor License Holders That Failed a Compliance Check, source LEW 46](#_Toc366061771)

[Table 17: Drive-Up Liquor Windows and Liquor Licenses in Your County, source ABD 47](#_Toc366061772)

[Table 18: Local Ordinances Targeting Alcohol in Your County, source CEW 47](#_Toc366061773)

[Table 19: Proportion of Students Who Responded (Hard and Very Hard) to Perception of Neighborhood Alcohol Availability Question, source 2002-2012 IYS 53](#_Toc366061774)

[Table 20: County Events and Their Alcohol-Related Sponsors Within Last Year, source LEW 55](#_Toc366061775)

[Table 21: Local Alcohol Advertisements and Promotional Events, source LEW 58](#_Toc366061776)

[Table 22: Proportion of Students Who Responded (Agree and Strongly Agree) to Perception of Social Norms Questions, source 2002-2012 IYS 62](#_Toc366061777)

[Table 23: Proportion of Students Who Responded (Wrong and Very wrong) on the Perception of Peer's Norms Questions, source 2002-2012 IYS 62](#_Toc366061778)

[Table 24: Proportion of Student Who Responded (Wrong and Very Wrong) to Perception of Parental and Adult Neighbors Norms, source 2002-2012 IYS 63](#_Toc366061779)

[Table 25: Risk and Protective Factors That Best Predict 30-Day Alcohol Use and Percentage of Students at Risk or Protected by Grade Levels, source 2002-2012 IYS, 2008 67](#_Toc366061780)

[Table 26. Graduation Rates, source Project EASIER 69](#_Toc366061781)

[Table 27: Current Resources and Strategies Focusing Upon the Underage and Binge Drinking by Intervening variables 75](#_Toc366061782)

# List of Questions

[**Question 1: Changes in County?** 20](#_Toc366064672)

[**Question 2: Alcohol offenses and Convictions in your County?** 31](#_Toc366064673)

[**Question 3: Alcohol Related Crashes in your County?** 33](#_Toc366064674)

[**Question 4: Alcohol Dependence and Treatment in your County?** 34](#_Toc366064675)

[**Question 5: Alcohol Related School Suspensions?** 35](#_Toc366064676)

[**Question 6: Major Concerns regarding Consequences of Alcohol in your County?** 37](#_Toc366064677)

[**Question 7 : Student Alcohol Use and Binge in your Copunty?** 39](#_Toc366064678)

[**Question 8: Adult Alcohol Use and Binge in your County** 41](#_Toc366064679)

[**Question 9: Major Concerns on Alcohol Use and Binge in your County** 41](#_Toc366064680)

[**Question 10: Liquor License and Gallons Sold in your County?** 45](#_Toc366064681)

[**Question 11: Alcohol Retail Compliance in your County** 46](#_Toc366064682)

[**Question 12: Drive-up Liquor Licenses?** 47](#_Toc366064683)

[**Question 13: Major Concerns about Retail Availability?** 50](#_Toc366064684)

[**Question 14: Retail Availability Impact Scale?** 51](#_Toc366064685)

[**Question 15: Law Enforcement Efforts in your County?** 52](#_Toc366064686)

[**Question 16: Major Concerns around Social Availability in your County?** 53](#_Toc366064687)

[**Question 17: Social Availability Impact Scale in your County?** 54](#_Toc366064688)

[**Question 18: Advertisements in your COunty?** 59](#_Toc366064689)

[**Question 19: Major Concerns around Alcohol Sponsorship in your County?** 61](#_Toc366064690)

[**Question 20: Promotion Impact Scale?** 61](#_Toc366064691)

[**Question 21: Alcohol Norms in your County?** 64](#_Toc366064692)

[**Question 22: Major Concerns around Alcohol Norms in your County?** 65](#_Toc366064693)

[**Question 23: Alcohol related Norms Impact Scale?** 66](#_Toc366064694)

[**Question 24: Combined Risk and Protective Factor in your County?** 68](#_Toc366064695)

[**Question 25: Prominent Student Risk factors in your County?** 68](#_Toc366064696)

[**Question 26: Major Concerns around Individual Factors in your County?** 70](#_Toc366064697)

[**Question 27: Individual Factors Impact Scale?** 70](#_Toc366064698)

[**Question 28:: Prioritization of Intervening Variables in your County?** 73](#_Toc366064699)

[**Question 29: Combination of Intervening Variables to Target?** 78](#_Toc366064700)

**Contacts for Questions or Help**

Toby V. Yak, M.P.H.

Iowa Prevention Fellow

IDPH, Division of Behavioral Health

[toby.yak@idph.iowa.gov](mailto:toby.yak@idph.iowa.gov)

(515) 725-1221

Debbie Synhorst

SPF SIG Coordinator

IDPH, Division of Behavioral Health

[deborah.synhorst@idph.iowa.gov](mailto:deborah.synhorst@idph.iowa.gov)

(515) 281-4404

Workbook is Available Online: [www.iowaspfsig.org](http://www.iowaspfsig.org)

County Needs Assessment Workbook Contributors

List the names of people in your county, the organizations they represent, and the contributions they made to completing this workbook in Table 1 below.

Table 1: Workbook Contributors

|  |  |  |
| --- | --- | --- |
| Name | Organization | Contribution |
| Dr. Ousmane Diallo | Iowa Department of Public Health | Collection and analysis of state and county indicators |
| Sue Pederson | Allamakee County Extension/4-H  County Youth Coordinator | LEW Chair, data collection, compilation, evaluation |
| Maxine Grotegut | Allamakee Substance Abuse Prevention | SPF SIG Coordinator, data collection, compilation, evaluation |
| Jean Bossom | Allamakee Substance Abuse Prevention | ASAP Director, LEW member, data collection and compilation |
| Clark Mellick | Allamakee County Sheriff | Law enforcement interview – insight to alcohol related issues in Allamakee County |
| Jill Kistler | Allamakee County Attorney | County Attorney, evaluation, interpretation of Codes/Iowa Law |
| Phil Young | Waukon Police Chief | Law enforcement interview – insight to alcohol related issues in Waukon |
| Mike Halse | Postville Police Chief | Law enforcement interview – insight to alcohol related issues in Postville |
| Ed Stahl | Lansing Police Chief | Law enforcement interview – insight to alcohol related issues in Lansing |
| Kent Orr | New Albin Police Chief | Law enforcement interview – insight to alcohol related issues in New Albin |
| Larry Schellhammer | Allamakee County Supervisor | County Supervisor interview—insight to alcohol related issues in Allamakee County |
| Chris Dahlstrom | Allamakee County Emergency Management | Emergency Management /First Responder/Fire Department member/Veteran/EMT—insight into alcohol issues in all these areas |
| James Jannett | Allamakee County  Conservation Director | County Conservation Director—insight to alcohol related issues in Allamakee County |
| Bill Collins | Allamakee County DNR Officer | DNR Officer—insight to alcohol related issues in Allamakee County |
| Toby V. Yak | Iowa Department of Public Health | Reviewing of final workbook |

**State Data Sources:**

Table 2: State Data Sources Used in the Assessment

| Data Source | Data Description | Data Location |
| --- | --- | --- |
| Iowa Youth Survey(state) | Statewide school survey of 6th, 8th, and 11th graders (2002, 2005, 2008). | <http://www.iowayouthsurvey.iowa.gov/> |
| Behavioral Risk Factor Surveillance System (BRFSS) | The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based system of health surveys that collects information on health risk behaviors, preventive health practices, and health care access primarily related to chronic disease and injury. | <http://apps.nccd.cdc.gov/BRFSS/> |
| Justice Data Warehouse | The Justice Data Warehouse (JDW) is a central repository of key criminal and juvenile justice information from the Iowa Court Information System (ICIS) and information from the Iowa Correctional Offender Network (ICON) system | <http://www.humanrights.iowa.gov/cjjp/jdw/index.html> |
| Project EASIER- Department of Education | Project EASIER (Electronic Access System for Iowa Education Records) is the Iowa Department of Education's initiative involving the transfer of individual student records. | <http://educateiowa.gov/index.php?option=com_docman&task=cat_view&gid=132&Itemid=1563> |
| Alcohol Beverage Division | The Iowa Alcoholic Beverages Division is responsible for the regulation, control and enforcement of state and federal laws and regulations regarding the sale and use of alcohol and tobacco products | <http://iowaabd.com/> |
| Census Bureau | Serves as the leading source of quality data about the nation's people and economy, operating under Title 13 and Title 26, of the U.S. Code, provides  Population & Housing Census (10 years), Economic Census (5 years) | <http://www.census.gov/> |
| Central Data Repository (Former ISMART) | A web-based computing environment to enable IDPH and providers to share substance abuse treatment data | <http://www.idph.state.ia.us/ismart/default.asp> |
| Governor Traffic Safety Bureau | The Governor's Traffic Safety Bureau, GTSB, administers a number of federally funded highway safety initiatives, including alcohol incentive grant, seat belt incentive funds, occupant protection funds, highway safety data improvement funds and motorcycle safety funds | <http://www.dps.state.ia.us/commis/gtsb/> |

Local Data Sources

In Table 3 below list all the local (county/community) data sources used in this workbook as well as a description of the data, and where it came from.

Table 3: Other Data Sources (see example)

| Data Source | Data Description | Data Location |
| --- | --- | --- |
| Iowa Youth Survey(state) | Statewide school survey of 6th, 8th, and 11th graders (2002, 2005, 2008). Consumption variables | [www.iowayouthsurvey.org/counties](http://www.iowayouthsurvey.org/counties) |
| Allamakee County Sheriff’s Department | Alcohol Compliance Checks/Alcohol Stats | 110 Allamakee Street  Waukon, IA 52172 |
| Waukon Police Department | Bar Checks/Alcohol Stats | 104 First Street N.W.  Waukon, IA 52172 |
| Postville Police Department | Bar Checks/Alcohol Stats | 147 North Lawler  Postville, IA 52162 |
| Lansing Police Department | Bar Checks/Alcohol Stats | 201 John Street  Lansing, IA 52151 |
| New Albin Police Department | Bar Checks/Alcohol Stats | New Albin, IA 52160 |
| Diane Sweeney | City Alcohol Ordinances | Waukon City Clerk  Waukon, IA 52172 |
| Katie Becker | City Alcohol Ordinances | Lansing City Clerk  Lansing, IA 52151 |
| Leah Benzing | City Alcohol Ordinances | Harpers Ferry City Clerk  Harpers Ferry, IA 52146 |

# 

**Definitions**

* Alcohol related Convictions: number of charges with a guilty finding in court for violations of [Iowa Code chapter 123](http://search.legis.state.ia.us/nxt/gateway.dll?f=xhitlist$xhitlist_x=Advanced$xhitlist_vpc=first$xhitlist_xsl=querylink.xsl$xhitlist_sel=title;path;content-type;home-title;item-bookmark$xhitlist_d=%7bIowaCode%7d$xhitlist_q=%5bfield%20123%5d).
* Alcohol related offense Arrests: Number of Arrests made by local, county or state peace officers following a violation of [Iowa Code chapter 123](http://search.legis.state.ia.us/nxt/gateway.dll?f=xhitlist$xhitlist_x=Advanced$xhitlist_vpc=first$xhitlist_xsl=querylink.xsl$xhitlist_sel=title;path;content-type;home-title;item-bookmark$xhitlist_d=%7bIowaCode%7d$xhitlist_q=%5bfield%20123%5d).
* Alcohol-Related Traffic Injuries: number of drivers that were injured in crash with BAC>0.01.
* Binge drinking prevalence: Proportion of Adults or Youth (males having five or more drinks on one occasion, females having four or more drinks on one occasion).
* Current alcohol use prevalence: Proportion of Adults or Youth who have had at least one drink of alcohol within the past 30 days.
* Drivers Involved in Fatal Crashes That Have Had a Drink (%): Proportion of drivers in Fatal crashes (limited to drivers only) that have BAC>0.01.
* Fatal Car Crash rates (per 10,000): Number of crashes resulting in fatalities divided by population times 10,000 (or total number of Vehicle Miles Traveled).
* Heavy Drinking: Proportion of (adult men having more than two drinks per day and adult women having more than one drink per day).
* Intervening variables: A hypothetical variable (events) postulated to account for the way in which a set of independent variables (risk factors) control a set of dependent variables[[1]](#endnote-1).
* Liquor Law Violations: Offenses dealing with sales or provision of alcohol.
* Operating While Intoxicated : Violation of [Iowa Code chapter 321J](http://search.legis.state.ia.us/nxt/gateway.dll?f=xhitlist$xhitlist_x=Advanced$xhitlist_vpc=first$xhitlist_xsl=querylink.xsl$xhitlist_sel=title;path;content-type;home-title;item-bookmark$xhitlist_d=%7bIowaCode%7d$xhitlist_q=%5bfield%20321J.2.1%5d) (BAC>.08).
* Prevalence: Number or proportion (percent) of cases or events in a given population. Often further distinguished as point prevalence (single point in time) or period prevalence (over a period of time).
* Public intoxication: Violation of [Iowa Code chapter 123.46](http://www.legis.state.ia.us/IACODE/2001/123/46.html).
* Rate: (Number of cases or events / total population)\* 10,000. All rates in this county assessment workbook are per 10,000.
* Underage Possession: Violation of Code 123.47A which prohibit minors from purchasing or attempting to purchase, or possessing or having control of alcoholic beverages

**List of Abbreviations**

* ABD - Alcohol Beverage Division
* AC4C - Alliance of Coalitions for Change
* ATOD - Alcohol, Tobacco, and Other Drugs
* BAC - Blood Alcohol Content
* BRFSS - Behavioral Risk Factor Surveillance System
* CDC - Centers for Disease Control and Prevention
* CJJP - Criminal and Juvenile Justice Planning, Iowa Department of Human Rights
* DHS - Iowa Department of Human Services
* DOE - Iowa Department of Education
* DOT - Iowa Department of Transportation
* DPS - Iowa Department of Public Safety
* EUDL – Enforcing Underage Drinking Laws
* IDPH - Iowa Department of Public Health
* I-SMART - Iowa Service Management and Reporting Tool
* 2002-2012 IYS - Iowa Youth Survey
* JDW - Justice Data Warehouse
* LEW - Local Epidemiological Workgroup
* NSDUH - National Survey on Drug Use and Health
* OWI - Operating While Intoxicated
* SAMHSA - Substance Abuse and Mental Health Services Administration
* SEW - State Epidemiological Workgroup
* SPF SIG - Strategic Prevention Framework State Incentive Grant
* TEDS - Treatment Episode Data Set
* UCR - Uniform Crime Report

Introduction

Iowa received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse and Mental Health Services Administration (SAMSHA) in July 2009.

The purpose of the project is to implement the five components of the SPF SIG planning model at both state and county levels in Iowa. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1: Five Steps of the Strategic Prevention Framework Process



At the state level, Iowa has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. The Iowa needs assessment identified the targeted problem as underage drinking and binge drinking and related consequences, and following a need based allocation strategy funded 23 counties. The first step for sub-recipients/counties is to complete a comprehensive needs assessment for their communities.

# 

# **Outcome-Based Prevention**

The foundation of the SPF SIG project process is the outcome-based prevention model.

In this model, a county details its substance-related consumption and consequence data, researches the intervening variables that may influence these problems, and chooses evidence-based policies, practices, and programs to address the identified Intervening Variables (Figure 2 & 3).

Figure 2: SPF SIG project Needs Assessment Logic Model

Consumption &

Consequences

Intervening

Variables

Evidence

-

Based

Strategies

# **Purpose**

The purpose of this workbook is to help SPF SIG project funded communities go through the outcome-based prevention model. The first step is to complete a comprehensive needs assessment. Sub-recipients must accurately assess their problems using epidemiological data, and they must do research to understand what may influence these problems. To be effective, you should not complete this workbook alone. Instead, a County EPI Workgroup (CEW) should be formed to complete this task.

Keep in mind that at the state level the targeted need for this project is already identified underage drinking and adult binge drinking and related consequences. However, the community may choose at the end of the needs assessment other priorities that more specific. As an example, binge drinking among college students may be more of an issue in a community that has college campuses. Thus the community may direct its activities toward reducing binge drinking in that specific age group .

|  |
| --- |
| **“Underage drinking and adult binge drinking” means that:**  The primary target for the SPF SIG project is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while binge drinking refers to adults (>18) having five of more drinks on any one occasion (four for females). |

# **Workbook Organization**

The tasks that follow are based on the outcome-based prevention model and recent research detailing the intervening variables of substance-related problems. There are four major sections (problems, causes, prioritization, and resource assessment). Within each there are data to collect and questions to answer. Following from Iowa’s targeted need (underage and binge drinking) and the known Intervening Variables, the previous model can be expanded to include evidence- based strategies, as illustrated in Figure 3 (Birckmayer, Holder, Yacoubian, & Friend, 2004)[[2]](#endnote-2).

Figure 3: Outcome-Based Prevention Model

**Consequences Consumption Intervening Variables**

**Strategies**

Alcohol

Dependence

and Abuse

Alcohol

Related Car

Crashes

Alcohol

Related

Crimes

Underage

Drinking &

Adult Binge

Drinking

Retail

Availability

Social

Availability

Promotion

Community

Norms

Individual

Factors

Criminal

Justice Convictions

Evidence Based

Programs,

Policies and

Practices Addressing

Each Intervening Variable

Each sub-recipients must complete the tasks that follow to detail the problems and influences surrounding underage drinking and binge drinking in their county. This will lead to focused mobilization and capacity building, as well as aid in the prioritization of evidence-based strategies within the county’s strategic plan.

The work that follows involves gathering data to illuminate both the problem(s) and the casual area(s) that contribute to the problems in your county. This is achieved by answering a series of questions. Most of the data you gather will exist in various data sources, but you also will have to do some original research. Data gathering includes:

* Data from existing survey results.
* Original data collection.
* Interviews with key partners and stakeholders.
* Meetings with interested county members and leaders.

Note: Most of the existing local level data used in this workbook are available at the county level. Communities should complete this workbook as thoroughly as possible working with their County EPI Workgroup.

## Data From Existing Survey and Other Sources

Much of the data needed in this workbook may be publicly available or provided to you. In other areas, where local level data is not available to IDPH, you will be responsible for finding the information. Proportions or rates are used for simplicity, and it is acknowledged that they may vary according to their margin of error. In addition, to the existing data sources that are specifically outlined in this workbook, local surveys or other data sources are encouraged to be used as sources of auxiliary information to aid in the decision making process. Your county may have already gathered survey results from businesses or from local law enforcement that may help in the needs assessment.

## Collection of Original Data

In several areas of this workbook you will be asked to gather information. This data collection will include counting the number of billboards that advertise alcohol or events sponsored by alcohol companies or distributors. The purpose of this data collection is to gather information directly from your county by observation or library research. In all cases, the data collection involves measures that are easily gathered. Whenever possible, you may contact directly agencies that run the billboards to collect the information.

## Interviews With Key Partners and Stakeholders

You will also interview key partners and stakeholders in your county to provide a better picture of their concerns regarding underage and binge drinking. One particular set of stakeholders that you will be asked to interview are law enforcement officials. A sample protocol for these law enforcement interviews is given in Appendix A. A brief description of the information sought in the law enforcement interviews is provided. Interviews with other stakeholders will provide local information in other areas of this workbook.

## County Focus Groups

As part of the data collection, you will conduct county meetings or focus groups to gather county views regarding what factors influence underage and binge drinking in your county. In particular, you will need to find out how your county perceives social availability, county norms, and individual factors influence underage and binge drinking in your county. In choosing the participants, SEW highly recommends including a wide range of individuals and stakeholders that represent the diversity in the county. A description on how to conduct the town hall meeting, and the information to gather from it, is provided in Appendix B.

Table 4: Deadlines for Activities and Workbook Completion

|  |  |
| --- | --- |
| Due Date | Product |
|  | Activities listed:  Interviews  Retail availability  Billboards  County Meetings or Focus Groups |
|  | County Needs Assessment Workbook completed and sent to the IDPH, Division of Behavioral Health |

A final copy of the County Needs Assessment Workbook should be submitted electronically to:

Toby V. Yak, M.P.H.

Iowa Prevention Fellow

IDPH, Division of Behavioral Health

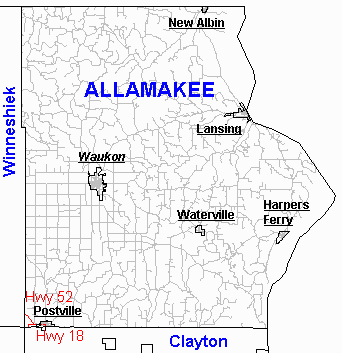
321 E. 12th Street

Des Moines, IA 50319

[toby.yak@idph.iowa.gov](mailto:toby.yak@idph.iowa.gov)

(515) 725-1221

# **Exploring Data For Allamakee County**

[](http://www.iowa.org/images/county/allamakee.gif)

# **Description of Allamakee County**

Table 5: Demographics and Socioeconomic Status, [American Community Survey](http://www.factfinder.census.gov/servlet/ACSSAFFFacts?_event=Search&_name=&_state=04000US19&_county=&_cityTown=&_zip=&_sse=on&_lang=en&pctxt=fph&_submenuId=factsheet_1)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Demographics | Description | Allamakee County  (N) | %  Rate | State of  Iowa (N) | State of Iowa  (%) |
| AGE | <5 | 945 | 7% | 202,123 | 7% |
|  | 05--17 | 2,365 | 17% | 525,870 | 17% |
|  | 18-24 | 1,030 | 7% | 305,867 | 10% |
|  | 25-44 | 2,993 | 21% | 747,131 | 25% |
|  | 45-64 | 4,194 | 29% | 812,476 | 27% |
|  | >=65 | 2,803 | 20% | 452,888 | 15% |
| Gender |  |  |  |  |  |
|  | Female | 7,020 | 49% | 1,538,036 | 50% |
|  |  |  |  |  |  |
| Race | White Non Hispanics | 13,325 | 93% | 2,701,123 | 89% |
| Education | Bachelor or Higher (25 and older) | 1,349 | 14% | 493,061 | 25% |
| Income | Median Household Income | $45,881.00 |  | $48,031.00 |  |
| Poverty | Poverty (130%) All ages N(%) | 1,858 | 13% | 368,965 | 13% |
|  | Under 18 | 727 | 22% | 115,731 | 16% |
| Government  Assistance | Food Assistance (FA) Benefit (Enrollment Month) | $1,481.00 | 10% | $346,554.00 | 11.4% |
|  | Total FA Benefits/ Per capita (Month ) | $182,918.31 | $123.51 | $393,771,847.30 | $129.26 |
|  | Medicaid Enrollment (Month) | 2,022 | 14.1% | 407,674 | 13.4% |
|  | Medicaid Benefits/ Per capita (Month) | $1,439,664.00 | $712.00 | $257,649,968.00 | $632.00 |
| sources: Iowa Data Center- Census | | | | | |
| [American Community Survey.](http://www.factfinder.census.gov/servlet/ACSSAFFFacts?_event=Search&_name=&_state=04000US19&_county=&_cityTown=&_zip=&_sse=on&_lang=en&pctxt=fph&_submenuId=factsheet_1) | | | | | |

### **Other Data**

**Question 1: Changes in County?**

|  |
| --- |
| Add any other information or unique historical, social and cultural particulars that you feel important to specifically describe your county. Youth may participate by creating a pictorial view of the county.  **Answer 2011**: In the 1850s, Allamakee County was settled by immigrants of Irish, German and Norwegian Heritage. Many of the customs and traditions of these cultures endure today.  In the 1990s, the county again saw an influx of immigrants in the form of more than 40 diverse cultural groups, including Jewish, Russian and Latino people.  Allamakee County consists of a culture of hard-working, low-income, caring individuals who value agriculture, exemplify a strong work ethic and place great importance on their religious beliefs.  Information travels via word-of-mouth and most individuals are fortunate to have close-knit, supportive families and friends.  Family and cultural traditions are important and have endured over time. They continue to impact current social gatherings.  People are self-sufficient and will pitch in eagerly to help their neighbors.  Because Allamakee County is located in the Northeast Iowa corridor, it is somewhat isolated. The effects of this are both positive and negative: Isolation leads to self-sufficiency. People are also extremely willing to help their neighbors.  The downside is that due to low incomes and a lack of assistance or resources, many uninsured and underinsured county residents have resorted to self-medication through alcohol and drugs.  **Answer 2012:** Same  **Answer 2013:** See below. |

*In Allamakee County you will find the beauty of nature, the intrigue of history and the peace of a vacation paradise nestled in the rolling hills and striking bluffs of Northeastern Iowa. The wonders of nature are waiting around every turn as you explore our numerous preserved areas, parks and historical sites, including the internationally known Effigy Mounds National Monument - Iowa's only National Park. There is an abundance of recreational opportunities & outdoor expeditions waiting for you year-round in Allamakee County, making every moment here anything but ordinary! ~ Allamakee County Economic Development and Tourism brochure.*

**Allamakee County** (pronounced AL-uh-muh-KEY) is the northeastern-most [county](http://en.wikipedia.org/wiki/County_(United_States)) located in the [U.S. State](http://en.wikipedia.org/wiki/U.S._state) of [Iowa](http://en.wikipedia.org/wiki/Iowa). The population was 14,330 in the [2010 census](http://en.wikipedia.org/wiki/2010_United_States_Census), a decline from 14,675 in [2000](http://en.wikipedia.org/wiki/2000_United_States_Census).[[1]](http://en.wikipedia.org/wiki/Allamakee_County,_Iowa#cite_note-USCB-1)[[2]](http://en.wikipedia.org/wiki/Allamakee_County,_Iowa#cite_note-IADC-2) Its [county seat](http://en.wikipedia.org/wiki/County_seat) is [Waukon](http://en.wikipedia.org/wiki/Waukon,_Iowa).

|  |  |
| --- | --- |
| **Area - Total - Land - Water** | Allamakee County, Iowa 658.71 sq mi (1,706 km²) 639.56 sq mi (1,656 km²) 19.14 sq mi (50 km²), 2.91% |

**Geography**

According to the 2000 census, the county has a total area of 658.71 square miles (1,706.1 km2), of which 639.56 square miles (1,656.5 km2) (or 97.09%) is land and 19.14 square miles (49.6 km2) (or 2.91%) is water.

**Major highways**

|  |  |
| --- | --- |
| * [US 18 (IA).svg](http://en.wikipedia.org/wiki/File:US_18_(IA).svg)[U.S. Highway 18](http://en.wikipedia.org/wiki/U.S._Highway_18) * [US 52 (IA).svg](http://en.wikipedia.org/wiki/File:US_52_(IA).svg)[U.S. Highway 52](http://en.wikipedia.org/wiki/U.S._Highway_52) * [Iowa 9.svg](http://en.wikipedia.org/wiki/File:Iowa_9.svg)[Iowa Highway 9](http://en.wikipedia.org/wiki/Iowa_Highway_9) | * [Iowa 26.svg](http://en.wikipedia.org/wiki/File:Iowa_26.svg)[Iowa Highway 26](http://en.wikipedia.org/wiki/Iowa_Highway_26) * [Iowa 51.svg](http://en.wikipedia.org/wiki/File:Iowa_51.svg)[Iowa Highway 51](http://en.wikipedia.org/wiki/Iowa_Highway_51) * [Iowa 76.svg](http://en.wikipedia.org/wiki/File:Iowa_76.svg)[Iowa Highway 76](http://en.wikipedia.org/wiki/Iowa_Highway_76) |

**Adjacent counties**

* [Houston County, Minnesota](http://en.wikipedia.org/wiki/Houston_County,_Minnesota) (north)
* [Vernon County, Wisconsin](http://en.wikipedia.org/wiki/Vernon_County,_Wisconsin) (northeast)
* [Crawford County, Wisconsin](http://en.wikipedia.org/wiki/Crawford_County,_Wisconsin) (east)
* [Clayton County](http://en.wikipedia.org/wiki/Clayton_County,_Iowa) (south)
* [Winneshiek County](http://en.wikipedia.org/wiki/Winneshiek_County,_Iowa) (west)
* [Fayette County](http://en.wikipedia.org/wiki/Fayette_County,_Iowa) (southwest)

**History**

Allamakee County was formed on February 20, 1847 from free territory. The first [Allamakee County Courthouse](http://en.wikipedia.org/wiki/Allamakee_County_Courthouse), built in 1861, now serves as the Allamakee County Historical Museum. The present [Allamakee County Court House](http://en.wikipedia.org/wiki/Allamakee_County_Court_House) was built in 1940. Both courthouse buildings are listed on the [National Register of Historic Places](http://en.wikipedia.org/wiki/National_Register_of_Historic_Places).

**Demographics**

**2010 census**

The 2010 census recorded a population of 14,330 in the county, with a population density of 22.39/sq mi (8.65/km2). There were 7,617 housing units, of which 5,845 were occupied.

**2000 census**

As of the [census](http://en.wikipedia.org/wiki/Census)[[6]](http://en.wikipedia.org/wiki/Allamakee_County,_Iowa#cite_note-GR2-6) of 2000, there were 14,675 people, 5,722 households, and 3,931 families residing in the county. The [population density](http://en.wikipedia.org/wiki/Population_density) was 23 people per square mile (9/km²). There were 7,142 housing units at an average density of 11 per square mile (4/km²). The racial makeup of the county was 95.88% [White](http://en.wikipedia.org/wiki/Race_(United_States_Census)), 0.14% [Black](http://en.wikipedia.org/wiki/Race_(United_States_Census)) or [African American](http://en.wikipedia.org/wiki/Race_(United_States_Census)), 0.18% [Native American](http://en.wikipedia.org/wiki/Race_(United_States_Census)), 0.27% [Asian](http://en.wikipedia.org/wiki/Race_(United_States_Census)), 0.01% [Pacific Islander](http://en.wikipedia.org/wiki/Race_(United_States_Census)), 2.82% from [other races](http://en.wikipedia.org/wiki/Race_(United_States_Census)), and 0.70% from two or more races. 3.54% of the population were [Hispanic](http://en.wikipedia.org/wiki/Race_(United_States_Census)) or [Latino](http://en.wikipedia.org/wiki/Race_(United_States_Census)) of any race.

There were 5,722 households out of which 30.60% had children under the age of 18 living with them, 58.40% were [married couples](http://en.wikipedia.org/wiki/Marriage) living together, 6.60% had a female householder with no husband present, and 31.30% were non-families. 27.50% of all households were made up of individuals and 14.30% had someone living alone who was 65 years of age or older. The average household size was 2.49 and the average family size was 3.02.

In the county the population was spread out with 25.40% under the age of 18, 7.00% from 18 to 24, 25.60% from 25 to 44, 23.60% from 45 to 64, and 18.40% who were 65 years of age or older. The median age was 40 years. For every 100 females there were 100.20 males. For every 100 females age 18 and over, there were 98.90 males.

The median income for a household in the county was $33,967, and the median income for a family was $40,589. Males had a median income of $26,122 versus $19,098 for females. The [per capita income](http://en.wikipedia.org/wiki/Per_capita_income) for the county was $16,599. About 6.40% of families and 9.60% of the population were below the [poverty line](http://en.wikipedia.org/wiki/Poverty_line), including 11.80% of those under age 18 and 8.10% of those age 65 or over.

**Most common first ancestries reported in Allamakee County (%)**

* German (41%)
* Norwegian (17%)
* Irish (16%)
* United States or American (6%)
* English (4%)
* Ukrainian (1%)
* French (except Basque) (1%)

**Agriculture in Allamakee County**

Average size of farms: 301 acres  
Average value of agricultural products sold per farm: $84,049  
Average value of crops sold per acre for harvested cropland: $197.13  
The value of livestock, poultry, and their products as a percentage of the total market value of agricultural products sold: 68.68%  
Average total farm production expenses per farm: $73,547  
Harvested cropland as a percentage of land in farms: 44.34%  
Average market value of all machinery and equipment per farm: $106,884  
The percentage of farms operated by a family or individual: 89.29%  
Average age of principal farm operators: 55 years  
Average number of cattle and calves per 100 acres of all land in farms: 21.13  
Milk cows as a percentage of all cattle and calves: 17.75%  
Corn for grain: 61997 harvested acres  
Soybeans for beans: 28935 harvested acres  
Vegetables: 42 harvested acres  
Land in orchards: 77 acres

**Most common occupations (%)**

**Males:**

 Farmers and farm managers (15%)

 Other production occupations including supervisors (7%)

 Agricultural workers including supervisors (6%)

 Driver/sales workers and truck drivers (6%)

 Other sales and related workers including supervisors (5%)

 Metal workers and plastic workers (5%)

 Food processing workers (4%)

**Females**

 Other production occupations including supervisors (6%)

 Secretaries and administrative assistants (6%)

 Nursing, psychiatric, and home health aides (6%)

 Preschool, kindergarten, elementary and middle school teachers (5%)

 Cooks and food preparation workers (4%)

 Other office and administrative support workers including supervisors (4%)

 Other management occupations except farmers and farm managers (4%)  
  
 <http://www.city-data.com/county/Allamakee_County-IA.html#ixzz2apLWMLEu>

**Household type by relationship**

**Households: 13,998**

* In family households: 11,631 (3,155 male householders, 730 female householders)

3,227 spouses, 3,892 children (3,691 natural, 74 adopted, 127 stepchildren), 140 grandchildren, 68 brothers or sisters, 61 parents, 74 other relatives, 253 non-relatives

* In nonfamily households: 2,367 (1,023 male householders (821 living alone)), 937 female householders (832 living alone)), 407 nonrelatives
* In group quarters: 332 (318 institutionalized population)

Size of family households: 2,052 2-persons, 718 3-persons, 588 4-persons, 304 5-persons, 148 6-persons, 75 7-or-more-persons.

Size of nonfamily households: 1,653 1-person, 246 2-persons, 39 3-persons, 15 4-persons, 3 5-persons, 1 6-persons, 3 7-or-more-persons.

**91.8% of residents of Allamakee County speak English at home.**

3.8% of residents speak Spanish at home (12% speak English very well, 24% speak English well, 10% speak English not well, 54% don't speak English at all).

4.0% of residents speak other Indo-European language at home (58% speak English very well, 18% speak English well, 19% speak English not well, 6% don't speak English at all).

0.1% of residents speak Asian or Pacific Island language at home (26% speak English very well, 63% speak English not well, 11% don't speak English at all).

0.2% of residents speak other language at home (54% speak English very well, 19% speak English well, 27% speak English not well).

<http://www.city-data.com/county/Allamakee_County-IA.html#ixzz2apNFb0Jw>

**Hydrology and geology**

In the northern part of the county is the [Upper Iowa River](http://en.wikipedia.org/wiki/Upper_Iowa_River). In the southern part is the [Yellow River](http://en.wikipedia.org/wiki/Yellow_River_(Iowa)). The eastern boundary is the [Mississippi River](http://en.wikipedia.org/wiki/Mississippi_River). All offer scenic and recreational opportunities, particularly in [Yellow River State Forest](http://en.wikipedia.org/wiki/Yellow_River_State_Forest).

French Creek flows north of Waukon, outside the city limits. [Paint Creek](http://en.wikipedia.org/wiki/Paint_Creek_(Iowa)), named after [Paint Rock Bluff](http://en.wikipedia.org/wiki/Paint_Rock_Bluff), flows out of the south of Waukon. Norfolk creek originates in the western outskirts of Waukon and is effluent to the [Yellow River](http://en.wikipedia.org/wiki/Yellow_River_(Iowa)). [Clear Creek](http://en.wikipedia.org/wiki/Clear_Creek_(Iowa)) flows into [Lansing](http://en.wikipedia.org/wiki/Lansing,_Iowa). [Village Creek](http://en.wikipedia.org/wiki/Village_Creek_(Allamakee_County,_Iowa)) flows through essentially rural terrain. All are tributary to the [Mississippi River](http://en.wikipedia.org/wiki/Mississippi_River).

The landforms encountered in the county are very unlike those found in most of Iowa, which is on the whole is absent [Glacial Drift](http://en.wikipedia.org/wiki/Glacial_Drift). As part of the [Driftless Area](http://en.wikipedia.org/wiki/Driftless_Area), the county was ice free during the last [ice age](http://en.wikipedia.org/wiki/Wisconsin_glaciation), and as one progresses to the Mississippi River, the streams and rivers display high-walled canyons carved of [Silurian](http://en.wikipedia.org/wiki/Silurian) period bedrock. This Driftless Area also includes parts of Clayton, Fayette, Winneshiek, Howard, Dubuque, and Jackson Counties.

**Communities**

|  |  |  |
| --- | --- | --- |
| * [Harpers Ferry](http://en.wikipedia.org/wiki/Harpers_Ferry,_Iowa) * [Lansing](http://en.wikipedia.org/wiki/Lansing,_Iowa) | * [New Albin](http://en.wikipedia.org/wiki/New_Albin,_Iowa) * [Postville](http://en.wikipedia.org/wiki/Postville,_Iowa) (part) | * [Waterville](http://en.wikipedia.org/wiki/Waterville,_Iowa) * [Waukon](http://en.wikipedia.org/wiki/Waukon,_Iowa) |

**Townships**

Allamakee County is divided into eighteen [townships](http://en.wikipedia.org/wiki/Township_(United_States)):

|  |  |  |  |
| --- | --- | --- | --- |
| * [Center](http://en.wikipedia.org/wiki/Center_Township,_Allamakee_County,_Iowa) * [Fairview](http://en.wikipedia.org/wiki/Fairview_Township,_Allamakee_County,_Iowa) * [Franklin](http://en.wikipedia.org/wiki/Franklin_Township,_Allamakee_County,_Iowa) * [French Creek](http://en.wikipedia.org/wiki/French_Creek_Township,_Allamakee_County,_Iowa) * [Hanover](http://en.wikipedia.org/wiki/Hanover_Township,_Allamakee_County,_Iowa) | * [Iowa](http://en.wikipedia.org/wiki/Iowa_Township,_Allamakee_County,_Iowa) * [Jefferson](http://en.wikipedia.org/wiki/Jefferson_Township,_Allamakee_County,_Iowa) * [Lafayette](http://en.wikipedia.org/wiki/Lafayette_Township,_Allamakee_County,_Iowa) * [Lansing](http://en.wikipedia.org/wiki/Lansing_Township,_Allamakee_County,_Iowa) * [Linton](http://en.wikipedia.org/wiki/Linton_Township,_Allamakee_County,_Iowa) | * [Ludlow](http://en.wikipedia.org/wiki/Ludlow_Township,_Allamakee_County,_Iowa) * [Makee](http://en.wikipedia.org/wiki/Makee_Township,_Allamakee_County,_Iowa) * [Paint Creek](http://en.wikipedia.org/wiki/Paint_Creek_Township,_Allamakee_County,_Iowa) * [Post](http://en.wikipedia.org/wiki/Post_Township,_Allamakee_County,_Iowa) * [Taylor](http://en.wikipedia.org/wiki/Taylor_Township,_Allamakee_County,_Iowa) | * [Union City](http://en.wikipedia.org/wiki/Union_City_Township,_Allamakee_County,_Iowa) * [Union Prairie](http://en.wikipedia.org/wiki/Union_Prairie_Township,_Allamakee_County,_Iowa) * [Waterloo](http://en.wikipedia.org/wiki/Waterloo_Township,_Allamakee_County,_Iowa) |

**Unincorporated communities**

|  |  |  |
| --- | --- | --- |
| * [Dorchester](http://en.wikipedia.org/wiki/Dorchester,_Iowa) * [Ludlow](http://en.wikipedia.org/wiki/Ludlow,_Iowa) | * [Lycurgus](http://en.wikipedia.org/wiki/Lycurgus,_Iowa) * [Rossville](http://en.wikipedia.org/wiki/Rossville,_Iowa) | * [Church](http://en.wikipedia.org/wiki/Church,_Iowa) * [Volney](http://en.wikipedia.org/wiki/Volney,_Iowa) |

**Ghost towns**

|  |  |  |
| --- | --- | --- |
| * [Hardin](http://en.wikipedia.org/w/index.php?title=Hardin,_Iowa&action=edit&redlink=1) | * [Columbus](http://en.wikipedia.org/w/index.php?title=Columbus,_Iowa&action=edit&redlink=1) * [Ion](http://en.wikipedia.org/w/index.php?title=Ion,_Iowa&action=edit&redlink=1) | * [Village Creek](http://en.wikipedia.org/w/index.php?title=Village_Creek,_Iowa&action=edit&redlink=1) * [Myron](http://en.wikipedia.org/w/index.php?title=Myron,_Iowa&action=edit&redlink=1) |
| \*http://en.wikipedia.org/wiki/Allamakee\_County\_Iowa | | |

**Notable sites**

* [Effigy Mounds National Monument](http://en.wikipedia.org/wiki/Effigy_Mounds_National_Monument) is found in the southeast corner of the county.
* [Upper Mississippi River National Wildlife and Fish Refuge](http://en.wikipedia.org/wiki/Upper_Mississippi_River_National_Wildlife_and_Fish_Refuge) encompasses the River.
* [Driftless Area National Wildlife Refuge](http://en.wikipedia.org/wiki/Driftless_Area_National_Wildlife_Refuge), a collection of small, non-contiguous parcels harboring two endangered species.
* [Yellow River State Forest](http://en.wikipedia.org/wiki/Yellow_River_State_Forest) is a four-season state park.

**Effigy Mounds, Allamakee County (Iowa’s only National Park)**

*****Archaeological site, northeastern Iowa, U.S. Located on the Mississippi River, it covers 4 sq mi (10 sq km). Established in 1949, the monument has 183 known mounds, some of which are in the shape of birds and bears. The mounds were built over the course of the Woodland period (1000 1200), with the effigy mounds probably constructed between 400 and 1200. Many mounds have yielded copper, bone, and stone tools of Indian origin. One of the bear mounds is 137 ft (42 m) long and 3.5 ft (1 m) high. www.answers.com/topic/effigy-mounds*

****

**Yellow River Forest Reserve, Allamakee County**

*Yellow River Forest is located in Allamakee County in northeast Iowa. Its headquarters and recreation facilities are located on county highway B25, approximately 4 miles southeast of Waterville or 3 miles west of Harpers Ferry.*

*The Paint Creek Unit is of primary interest to the recreationist. It has the Big Paint Creek, Little Paint Creek and equestrian campgrounds with capacities of 48, 80 and 40 sites respectively. It also contains 6 miles of trout stream stocked from April through October and a marsh from which bass and panfish may be taken.*

*Hiking, snowmobile and horse trails and several picnic areas are located on the Paint Creek unit. Several scenic overlooks are accessible by horseback, foot or auto and a large portion of the cross country ski trail system is found here*.

****[*www.iowadnr.gov*](http://www.iowadnr.gov)

**Yellow River, Allamakee County**

**Upper Iowa River, Allamakee County**

****

****

**View from Mt. Hosmer, Lansing, Allamakee County**

****

****

Consequences

This section looks at alcohol-related consequence data and will help you identify which alcohol-related consequences are of greatest concern in your county. Alcohol-related consequences are defined as the social, economic, and health problems associated with the use of alcohol, such as alcohol-related mortality, car crashes, crime and penalty. It is recognized that not all communities will experience exactly the same problems, therefore this needs assessment in relation to alcohol use and its consequences is to help identify individual county problems.

## Alcohol-Related Crimes:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table 6: Adult Alcohol Related Arrests (rates per 10,000), [Source DPS](http://www.dps.state.ia.us/commis/ucr/index.shtml) | | | | |
| **Alcohol-Related Crimes Adults** | **Area** | **2008** | **2009** | **2010** |
| **Alcohol Offenses** | **Allamakee County N** | **7** | **2** | **0** |
| **Rate** | **6.4** | **1.8** | **0.0** |
| State of Iowa N | 18,527 | 22,904 | 17,668 |
| Rate | 81.2 | 99.8 | 76.2 |
| **Operating While Intoxicated** | **Allamakee County N** | **21** | **2** | **-** |
| **Rate** | **19.2** | **1.8** | **-** |
| State of Iowa N | 13,934 | 13,622 | 12,611 |
| Rate | 61.1 | 59.4 | 54.4 |
| ***Notes: Rates population denominator 18 and older*** | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table 7: Youth Alcohol Related Arrests (rates per 10,000), [Source DPS](http://www.dps.state.ia.us/commis/ucr/index.shtml) | | | | |
| **Alcohol-Related Crimes Juveniles** | **Area** | **2008** | **2009** | **2010** |
| **Alcohol Offenses** | **Allamakee County N** | **-** | **-** | **-** |
| **Rate** | **-** | **-** | **-** |
| State of Iowa N | 2,380 | 1,693 | 1,598 |
| Rate | 33.4 | 23.3 | 22.0 |
| **Operating While Intoxicated** | **Allamakee County N** | **-** | **-** | **-** |
| **Rate** | **-** | **-** | **-** |
| State of Iowa N | 229 | 186 | 164 |
| Rate | 3.2 | 2.6 | 2.3 |
| ***Note: Rate population denominator Youth under 18 years old*** | | | | |

## Alcohol Related Conviction Rates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 8: Number of Adult Alcohol Offense Convictions and Rate, [source JDW, CJJP](http://www.humanrights.iowa.gov/cjjp/index.html) | | | | | |
| **Alcohol-related Offense Convictions - Number and Rate per 10,000** | **Area** | **2008** | **2009** | **2010** | **2011** |
| **Adults** | **Allamakee County N** | **84** | **59** | **55** | **60** |
| **Rate** | **76.8** | **53.8** | **49.9** | **54.4** |
| State of Iowa N | 20,879 | 20,312 | 20,174 | 21,598 |
| Rate | 91.5 | 88.5 | 87.0 | 92.3 |
| ***Notes: Juvenile adjudications are not released by the CJJP*** | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 9: Adult OWI Convictions, source JDW, CJJP | | | | | |
| **OWI Convictions - Number and Rate per 10,000** | **Area** | **2008** | **2009** | **2010** | **2011** |
| **Adults** | **Allamakee County N** | **50** | **56** | **60** | **59** |
| **Rate** | **45.7** | **51.0** | **54.5** | **53.46** |
| State of Iowa N | 13,916 | 13,932 | 13,194 | 13,146 |
| Rate | 61.0 | 60.7 | 56.9 | 56.2 |

**Other Data**

This is an important part of the county assessment since it relates to your county specific data not available at the state level. Identify ALL OTHER data that address problems around the consequences of alcohol related crimes. For example, you have knowledge of local surveys, of trouble spots or specific alcohol related strategies that the law enforcement are implementing. You may have data not reported to the state on Minor in Possession arrests and/or citations. In this case describe the results.

**Question 2: Alcohol offenses and Convictions in your County?**

|  |
| --- |
| Based on the preceding tables and your other local level data, how do alcohol related offenses and convictions in your county compare to the state?  Is your problem bigger, smaller or about the same? Discuss the differences.  Did you detect any changes in trends? What should be the reason of such findings?  **Answer 2011:** The data indicates a significantly lower rate of adult alcohol arrests for the county (0 to 5.5% for 2008-2009), compared to the state (34.3% to 51.3 percent for the same period.) Youth alcohol arrests were nonexistent in the county in 2008 and 2009, while across the state, these numbers varied from 33.3 to 39.5%. This bodes well for the county, when, according to interviews with local law enforcement, officers exercise diligence in their monitoring of underage drinking.  The stakeholders felt that although the evidence collected indicated rates for consequences within Allamakee County were lower than the State rate, this was not the result of a lack of enforcement by local law officials.  **Answer 2012:** According to state data, no alcohol offenses were reported in 2010. This would indicate Allamakee County’s numbers are less than the state’s numbers.  Ongoing local data will be collected throughout the process to insure county data is current and reflects and identifies individual county problems.  **Answer 2013:** According to the state data in Table 8 on Page 30 regarding adult alcohol related offense convictions there appears to be an increased conviction rate at both the county and state level. According to Table 9 on Page 30, both county and state adult OWI convictions rates remain relatively unchanged (Allamakee County: 2010—54.5% to 2011—53.56%)(State: 2010—56.9% to 2011—56.2%) |

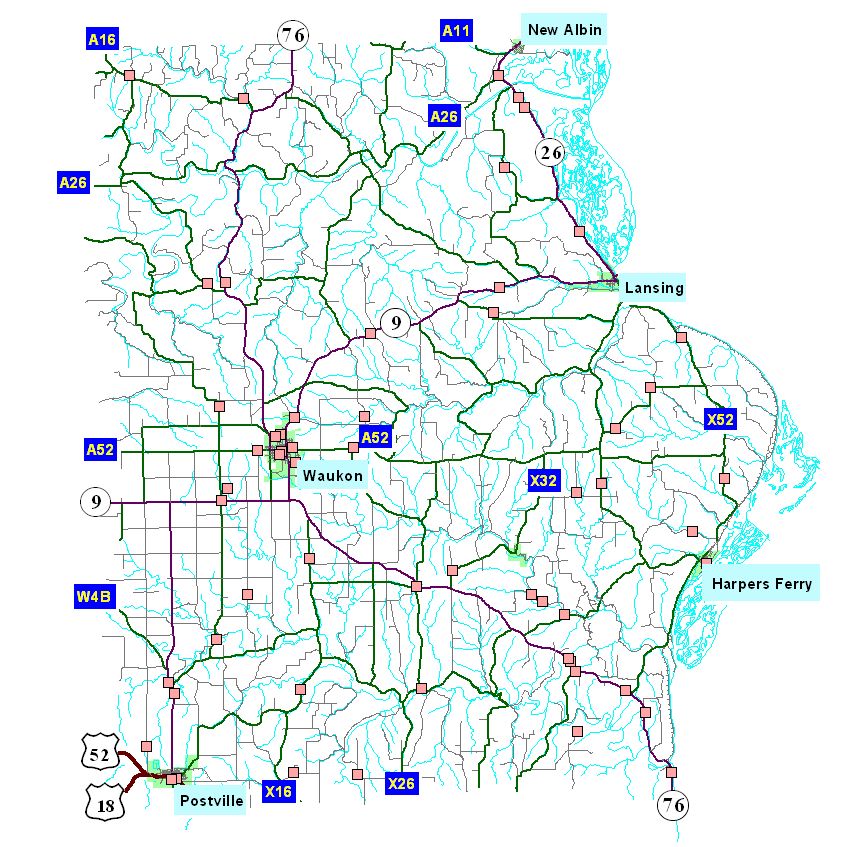
## Alcohol-Related Car Crashes:

Another targeted consequence of underage drinking and binge drinking for Iowa’s SPF SIG project is car crashes related to alcohol use.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 10: Alcohol Related Fatal Crashes, Injuries and Drunk Drivers,[source GTSB](http://www.dps.state.ia.us/commis/gtsb/forms/2010/2012_Problem_ID.pdf) | | | | | |
| **Indicators** | **Area** | **2006** | **2007** | **2008** | **2009** |
| **Alcohol-Related Fatal Crashes N (Rate per 10,000)** | **Allamakee County N** | **4** | **1** | **3** | **9** |
| **Rate** | **2.8** | **0.7** | **2.1** | **6.3** |
| State of Iowa N | 439 | 445 | 413 | 371 |
| Rate | 1.5 | 1.5 | 1.4 | 1.2 |
| **Drivers Involved in Fatal Crashes That Have Had a Drink (%)** | **Allamakee County (%)** | **50.0%** | **100.0%** | **33.3%** | **22.2%** |
| State of Iowa (%) | 23.7% | 24.9% | 19.4% | 25.1% |
| **Traffic Injuries N (Rate per 10,000)** | **Allamakee County N** | **67** | **66** | **55** | **60** |
| **Rate** | **46.2** | **45.5** | **37.8** | **41.7** |
| State of Iowa N | 23,497 | 26,478 | 22,204 | 19,981 |
| Rate | 79.2 | 88.8 | 74.0 | 66.4 |

**Other Data**

Consider and analyze other data sources that will help identify and detail problems around the consequences of alcohol and motor vehicles. Describe results here:



**Crash severity key**

|  |  |
| --- | --- |
| http://www.iowadot.gov/crashanalysis/images/fatal.gif | Fatal |
| http://www.iowadot.gov/crashanalysis/images/major.gif | Major Injury |
| http://www.iowadot.gov/crashanalysis/images/minor.gif | Minor Injury |

Allamakee County (2004-2008)

Impairment - (drug/alcohol) related crashes were selected by identifying rural crashes involving any driver with a positive drug test, a nonzero blood alcohol content (BAC) result, a driver condition indicating officer judgment that the driver was under the influence of alcohol, drugs or medications, or a test refusal (whether drug or alcohol). Maps and reports are subsequent to this selection

http://www.iowadot.gov/crashanalysis/data/county/allamakee.htm

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **2004-2008 Crash History Impairment (Drug/ Alcohol) Allamakee County, Iowa** | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
|  |  |  | **Crashes** | | | | | | **|** | **Injuries** | | | | | |
| **Year** | **County** | **|** | **Crashes** | **Fatal** | **Major** | **Minor** | **Poss/Unk** | **PDO** | **|** | **Injuries** | **Fatalities** | **Major** | **Minor** | **Possible** | **Unknown** |
|  | | | | | | | | | | | | | | | |
| 2004 | Allamakee | | | 17 | 1 | 1 | 5 | 2 | 8 | | | 11 | 1 | 1 | 7 | 1 | 1 |
|  | | | | | | | | | | | | | | | |
| 2005 | Allamakee | | | 13 | 0 | 0 | 5 | 3 | 5 | | | 12 | 0 | 0 | 7 | 4 | 1 |
|  | | | | | | | | | | | | | | | |
| 2006 | Allamakee | | | 9 | 1 | 1 | 3 | 3 | 1 | | | 11 | 2 | 1 | 4 | 4 | 0 |
|  | | | | | | | | | | | | | | | |
| 2007 | Allamakee | | | 12 | 1 | 2 | 1 | 3 | 5 | | | 9 | 1 | 3 | 1 | 4 | 0 |
|  | | | | | | | | | | | | | | | |
| 2008 | Allamakee | | | 9 | 1 | 0 | 1 | 2 | 5 | | | 5 | 1 | 0 | 2 | 2 | 0 |
|  | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
|  | Totals: | | | 60 | 4 | 4 | 15 | 13 | 24 | | | 48 | 5 | 5 | 21 | 17 | |
| Feature Count Report (Wednesday, June 17, 2009 10:58:51 AM Central Daylight Time)    produced using: Iowa's Safety Analysis, Visualization, and Exploration Resource (SAVER  by: Na Ning; Safety Intern        Iowa Department of Transportation ; Highway Division, Engineering Bureau, Traffic and Safety; 800 Lincoln Way; Ames, Iowa 50010 | | | | | | | | | | | | | | | |

**Question 3: Alcohol Related Crashes in your County?**

|  |
| --- |
| Based on preceding Tables and your community level data, how do alcohol-related car crashes in your county compare to alcohol-related car crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.  **Answer 2011:** The data indicates that we are seeing a decreasing trend in the amount of drivers involved in fatal crashes and alcohol-related traffic injuries. The data for fatal crashes appears to change throughout the years, due to low numbers and high variability.  **Answer 2012:** The state data from 2009 indicates a drastic increase in alcohol related fatal crashes. In 2008 Allamakee County’s rate was 2.1 which increased to 6.3 in 2009. Both of these rates are considerably higher than the state’s rate of 1.4 and 1.2 respectively. Although alcohol related fatal crashes have increased, the drivers involved in fatal crashes and alcohol related traffic injuries have decreased. After analyzing this data, it appears that alcohol related fatal crashes are an area of concern on Allamakee County roadways.  **Answer 2013:** No new data is available. |

## Alcohol Dependence and Abuse:

Table 11 below shows the rate by county of residence for treatment admissions due to alcohol as the primary or secondary drug. The Iowa rate has been included in the table to provide a comparison. The year-specific estimated census data were used for that purpose.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Alcohol Dependence and Abuse** | | | | | | | |
| Table 11: Treatment Episodes (Number and Rate per 10,000 Population) for Alcohol Treatment in Iowa by County of Residence, [source TEDS/I-SMART](http://wwwdasis.samhsa.gov/webt/tedsweb/tab_year.choose_year_web_table?t_state=IA) | | | | | | | |
| **Area** | **2006** | **2007** | **2008** | **2009** | **2010** | **2011** | **2012** |
| **Allamakee County N Rate** | **82** | **111** | **90** | **99** | **126** | **83** | **77** |
| **74.2** | **100.2** | **80.7** | **90.2** | **114.3** | **75.2** | **69.7** |
| State of Iowa N Rate | 14,877 | 14,302 | 15,244 | 15,889 | 14,652 | 13,337 | 12,970 |
| 65.9 | 63.0 | 66.6 | 69.2 | 63.2 | 57.0 | 55.2 |
| ***Note: population denominator: 18 and older*** | | | | | | | |

**Other Data**

Consider and analyze other data sources that will help identify and detail problems around the consequences of alcohol dependence and abuse. For example you may have information from local surveys or from treatment facilities in your communities. If so describe the results here

**Question 4: Alcohol Dependence and Treatment in your County?**

|  |
| --- |
| Based on your county data, how does alcohol dependence and abuse in your county compare to alcohol dependence and abuse across the state? Is your problem bigger, smaller or about the same? Discuss the differences.  **Answer 2011:** We have many community residents who view alcohol as a vacation. Drinking is a cultural expectation in our county, which includes a number of highly functioning alcohol drinkers who contribute to our society. The number of drunk driving offenses may also be related to the fact there is no taxi service available in our community.  Data shows that Allamakee County has a substantially higher rate of alcohol dependence and abuse in comparison to the state rate, based on treatment episode data.  **Answer 2012:** According to state data, alcohol as a primary reason for treatment episodes has increased over the last four (4) years. Currently, Allamakee County’s rates are higher than that of the state. This data indicates Allamakee County’s rate is almost twice as high of that of the state. Due to the lack of mental health services in the county, some residents have a tendency to self-medicate. This practice can lead to alcohol dependency resulting in individuals needing voluntary or involuntary treatment.  **Answer 2013:** According to Table 11 on Page 30, the data shows that since 2010 alcohol dependence and abuse treatment episodes continue to decline in Allamakee County (2010: 114.3, 2011: 75.2, 2012: 69.7) however this rate is still significantly higher than the state average (2010: 63.2, 2011: 57.0, 2012:55.2). |

## Alcohol School Suspensions and Expulsions:

The following table describes the rate of school alcohol-related suspensions and expulsions from the Iowa Department of Education data center. Identify your district and the total number of suspensions and expulsions because of alcohol for each year and calculate the rate using this formula: (total number of suspension-expulsion/ total number of students in the district) X 10,000.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Alcohol School Suspensions and Expulsions** | | | | | | |
| Table 12: Alcohol Related School Suspensions and Expulsions, [source Project EASIER](http://educateiowa.gov/index.php?option=com_docman&task=cat_view&gid=132&Itemid=1563) | | | | | | |
| **Youth Alcohol Suspension and Expulsion Rate**  **(per 10,000)** | **2006-2007** | **2007-2008** | **2008-2009** | **2009-2010** | **2010-2011** | **2011-2012** |
| **Allamakee County N** | **-** | **4** | **-** | **-** | **-** | **-** |
| **Rate** | **-** | **17.4** | **-** | **-** | **-** | **-** |
| State of Iowa N | 519 | 404 | 382 | 362 | 365 | 382 |
| Rate | 10.9 | 8.5 | 7.8 | 7.4 | 7.4 | 8.1 |
| ***Note: Population denominator number of students enrolled that year*** | | | | | | |

**Question 5: Alcohol Related School Suspensions?**

|  |
| --- |
| Based on your county data, how does alcohol related school suspensions and expulsions in your county compare to the state?  Is your problem bigger, smaller or about the same? Discuss the differences  Could you list some of the districts policies regarding suspensions and expulsions of students?  **Answer 2011:** While the county’s annual alcohol-related school suspensions are typically non-existent, in 2007 the expulsion rate in Allamakee County nearly doubled that of the state rate. This (2007 rate) is not a typical trend in Allamakee County, in the three years reported by school officials, there was one isolated incident involving four students in 2007.  **Answer 2012:** All three school districts implement and enforce the Good Conduct Policy. According to state data, Allamakee County reported zero suspensions or expulsions in 2010-2011 which is significantly lower than the state rate. This Good Conduct Policy creates a culture where student alcohol use is not accepted.  **Answer 2013:** According to the state data in Table 12 on Page 35, Allamakee County reported zero suspensions or expulsions in 2011-12 which is significantly lower than the state rate of 8.1 percent. |

### **Other Data**

Consider and analyze other data sources that will help identify and detail problems around the consequences of alcohol. For example, you may have information from local surveys, or you may know about certain trouble spots for Alcohol related crashes, areas where there are other considerations regarding dependence such treatment centers, schools and even the law enforcement and justice department in your county. If you have other data sources describe the results here.

**Allamakee County’s Three School Districts’ Good Conduct Policies:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SCHOOL** | **ACSD (Waukon)** | | **EACS (Lansing)** | | **PCSD (Postville)** | |
| **1st**  **Violation Penalty** | **Interscholastic**  **Program** | **Non**  **Participant**  **Interscholastic Program** | **Self**  **Reported** | **Not Self**  **Reported** | **Athletic** | **Non-Athletic** |
| Ineligible for one-third (1/3) of program | Ineligibility for one-third for **next** interscholastic program in which student is a bona fide competitor | Suspension from the foremost event in every activity for one calendar year | Suspension from the **three** foremost events in every activity for one calendar year | Up to one-third of a season of ineligibility | Up to four weeks or longer if necessary to include a minimum of one public performance |
| **2nd**  **Violation**  **Penalty** | Ineligible for two-thirds (2/3) of program | Ineligible for two-thirds (2/3) of **next**  Program in which student is a bona fide competitor | **Subsequent**  **Offenses** | | Up to one-half of a season of eligibility | Up to six weeks or longer if necessary to include a minimum of two public performances |
| Suspension from the foremost events in every activity in which the student participates for one calendar year. | Two events in every activity in addition to the number that would have been assigned had the violation been self-reported |
| **3rd**  **Violation**  **Penalty** | Ineligible for 12 months from ALL interscholastic programs. Additionally, student will no longer be eligible to participate in FFA, FCCL, FBLA | | Up to one year of ineligibility | Up to one year of ineligibility |
| **Other Special Policies** | A student my lose eligibility under the Good Conduct Rule for any of the following behaviors: possession, use or purchase of . . . alcoholic beverages, including beer and wine (having the odor of alcohol on one’s breath is evidence of “use”). | | Speech and drama activities have special considerations under the Good Conduct Rule if a violation occurs within two weeks of a scheduled performance. The exceptions are in place due to the minimal number of performances and potential lack of substitutes. The sponsor of those activities will communicate the consequences in a contract that must be signed prior to participation | | The period of ineligibility attaches immediately upon finding of a violation if a student is currently engaged in a co-curricular activity, and, if not completed during the current activity, it will be carried over to the time the student seeks to go out for the next activity or contest.  If a student drops out of an activity prior to completion of the period of ineligibility, the student begins serving the penalty in its entirety during the next season of participation. Additionally, with second and third offense, student will need professional evaluation and/or treatment prior to reinstatement. | |

## Final Consequences Question

**Question 6: Major Concerns regarding Consequences of Alcohol in your County?**

|  |
| --- |
| Based on your data and responses to previous consequence questions, what are your county’s major concerns surrounding underage and binge drinking? Please provide supporting evidence here and reference the section and page where the information may be found.  **Answer 2011:** The data does indicate that Allamakee County is seeing the consequences of underage drinking and adult binge drinking. Most notably, expulsion rates (table 10), treatment episodes (table 9) and fatal crashes/injuries/and drunk drivers (table 8). These consequences have been, at times, higher than the state rate. This data shows that alcohol is impacting Allamakee County in several ways.  **Answer 2012:** Allamakee County recognizes that underage drinking and adult binge drinking consequences are wide-spread. Although numbers have fluctuated throughout the years, alcohol is still a contributing factor to fatal crashes, adult OWI convictions, adult alcohol related offense convictions and alcohol treatment episodes. This data is reflected in Tables, 7, 8, 9 and 10.  **Answer 2013:** With the limited data available, represented in Tables 8 and 9 on Page 30, it appears alcohol is still a contributing factor to offense convictions and OWI convictions. According to Table 11 on Page 33 Allamakee County’s Alcohol Treatment Episodes have decreased, but are still significantly higher than the state rate. |

Consumption

This section looks at alcohol consumption data and will help you identify any consumption concerns in your county. Consumption data includes information about the percentage of underage people who drink alcohol, the percentage of youth and adult who engage in binge drinking (males having five or more and females having four or more drinks on one occasion), or the percentage or number of adults who engage in heavy drinking (having more than two drinks per day (males) or one drink per day (female).

## Underage Drinking:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Underage Drinking** | | | | | | | | | | | | |
| Table 13: Proportion of Students Who Reported 30-Day and Binge Drinking, [source IYS 2002-2012](http://www.iowayouthsurvey.iowa.gov/) | | | | | | | | | | | | |
| **Indicators** | **Area** | **Grade** | **2002 N (%)** | | **2005 N (%)** | | **2008 N (%)** | | **2010 N (%)** | | **2012 N (%)** | |
| **Students Who Have Had a Drink in the past 30 Days (%)** | Allamakee  County | All Grades | **176** | **33.1** | **128** | **23.6** | **147** | **32.5** | **94** | **26.4** | **40** | **18.4** |
| **11th** | **105** | **54.4** | **83** | **43.7** | **86** | **46.0** | **62** | **52.5** | **30** | **44.1** |
| State of Iowa | All Grades | 21,124 | 22.1 | 18,906 | 19.5 | 17,764 | 18.5 | 12,146 | 15.8 | 7,970 | 11.4 |
| 11th | 13,017 | 43.2 | 12,573 | 40.0 | 10,925 | 35.6 | 7,362 | 31.5 | 5,748 | 26.4 |
| **Students Who Report Binge Drinking in the past 30 Days (%)** | Allamakee  County | All Grades | **141** | **26.5** | **88** | **16.2** | **114** | **25.1** | **68** | **18.9** | **31** | **14.3** |
| **11th** | **92** | **47.4** | **67** | **35.3** | **77** | **40.7** | **48** | **40.7** | **25** | **36.8** |
| State of  Iowa | All Grades | 16,104 | 16.7 | 13,804 | 14.1 | 11,971 | 12.5 | 8,422 | 11.0 | 5,599 | 8.0 |
| 11th | 10,860 | 35.9 | 10,105 | 31.9 | 8,411 | 27.3 | 5,625 | 24.0 | 4,171 | 19.2 |

**Other Data**

Consider analyzing other data sources that will help identify and detail problems around underage drinking. A few examples include, your county may have its own specific alcohol survey involving underage drinking, or may want to consider college data, or data from alternative schools if there is one in your county. If you have access to other data, describe the results here.

**Question 7 : Student Alcohol Use and Binge in your County?**

|  |
| --- |
| Based on table 11, and your county’s own local data, how does student 30-day use of alcohol and binge drinking in your county compare to student data across the state? Discuss the differences and the trends in your county.  **Answer 2011:** Iowa Youth Survey data indicates that 30-day use of alcohol is slightly higher in our county than statewide (6% higher) and is consistent across all grade levels. Binge drinking rates are 9% higher in the county as compared to state data.  Search Institute Survey Data shows a decreasing trend in the areas of: used alcohol three or more times in past 30 days, used alcohol once or more in the last 30 days, and got drunk once or more in the last two weeks. Statewide data for Search Surveys is unavailable. Questions asked in the Search Surveys are similar to questions in the Iowa Youth Survey, but the sample size of students participating in the Search Survey is larger than the number of students completing the Iowa Youth Survey in Allamakee County.  **Answer 2012:** State data from the Iowa Youth Survey indicates high rates of students who have had a drink in the past thirty days. Allamakee County’s rate of eleventh graders is 52.5 where the state is 31.5. Students who reported binge drinking in the past thirty days is also drastically higher than the state rate. Allamakee County eleventh graders report a rate of 40.7 compared to the state rate of 24. This data indicates the high rate of underage drinking in Allamakee County. According to local focus groups, Allamakee County youth feel that the culture tolerates underage drinking and at times promotes this behavior. Examples of this would be drinking at wedding receptions, offering beer at graduation parties, and partying or camping on the river.  **Answer 2013:** According to Table 13 on Page 38, it appears there has been a significant decrease in the indicator numbers for students who had a drink in the past thirty days (2010--26.4% to 2012--18.4%) and binge drinking for Allamakee County (2010--18.95 to 2010--14.35), however, Allamakee County is still much higher than the state rate for 30 day use (2010--15.8% to 2010--11.4%) and binge drinking (2010--11.0% to 2012--8.0%). |

## 

## Adult Drinking:

Consider the following table for adult binge drinking and heavy drinking rates taken from the 2006-2008 Behavioral Risk Factor Surveillance Survey (BRFSS). The use of combined BRFSS data allows to compare individual counties to Iowa as a whole. However, describing trends at the county level may not be possible.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 14: Percentage of Adults (18 Years and Older) Who Reported 30-Day Use and Binge Drinking, [source BRFSS](http://apps.nccd.cdc.gov/BRFSS/page.asp?cat=XX&yr=2009&state=IA#XX), 2011-2012 | | | | | |
| **Indicators** | **Allamakee**  **County** | **State of Iowa** | **Allamakee**  **County  (2008-2010)** | **State of Iowa (2008-2010)** |
| **30-Day Use** | 72.3 | 57.1 | 71.0 | 56.3 |
| **Binge Drinking** | 28.2 | 20.3 | 24.5 | 19.2 |

|  |  |  |  |
| --- | --- | --- | --- |
| Table 14: Percentage of Adults (18 Years and Older) Who Report 30-Day Use and Binge Drinking, source BRFSS 2011-2012 | | | |
| **Indicators** | **Allamakee**  **County  (2011-2012)** | **State of Iowa (2011-2012)** | **Significance level** |
| **30-Day Use** | 70.2 | 59.7 | NS |
| **Binge Drinking** | 29.2 | 23.6 | NS |
| *Note: NS= Not statistically Significantly different; S=Significantly different; Based on variance estimation at p= 0.05* | | | |
| *Only 2 counties had less than 25 respondents on the 2 year period* | | | |
| *Confidence intervals (95%) were used to compare values across state and counties. When confidence intervals overlapped, the difference was not statistically significant* | | | |
| ***With the changes in the BRFSS sampling methodology (selection and weighting changed compared to previous years),*** | | | |
| **DO NOT COMPARE TABLE 14 findings to PREVIOUS YEARS** | | | |

Consider and analyze other data sources that will help identify and detail problems around underage drinking and adult binge drinking. A few examples include, your county may have its own specific alcohol survey involving underage drinking, or your county may want to consider college data, or data from alternative schools if there is one in your county. If you have other data sources describe the results here.

**Question 8: Adult Alcohol Use and Binge in your County**

|  |
| --- |
| Based on previous table, along with your county’s other data sources, how does adult binge drinking, and adult heavy drinking in your county compare to adult binge drinking, and adult heavy drinking across the state?  **Answer 2011:** Table 12 indicates a higher usage rate of alcohol in Allamakee County compared to the state level. Current drinker rates are 15.2% higher than the state rate. Binge drinking rates are 7.9% higher in Allamakee County compared to the state level.  **Answer 2012:** According to state data, Allamakee County has higher rates of both 30 day use and adult binge drinking than that of the state. Although these rates are higher, they are not significantly higher. This data appears to support that adult alcohol use is a concern statewide.  **Answer 2013:** Table 14 on Page 40 indicates that both 30 day use and binge drinking rates for Allamakee County adults are not statistically different from the state rates and trend data is not available due to a change in sampling methodology. |

## Final Consumption Question

**Question 9: Major Concerns on Alcohol Use and Binge in your County**

|  |
| --- |
| Based on the consumption data analyzed here and on your answers to the previous Questions, what are your county’s major concerns surrounding the problem of underage drinking, adult binge drinking, and adult heavy drinking? Justify your decision  **Answer 2011:** As a county, because of our higher usage rate of youth and adults, we are concerned about the safety of underage drinkers and binge drinkers in our community.  We have an active law enforcement team, and a wonderful local media campaign which targets a number of drinking behaviors, such as drinking and boating.  One of the challenges in our county is that some parents find it acceptable to serve alcohol to minors. Their perception is that it’s better to drink at home than drink and drive. This represents only a small percentage of the population.  Privately, there are people who agree that it is not good for youth to drink, but they sometimes do not wish to offend the status quo by going against it.  As a county, not many people believe there is a problem here with binge drinking. Some of that is due to some general disagreement about the definition of men drinking 5+ drinks in four hours and women drinking 4+ drinks in two hours.  Opinions about these issues are often determined by both age and socioeconomic status.  Drinking is central to many local recreational activities, such as boating and other outdoor activities.  Many tourists come to Allamakee County in order to partake in outdoor leisure activities. Unfortunately, drinking often accompanies those activities.  **Answer 2012:** Based on the above tables, alcohol use among Allamakee County youth and adults is prevalent. Both the data and the focus group information show that residents include alcohol use with recreation. Community norms regarding alcohol use and its availability seem to support the acceptance of alcohol in a variety of social settings. The customary use of alcohol as part of recreations, celebrations and ways to celebrate contribute to underage drinking, adult binge drinking and adult heavy drinking.  **Answer 2013:**  Adult—Based on the above tables, both current and previous data, as well as previous focus group data, it can be determined that residents include alcohol use with recreation. Community norms support alcohol use in social settings and the feeling among county residents is that as long as they are not drinking and driving, excessive alcohol use is acceptable. Because alcohol use is legal it is hard to discourage people from drinking, and the feeling is that as long as they are not driving, alcohol use is okay.  Underage--Large decreases in thirty day use and binge drinking indicate that efforts are starting to work in the Allamakee County. However, variations between Allamakee County and the state data indicate that a lot more work needs to be done. |

Potential Intervening Variables

**Contributing**

**Factor**

**Contributing**

**Factor**

**Intervening**

**Variables**

**Contributing**

**Factor**

**Contributing**

**Factor**

# Intervening Variables

*Alcohol Availability (Retail)*

## Liquor Licenses and Per Capita Gallon Sales:

The most fundamental way to understand availability around alcohol use is through the number of opportunities people have to buy alcohol. Consider the following table, which compares the number of liquor license issued in your county and the state. This table includes all liquor license types.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Table 15: Liquor License Rates and Per Capita Gallon Sales, [source ABD](http://iowaabd.com/) | | | | | | | |
| **Alcohol Sales Indicators (per population over 18 Years Old)** | **Area** | **2007** | **2008** | **2009** | **2010** | **2011** | **2012** |
| **Liquor Licenses  (rate per 10,000)** | **Allamakee**  **County N** | **85** | **85** | **85** | **61** | **117** | **117** |
| **Rate** | **73.4** | **73.3** | **73.3** | **55.4** | **114.2** | **114.2** |
| State of  Iowa N | 12,344 | 12,345 | 12,345 | 9,223 | 18,078 | 18,078 |
| Rate | 51.6 | 51.3 | 51.1 | 39.8 | 83.0 | 83.0 |
| **Gallon Sales (per capita)** | **Allamakee County N** | **15,719** | **17,002** | **16,061** | **16,748** | **17,877** | **17,266** |
| **Rate** | **1.50** | **1.62** | **1.53** | **1.52** | **1.74** | **1.69** |
| State of  Iowa N | 3,938,239 | 4,064,647 | 4,299,890 | 4,399,102 | 4,566,422 | 4,859,878 |
| Rate | 1.92 | 1.98 | 2.10 | 1.90 | 2.10 | 2.23 |

**Question 10: Liquor License and Gallons Sold in your County?**

|  |
| --- |
| Based on Table 13, how do the numbers of liquor licenses and gallons sold per person in your county compare to the state? how does your county rate of temporary licenses compare to the rest of the state? Is it higher, lower or about the same? Discuss the differences. How would you explain these findings?  **Answer 2011:** Allamakee County has a higher rate of liquor licenses than the state rate. This rate is a little over 20% higher than the state of Iowa. Temporary liquor license information is not available. When looking at gallons sold per year, Allamakee County is similar but a little less than the state rate. This could be contributed to the socioeconomic status of the county. This data may show us a picture of supply and demand. High rates of liquor licenses could indicate that there is a high demand for the product throughout the county.  **Answer 2012:** According to state data, Allamakee County has higher rates of liquor license holders. This includes temporary licenses as well. Previous data indicated high rates of underage drinking and adult binge drinking. Table 13 shows the natural progression of supply and demand. A community culture that tolerates drinking as a pastime is receptive to multiple venues selling this product. The promotion of alcohol products within these venues contributes to high rates of use amongst Allamakee County residents.  **Answer 2013:** Through other work within this project, it has been discovered and should be noted that the listing by ABD has Allamakee County having 74 liquor license holders. However, if one looks at the list closely, there are actually many duplications and there are only 64.    Otherwise, with regard to Table 15, the data shows the numbers of liquor licenses and gallons sold seem to have held steady for the past year. |

## Compliance Check Failure Rate

The selling of alcohol to minors can contribute to underage drinking and binge drinking in your county. One measure of this is the failure of compliance checks by retail outlets. Consider the following table for input. Since this information is not available at the state level, you will need to generate it from your community law enforcement agencies. You will have to list the communities in the county. The timeframe for the compliance checks will be in the last two years.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 16: Proportion of Liquor License Holders That Failed a Compliance Check, source LEW | | | | | |
| **Community** | **Number of Licenses** | **Number visited** | **Number that failed the check** | **Percent visited** | **Percent Failed** |
| **Allamakee**  **County** | **64** | **14** | **0** | **22%** | **0%** |
| State |  |  |  |  |  |

**Question 11: Alcohol Retail Compliance in your County**

|  |
| --- |
| Comment on the extent of alcohol retail compliance checks in your county. How receptive are your law enforcement agencies or your police chief to doing alcohol checks?  **Answer 2011:** These are conducted in conjunction with the Iowa State Patrol and the Division of Criminal Investigation. Data from table 14 indicates compliance checks that were conducted by the Allamakee County Sheriff’s Department. Data is incomplete at this time as it does not include state compliance check rates.  Our county law enforcement professionals are very receptive to this activity, and our recent data shows that local businesses are doing an excellent job policing this.  **Answer 2012:** According to state and local data, Allamakee County had 100% compliance for those businesses that were checked. Local law enforcement is diligent in enforcing Iowa alcohol laws and ensuring local liquor license holders are keeping alcohol out of the hands of Allamakee County youth. These checks will continue throughout the year by the Allamakee County Sheriff’s Department.  **Answer 2013:** The Allamakee County Sheriff’s Department implements two rounds of compliance checks during each fiscal year. In 2012, these compliance checks took place in July 2012 and November/December 2012. At each round, 14 alcohol retailers were checked and both times all 14 passed. |

## 

## Percentage of Drive-Up Liquor Windows:

The percentage of drive-up liquor windows in your county can contribute to alcohol-related concerns because drive-up liquor windows make alcohol more easily obtainable and may encourage drinking and driving. This section will help you determine both the number of establishments with drive-up liquor windows and also what percentage of the liquor license holders in your county have them. You may have to search the Iowa ABD for establishments that hold liquor licenses in your county, see Table 5 for the link.

Table 17: Drive-Up Liquor Windows and Liquor Licenses in Your County, [source ABD](https://elicensing.iowaabd.com/OnDemandReport.aspx)

|  |  |
| --- | --- |
| County | Name of Establishment with Drive-up liquor window |
| N/A | N/A |

Number of liquor licenses (from Table 15): **117**

County drive-up liquor window percentage: **0**

**Question 12: Drive-up Liquor Licenses?**

|  |
| --- |
| Comment on your county drive-up liquor percentage. How does it influence drinking and driving, loitering, safety? Please refer to your county DUI charges numbers and think whether there might be a relation.  **Answer 2011:** This is non-applicable to our county, as we have no drive-up liquor windows.  **Answer 2012:** Allamakee County: N/A  **Answer 2013:** Allamakee County: N/A |

## Local Ordinances

Local policies can dissuade drinking and loitering, check whether your county is much involved in preventing underage drinking. How many local ordinances specifically related to alcohol consumption are there?

Table 18: Local Ordinances Targeting Alcohol in your County, source LEW

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ordinance** | **Harpers Ferry** | **Lansing** | | **Postville** | | **Waterville** | | **Waukon** | |
| **Persons Under Legal Age** No person shall sell, give or otherwise apply alcoholic liquor or beer to any person . . . under age  *(Code of Iowa 123.47(2) & 123.49(3)* | 120.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | 2.04  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 45.01  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | | 45.01(1-2)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Public Consumption or Intoxication** No person shall sell, give or otherwise apply alcoholic liquor or beer to any person . . . under age  *(Code of Iowa 123.46)* | 120.03  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | 2.05  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 45.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | | 45.02(1-3)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **License or Permit Required**  No person shall manufacture for sale, import, sell, offer or keep for sale alcoholic liquor or beer without first securing a liquor control license. | 120.05  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | 3.01  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 120.01  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | | 120.01  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Nature of License of Permit**  A liquor control license or beer permit shall be a purely personal privilege and be revocable for cause. |  | 3.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Beer Permits – Classes**  *(Code of Iowa 123.124-129))* |  | 3.03(1-2)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png |  | |  | |  | |
| **Liquor Licenses – Classes**  *(Code of Iowa 123.30(3a-3c))* |  | 3.04(1-3)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | |  | |  | |
| **Application**  *(Code of Iowa 123.31)* |  | 3.05  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Bond Filed**  *(Code of Iowa 123.29-32))* |  | 3.06 (1-2)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Conditions for Approval**  *(Code of Iowa 123.30(1))* |  | 3.07(1-6)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Civil Liability**  *(Code of Iowa 123.92)* |  | 3.08  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Separate Locations**  *(Code of Iowa 123.140)* |  | 3.09  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Seasonal Permits**  *(Code of Iowa 123.30(1))* |  | 3.11  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Expiration**  *(Code of Iowa 123.34)* |  | 3.13  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Refunds**  *(Code of Iowa 123.38)* |  | 3.14(1-7)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Open Containers on Streets and Highways**  See Open Containers in Motor Vehicles |  |  | |  | |  | | 45.03  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Conduct**  No person shall use or consume any alcoholic liquor in any park. . . parking areas. . .City Park softball field . . . Aquatic Center or any designated children’s play area |  |  | |  | |  | | 47.05  .15  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Open Containers in Motor Vehicles**  A driver, passenger, upon a public street shall not possess in the passenger area of the motor vehicle an open or unsealed bottle, can, jar or other receptacle containing an alcoholic beverage | 120.04  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png |  | | 45.04  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | | 62.08  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Minors in Liquor Establishments**  A minor shall not enter or remain on a premises licensed for the sale of alcoholic liquor unless accompanied by parent or legal guardian. Except having 1,000 sq ft of unobstructed dance floor, bowling alleys, clubhouse or golf courses and restaurants. |  |  | |  | |  | | 120.06 (1-5)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **General Prohibition**  Unlawful to manufacture for sale, sell, offer or keep for sale . . . enumerated in Chapter 123 of the Code of Iowa, . . . | 120.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | 2.01 - 2.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | | 120.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | | 120.02  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Investigation**  Upon receipt of an application for a liquor license, . . the Clerk may forward it to the Police Chief, who shall then conduct an investigation. . . The Fire Chief may also inspect . . . The Council shall not approve . . . which does not conform to the applicable laws and ordinances |  | 3.10  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 120.03  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | | 120.03  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Action by Council**  The Council shall either approve or disapprove the issuance of the liquor license . . .  *(Code of Iowa 123.32(2))* |  | 3.12  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 120.04  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | | 120.04  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Transfers** |  | 3.15  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Prohibited Sales and Acts.**  A person or club holding a liquor license  *(Code of Iowa 123.49[1]) -*  *(Code of Iowa 123.49[2l])* |  | 3.16(1-9)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | | 120.05 (1-11) | |  | | 120.05(1-12)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Optional Suspension or Revocation**  Subject to Section 120.08 and Iowa Code 123.50 following a written notice and hearing, a liquor license. . . may be suspended . . .  *(Code of Iowa 123.39 – 123.50[2])* |  | 3.17(1-7)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | | 120.07(1-7)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Mandatory Suspension or Revocation**  A license or permit shall be suspended or revoked by Council . . .  *(Code of Iowa 123.49-123.50)* |  | 3.18(1-2)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | | 120.08(1-2)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Notice and Appeal** |  | 3.19 & 3.20  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | | 120. 09  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **Effect of Revocation** |  | 3.21  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Hearing on Suspension, Revocation or Penalty** |  | 3.22(1-6)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | | 120.10(1-6)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |
| **State Liquor Store Provision**  No state liquor store shall be located within three hundred feet of a public or private education institution.  *(Code of Iowa 123.20(2))* |  | 2.03  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[1].png | |  | |  | |  | |
| **Music and Noise Restriction**  It is unlawful for any person to whom an Iowa liquor control license . . . permit the playing of music . . . between the hours of 12:00 midnight and 8:00 a.m. . .. |  | 120.06  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | |  | |  | |
| **Amusement Devices**  The following provisions pertain to electronic or mechanical amusement devices, which are allowed only in premises with a liquor control license . . . |  | 120.06 (1-4)  C:\Users\acsap\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\UR1GA3AT\MC900432530[2].png | |  | |  | |  | |

## *Other Data*

Consider and analyze other data sources that will help better understand how, and to what extent retail availability may influence alcohol-related problems in your county. For example, you may have data on the density of retail outlets, or anecdotal data on specific outlets that are known for selling to minors, or intoxicated persons. You may also want to consider other local ordinances surrounding retail availability. If you have other data sources describe the results here.

## 

## Retail Availability Questions

**Question 13: Major Concerns about Retail Availability?**

|  |
| --- |
| Based on information gathered about liquor licenses per 10,000 population 15 years and older, alcohol compliance check failure rates, drive-up liquor window percentage, and other data sources, what are the concerns around retail availability that might contribute to underage and binge drinking and its consequences in your county? Justify your decision.  **Answer 2011:** Retail availability is not a large concern in our county, as typically it is someone who is 21 and older who buys alcohol for minors.  Data indicates that alcohol license holders show high rates of compliance in Allamakee County. It is important to recognize that data is somewhat incomplete. The data shown references compliance checks that have been conducted by the Allamakee County Sheriff’s Department. Data that is not shown is the State Patrol data that may show a difference in the compliance rates.  **Answer 2012:** Retail availability is not a large concern in our community. According to focus group data, it is typically individuals over the age of 21 who are purchasing alcohol for minors to consume. Allamakee County businesses do not have a large amount of minors attempting to purchase alcohol for their own consumption. This is supported by the enforcement of compliance checks done by local law enforcement. Allamakee County does not have drive-up liquor windows. There are many local ordinances and policies in place that are intended to decrease public use of alcohol. One of the largest concerns in terms of retail availability are the messages provided through alcohol company advertising. At any given time, youth are exposed to the message that alcohol is the way to have fun through posters and displays at local businesses that sell the product.  **Answer 2013:** Same as in 2011 and 2012. |

**Question 14: Retail Availability Impact Scale?**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Based on the above considerations, to what degree does your coalition believe retail availability is impacting underage and binge drinking and its consequences in your county? Justify your decision. (place an “x” next to a number from 0 to 10)  **Answer 2011:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | **8X** | 9 | 10 |   Data indicates that retail availability has a minimal impact on underage and binge drinking; however, focus group members’ perception of retail availability as a contributing factor is much higher.  **Answer 2012:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | **5x** | 6 | 7 | 8 | 9 | 10 |   Data indicates that retail availability has a minimal impact on underage and binge drinking. In 2011, focus group members’ perception of retail availability as a contributing factor was high. However, since that time, interviews with local law officers have shown that retail availability is not the largest area of concern regarding their enforcement of underage drinking laws.  **Answer 2013:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | **4x** | 5 | 6 | 7 | 8 | 9 | 10 |   Compliance check data continues to show that most retail businesses are obeying the laws with regard to underage sales. Retail availability may, therefore, not be the issue we felt it was in 2011. |

**Key Law Enforcement Interviews**

As part of this needs assessment you will conduct interviews of law enforcement officers. You are encouraged to do at least one interview with a chief of police and one with the County Sheriff, but consider what interviews would be the most appropriate and informative for your county. You may also want to consider interviews with emergency room staff, school officials, or treatment facility administrators about their interactions with the justice system. A sample protocol for the law enforcement interviews and ideas on how to gather and analyze qualitative data from these interviews can be found in Appendix A.

### Officers Assigned to Alcohol-Related Issues

During the interviews with key law enforcement personnel you need to find out how many officers are assigned directly to alcohol-related issues and crimes. Questions about this appear on the interview protocol in Appendix A.

Law Enforcement Officers Assigned to Alcohol-Related Issues and Crime (County): **0**

**Question 15: Law Enforcement Efforts in your County?**

|  |
| --- |
| Based on your interviews with law enforcement officers and the number of officers in your county assigned specifically to alcohol-related issues, when it comes to the underage and binge drinking:   * What are the efforts your law enforcement agencies are pursuing? * What are the efforts that they would like to pursue?   **Answer 2011:** Aggressive media campaign, which encourages no teen access to alcohol. (pursuing)  Regular and diligent compliance checks. (pursuing)  STEP traffic enforcement. (pursuing)  Social Host Ordinance (would like to pursue)  Over 21 Ordinance (would like to pursue)  **Answer 2012:**   * Compliance checks of alcohol establishments twice per year. * Regular monthly walk-throughs of bars/taverns.   Efforts our local law enforcement would like to pursue is more resources to address individuals of legal age (21 to 24) purchasing and providing alcohol to minors.  **Answer 2013:**   * Compliance checks of alcohol establishments twice per year. * Regular monthly walk-throughs of bars/taverns. * Enforcing Impaired Driving Laws with three saturation patrols and three safety checkpoints will be done. * Efforts our law enforcement would like to pursue is a more concentration during community events and a possible Social Host ordinance. |

## Other Data

Consider and analyze other data sources that will help you better understand how, and to what extent criminal justice issues in your county may contribute to underage drinking and binge drinking and its consequences in your county. For example, you may have information about unique policies or strong enforcement of underage drinking laws in your county, or laws that are specific to your county. You may be able to access information from your local drug courts, if you have one. Describe the results here.

*Social Availability*

Social availability includes the likelihood of obtaining of alcohol from friends, associates, and family members, as well as the availability of alcohol at social gatherings such as graduation parties, reception and other social events where alcohol is provided as part of the event. This section assesses the proportion of students who perceived alcohol easy or very easy to obtain in their neighborhood.

## County Level Data:

Table 19: Proportion of Students Who Responded (Hard and Very Hard) to Perception of Neighborhood Alcohol Availability Question, [source IYS](http://www.iowayouthsurvey.iowa.gov/), 2002-2012

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **(Ngacc)** | **Area** | **Grade** | **2002** | **2005** | **2008** | **2010** | **2012** |
| **In your neighborhood or community, how difficult do you think it would be for a kid your age to get alcoholic beverages (beer, wine, liquor)?**  Questions: 2002-G2; 2005-G2; 2008-G2; 2010- G2; 2012 -G2 | **Allamakee**  **County** | **All**  **Grades** | **38.0** | **42.5** | **34.2** | **24.9** | **42.6** |
| **11th** | **15.5** | **18.0** | **14.0** | **7.8** | **19.7** |
| State of  Iowa | All  Grades | 44.6 | 47.7 | 45.4 | 30.8 | 49.3 |
| 11th | 18.0 | 20.3 | 20.7 | 10.2 | 23.3 |

## County Meetings or Focus Groups

As part of the town meeting that you will hold for this needs assessment you will be discussing the social availability of alcohol in your county. In particular you will be discussing how youth and adults in Iowa obtain and consume alcohol. You will also be discussing to what degree the county members feel that social availability contributes to underage and binge drinking in your county. A sample protocol for the town hall meeting and ideas on how to gather and analyze qualitative data from this meeting can be found in Appendix B.

## Other Data

Consider and analyze other data sources that will help you better understand how and to what extent social availability may influence alcohol-related problems in your county. For example, you may have data from your college campus or local police department on parties where alcohol is freely available. If you have other data sources describe the results here.

## Social Availability Questions

**Question 16: Major Concerns around Social Availability in your County?**

|  |
| --- |
| Based on information gathered, what are the concerns around social availability that might contribute to underage drinking and binge drinking and its consequences in your county? Justify your decision.  **Answer 2011:** Our county affords varying degrees of acceptance. Some parents feel that drinking at home is better than drinking and driving.  Most, however, adhere to not providing alcohol to minors in homes.  Community norms affect this situation. Drinking is expected as a rite of passage and as an accepted thing. People feel drinking “is the thing to do.”  **Answer 2012:** Same  **Answer 2013:** The majority of where underage drinkers get their alcohol is from their own, or relative’s home. Alcohol use is considered a part of celebrations and special occasions and is typically available during these multi-generational events. i.e. graduation, weddings, etc.  Binge drinking is taking place during fairs, community events, weddings, tubing, and other social events. |

**Question 17: Social Availability Impact Scale in your County?**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Based on these considerations, address the issue whether your coalition believes social availability is having an effect on underage drinking and binge drinking and its consequences in your county? Justify your decision.  (place an “x” next to a number from 0 to 10)  **Answer 2011:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | **8X** | 9 | 10 |   Social availability does have an impact. Drinking is perceived as okay. It is tolerated and second-nature to most people. Some believe if it’s okay for parents, it’s okay for youth, and many parents feel comfortable drinking in front of their kids.  **Answer 2012:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | **8x** | 9 | 10 |   Social availability does have an impact. Drinking is perceived as okay. It is tolerated at many social events, such as wedding dances, graduation parties and even in some homes. Alcohol goes hand in hand with many outdoor activities.  **Answer 2013:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | **8x** | 9 | 10 |   Social availability does have an impact. Drinking is perceived as okay. It is tolerated at many social events, such as wedding dances, graduation parties and even in some homes. Alcohol goes hand in hand with many outdoor activities. |

***Promotion***

Promotion refers to attempts by alcohol retailers and industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth of marketing surrounding alcohol in your county

.

## Sponsorships

List all the major county events and festivals in your county under the heading county events within the last year in Table 15. Indicate alcohol- sponsors in the designated column. Calculate the percentage of events in your county that had alcohol-related sponsorships. Try to assess the percent of sponsorship funding from the events, and then calculate the total funding percent coming from all alcohol sponsors in your county.

Table 20: County Events and Their Alcohol-Related Sponsors Within Last Year, source LEW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Allamakee**  **County** | **Events** | **Dates** | **Alcohol- Sponsors** | **Percent Alcohol Sponsorship ($)** |
| **Waukon** | St. Patrick’s Day Parade and Celebration | March | None | 0 |
| **Postville** | Postville’s Hometown Celebration and Big Four Fair | June | None | 0 |
| **Harpers Ferry** | Harpers Ferry Days | July | None | 0 |
| **Lansing** | Lansing Fish Days | July | None | 0 |
| **New Albin** | New Albin Days | July | None | 0 |
| **Waukon** | Allamakee County Fair | July | None | 0 |
| **Waukon** | Waukon Sweet Corn Days | August | None | 0 |

Note: In case of mix-events, try to identify the proportion of sponsorship linked to alcohol. For example in a county fair: what is the total sponsorship dollars amount (from all sources) and what is the proportion coming from Alcohol sponsors. If possible try to get the % of sponsorship dollars that come from alcohol-related sponsors?

Total number of community events (ALL types) during that period in your county: **7**

Total Number of events with alcohol-related sponsorship**: 0**

Total % of sponsorship from Alcohol Companies: **0**

**Advertising**

Advertising in America and Iowa has become ubiquitous. To gain a better sense of the magnitude of alcohol advertising in your county you are going to gather data (advertisement scan) on alcohol marketing on billboards, in a sample of local newspapers, in schools, and local supermarket or groceries across your county.

### Step One



The first measure of alcohol advertising in your county will be to count all the billboards in your county. To do so, you will need to travel throughout your county to locate every billboard within your county. Using a map[[3]](#footnote-1), mark the location of each billboard you encounter. A billboard that advertises alcohol, alcohol sales, or alcohol establishments should be marked with a red mark, whereas a billboard that does not advertise alcohol should be marked with a green mark. Each billboard sign should only receive one mark per advertisement presented on that billboard. If a billboard is visible from more than one road, highway or interstate, then it should only be counted once. Youth on your coalition or from another youth group may be helpful in doing this environmental scan.

After mapping all billboards in your county, record the total number of billboards located and the number advertising alcohol and not advertising alcohol. To calculate the percent of billboards which advertise alcohol.

Number of billboards advertising alcohol (A): **1**

The total number of billboards not advertising alcohol (B): **17**

Percentage of billboards advertising alcohol [A/(A+B)\*100]: **.06**

### Step Two

In this next step, there will be two concurrent parts. The first part will involve counting the number of alcohol advertisements in your local newspaper(s), in stores in your county or within schools. The second part will involve counting the number of alcohol advertisements that specifically market promotional events that encourage the use of alcohol. The basic methodology you follow is the same for both parts.

To measure the number of alcohol advertisements you will need to look at copies of the major local newspapers (including the door-step deliveries), visit the major schools (high schools, colleges) or the main stores (supermarkets, grocery stores) in your county at once during the assessment period (example once every week). The data collection will capture information about two holiday periods and two non-holiday periods. Note, you will need to examine all issues of the newspaper during the identified time periods. For instance, if your major newspaper only appears once per week you would only count that one single day. If the newspaper is biweekly, then you will examine the two issues in the week. If the newspaper is daily, then you will examine all seven issues in the week. If your newspaper only appears once per month, count the ads that appear in that single monthly issue regardless of which week it appears. The reason for this data collection is to better understand exposure to alcohol marketing. As a result, a newspaper that appears only once a week provides less exposure than one that appears every day. Again, youth may be helpful for this data collection.

When visiting the schools or grocery stores, look for posters or examining the newspapers, count all advertisements for alcohol brands, alcohol distributors, liquor stores, and bars. You will also need to count restaurant advertisements that mention alcohol or bar service. You should look at the regular print advertisements, the classifieds and the added flyers and coupons in your search.

As you count alcohol advertisements, also note the number of advertisements that market promotional events encouraging the increased use of alcohol. Examples include, but are not limited to: ladies' night, happy hour, double bubble, all you can drink, and free or reduced priced drinks with a coupon.

If you have trouble counting the number of advertisements and special promotions in all your local newspapers and need help, contact Dr. Ousmane Diallo at ([ousmane.diallo@idph.iowa.gov](mailto:ousmane.diallo@idph.iowa.gov)) for technical assistance.

Table 21: Local Alcohol Advertisements and Promotional Events, source LEW

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Advertisement Scan** | **Name** | **Date** | **Total Number of Alcohol**  **Advertisements** | | | **Total Number of Promotional Event**  **Advertisements** | | | **Total Number of “We Card” Signs** |
| ***Newspapers***  *“Waukon Standard”* | **Frequency**  Weekly | **Scan**  7-31-2013 | **11** | **12** | **13** | **11** | **12** | **13** | N/A |
| 0 | 0 | **0** | 0 | 0 | **0** |
| *Postville*  *Herald* | Weekly | 7-31-2013 | N/A | 0 | **0** | 0 | 0 | **0** | N/A |
| **Schools**  Allamakee Community School District | **Town**  Waukon | **Scan**  8-5-2013 | 0 | 0 | **0** | 0 | 0 | **0** | N/A |
| Eastern Allamakee Community School District | Lansing |  | 0 | 0 | **0** | 0 | 0 | **0** | N/A |
| Postville Community School District | Postville |  | 0 | 0 | **0** | 0 | 0 | **0** | N/A |
| **Store**  Barry’s Mini Mart | **Town**  Harpers Ferry | **Scan**  7-15-2013 | Documentation of ads was averaged in stores in 2011. Each store averaged 10 ads per store. | 12 | **5** | 0 | 0 | **0** | 7 |
| Donahue’s One Stop | Harpers Ferry | 7-15-2013 | 0 | **1** | 0 | 0 | **0** | 0 |
| Expresso | Lansing | 7-15-2013 | 18 | **18** | 0 | 0 | **0** | 0 |
| Moore’s IGA | Lansing | 7-15-2013 | 6 | **11** | 0 | 0 | **0** | 5 |
| Kwik Star #818 | Lansing | 7-15-2013 | 10 | **26** | 0 | 0 | **0** | 5 |
| Guppy’s On The Go | Postville | 7-10-2013 | 8 | **10** | 0 | 0 | **0** |  |
| Moore’s IGA | Postville | 7-10-2013 | 2 | **4** | 0 | 0 | **0** | 5 |
| The Pit Stop | Postville | 7-10-2013 | 8 | **6** | 0 | 0 | **0** | 1 |
| Spice & Ice | Postville | 7-10-2013 |  | **6** | 0 | 0 | **0** | 1 |
| Blocker Brothers Inc. | Waukon |  |  |  |  |  |  |  |
| Casey’s General Store #1997 | Waukon | 8-1-2013 | 7 | **6** | 0 | 0 | **0** | 4 |
| Dollar General Store #7229 | Waukon | 7-24-2013 |  | **1** | 0 | 0 | **0** | 2 |
| Fareway Stores, Inc. #062 | Waukon | 7-24-2013 | 14 | **4** | 0 | 0 | **0** | 1 |
| Hartig Drug Store 12 | Waukon | 7-24-2013 |  | **0** | 0 | 0 | **0** | 0 |
| Huba Huba | Waukon | 7-24-2013 | 2 | **2** | 0 | 0 | **0** |  |
| Kwik Star #823 | Waukon | 8-1-2013 | 8 | **12** | 0 | 0 | **0** | 14 |
| Quillin’s Food Ranch | Waukon | 7-24-2013 | 24 | **14** | 0 | 0 | **0** | 1 |
| Shopko Hometown #671 | Waukon | 7-24-2013 |  | **0** | 0 | 0 | **0** | 0 |

Average of alcohol advertisements and promotional events in Newspapers: **0**

Average of alcohol advertisements and promotional events in Schools: **0**

County average of alcohol advertisements and promotional events in Stores: **8.4**

**Question 18: Advertisements in your County?**

|  |
| --- |
| Based upon the data you collected above, comment on your results. What impact do you expect that the advertisements have on underage and binge drinking?  **Answer 2011:** They are a subliminal part of the culture of Allamakee County and Northeast Iowa. This contributes to the prevalence of underage usage and binge drinking among adults. Advertising is a reminder and a reinforcement of our area’s social acceptance of drinking.  **Answer 2012:** Same  **Answer 2013**: It appears that the ratio of alcohol related billboards to non-alcohol related billboards is about the same. However, the signage within grocery stores and convenience stores may be somewhat less. Especially within one of the largest grocery stores in Allamakee County. This store has traded almost all of its large decorative beer signage for antique soda pop displays and general antique grocery store décor. This is huge, since this store was noted in the past to have every high-tech, glamorous and extra-large alcohol-related signs everywhere in the store. Especially lining the aisle where beer and other alcohol were displayed.  According to **“*Alcoho*l *in the Media: Drinking Portrayals, Alcohol Advertising and Alcohol Consumption”*** there is widespread concern regarding the potential effects that alcohol advertising may have on alcohol consumption and problems among young people. |

### 

### **Other Data**

Consider and analyze other data that will help you better understand how and to what extent the promotion of alcohol in your county may influence alcohol-related problems in your county. For example, you may have information on alcohol advertising in or on liquor stores, convenient stores etc., or flyers passed out around town or other ways that alcohol might be promoted on college campuses, or at schools. If you have other data sources describe the results here.



During the process of alcohol promotion scans, the Allamakee County LEW noted the use of name-brand alcohol banners which according to Iowa Code Section 123.51 are illegal. These banners are being displayed outside licensee’s premises. The Allamakee County LEW are certain the business owners are not aware that their use is illegal and that they are being promoted by the distributors as an inexpensive yet eye-catching way to advertise their products. Two years ago when Allamakee County LEW did these scans, these banners were not seen, however, in the past several months there has been a drastic increase in these banners being displayed throughout the county.

The pictures of these banners were taken during St. Patrick’s Day week in March, 2013 and the alcohol scans in July, 2013.

## Promotion Questions

**Question 19: Major Concerns around Alcohol Sponsorship in your County?**

|  |
| --- |
| Based on information gathered from alcohol sponsorship of events, billboards, newspaper advertisements, and other data sources, what are the concerns around promotion that might contribute to underage and binge drinking and its consequences in your county?  **Answer 2011:** The ads include the cheapest prices, which appeal to people on a budget.  During a struggling economy, people are drawn to this inexpensive “escape.” These advertisers know their market.  **Answer 2012:** Same as in 2011.  **Answer 2013:** Same as in 2011. |

**Question 20: Promotion Impact Scale?**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Based on these considerations, to what degree does your coalition believe promotion is influencing underage drinking and binge drinking and its consequences in your county? Justify your decision.  (place an “x” next to a number from 0 to 10)  **Answer 2011:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | **4X** | 5 | 6 | 7 | 8 | 9 | 10 |   While the coalition feels promotion is not a driving factor, it reinforces a message that’s already prevalent in the community.  **Answer 2012:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | **6x** | 7 | 8 | 9 | 10 |   The coalition feels promotion of alcohol is everywhere. In Allamakee County most restaurants families frequent, serve alcohol and alcohol signage is displayed in these establishments. Youth are exposed to this messaging in these restaurants as well as convenience stores and grocery stores throughout the county.  **Answer 2013:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | **5x** | 6 | 7 | 8 | 9 | 10 |   The LEW feels alcohol promotion has improved. However, as stated before, distributors are still finding ways to get advertisement of their products in front of the public. |

*County Norms*

Once again, data from the 2002-2012 IYS are of use in this needs assessment. County norms refer to the acceptability or unacceptability of certain behaviors in a county, and it is the one Intervening variable that most often overlaps with other factors. In this section you will mostly gather data around county events. However, be aware that issues like social availability and law enforcement also reflect county norms.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 22: Proportion of Students Who Responded (Agree and Strongly Agree) to Perception of Social Norms Questions, [source 2002-2012 IYS](http://www.iowayouthsurvey.org/) | | | | | | | | | | | |
| **Indicators** | **Area** | **Grade** | **2002** | | **2005** | **2008** | | | **2010** | **2012** | |
| How much do you agree or disagree that each of the following statements is true? | | | | | | | | | | | |
| **It is against my values to use alcohol and drugs as a teenager.** (ValDrk) Questions: 2002-C11; 2005-C11; 2008-C11; 2010-C11; **2012-E22** | **Allamakee**  **County** | **All**  **Grades** | **70.7** | **75.4** | | | **68.4** | **72.8** | | | **75.7** |
| **11th** | **49.5** | **51.9** | | | **50.8** | **41.4** | | | **53.0** |
| State of  Iowa | All  Grades | 75.3 | 78.0 | | | 78.1 | 80.7 | | | 82.3 |
| 11th | 51.4 | 55.3 | | | 56.2 | 60.5 | | | 64.9 |
| **Students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extracurricular activity for some time period.** (Stdcaught) Questions: 2002-E4; 2005-E4; 2008-E4; 2010- E4; **2012-E32** | **Allamakee**  **County** | **All**  **Grades** | **89.3** | **92.4** | | | **87.7** | **87.7** | | | **89.3** |
| **11th** | **87.4** | **89.3** | | | **89.3** | **85.3** | | | **87.9** |
| State of Iowa | All  Grades | 90.8 | 91.6 | | | 91.2 | 88.6 | | | 91.3 |
| 11th | 86.4 | 87.3 | | | 88.5 | 88.1 | | | 88.5 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 23: Proportion of Students Who Responded (Wrong and Very wrong) on the Perception of Peer's Norms Questions, [source 2002-2012 IYS](http://www.iowayouthsurvey.org/) | | | | | | | | |
| **Indicators** | **Area** | **Grade** | | **2002** | **2005** | **2008** | **2010** | **2012** |
| Thinking of your best friends, how wrong would most of them feel it would be for you to (Very wrong/wrong): | | | | | | | | |
| **To drink beer, wine or hard liquor (for example vodka, whiskey, gin)?** (FrDrWrg)  Questions: 2002-D1; 2005-D1; 2008-D1; 2010- D7; | **Allamakee**  **County** | | **All**  **Grades** | **54.8** | **59.0** | **55.1** | **N/A** | **N/A** |
| **11th** | **28.4** | **29.6** | **29.8** | **N/A** | **N/A** |
| State of  Iowa | | All  Grades | 64.6 | 66.1 | 68.1 | N/A | N/A |
| 11th | 33.4 | 34.0 | 38.6 | N/A | N/A |
| **Go to a party where kids under 21 were using alcohol?** (FrAPWrg) Questions: 2002-D7; 2005-D7; 2008-D7; | **Allamakee**  **County** | | **All**  **Grades** | **54.6** | **62.1** | **54.1** | **N/A** | **N/A** |
| **11th** | **27.7** | **29.7** | **28.3** | **N/A** | **N/A** |
| State of  Iowa | | All  Grades | 64.5 | 66.4 | 68.5 | N/A | N/A |
| 11th | 31.8 | 33.7 | 38.0 | N/A | N/A |
| How wrong would most of the students in your school (not just your best friends) feel it would be for you: | | | | | | | | |
| **Drink beer, wine or hard liquor (for example vodka, whiskey, gin)?** (MstDrWrg) Questions: 2002-E7; 2005-E7; 2008-E7; 2010- E7; **2012-D5;** | **Allamakee**  **County** | | **All**  **Grades** | **49.8** | **56.7** | **47.3** | **55.6** | **62.4** |
| **11th** | **13.8** | **17.6** | **19.3** | **12.9** | **29.9** |
| State of Iowa | | All  Grades | 59.3 | 60.4 | 63.0 | 67.7 | 67.6 |
| 11th | 20.2 | 20.7 | 25.8 | 32.5 | 31.9 |
| **Go to a party where kids under 21 were using alcohol?** (MstAPWrg) Questions: 2002-E13; 2005-E13; 2008-E13; 2010- E13; **2012-D9** | **Allamakee**  **County** | | **All**  **Grades** | **50.6** | **59.2** | **50.8** | **57.4** | **58.5** |
| **11th** | **16.2** | **23.2** | **23.8** | **13.0** | **19.7** |
| State of Iowa | | All  Grades | 58.5 | 60.1 | 63.8 | 68.3 | 66.7 |
| 11th | 21.0 | 22.4 | 28.5 | 34.0 | 31.9 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table 24: Proportion of Student Who Responded (Wrong and Very Wrong) to Perception of Parental and Adult Neighbors Norms, [source 2002-2012 IYS](http://www.iowayouthsurvey.org/) | | | | | | | | |
| **Indicators** | | **Area** | **Grade** | **2002** | **2005** | **2008** | **2010** | **2012** |
| How wrong would your parents/guardians feel it would be for you to: (wrong / very wrong) | | | | | | | | |
| **Drink beer, wine or hard liquor (for example vodka, whiskey, gin)?** (ParDrWrg):  **2012-F13** | **Allamakee**  **County** | | **All**  **Grades** | **86.8** | **84.4** | **79.6** | **82.2** | **82.0** |
| **11th** | **77.8** | **70.1** | **69.6** | **60.3** | **54.6** |
| State of  Iowa | | All  Grades | 89.4 | 89.7 | 89.6 | 90.1 | 90.6 |
| 11th | 79.4 | 79.2 | 80.2 | 80.1 | 80.4 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Go to a party where kids under 21 were using alcohol?** (ParAPWg) **2012-F19** | | **Allamakee**  **County** | **All**  **Grades** | **88.8** | **89.2** | **83.8** | **86.9** | **82.5** |
| **11th** | **82.8** | **77.6** | **76.6** | **69.8** | **57.6** |
| State of  Iowa | All  Grades | 90.2 | 91.5 | 91.7 | 92.1 | 92.0 |
| 11th | 80.8 | 82.7 | 84.7 | 84.6 | 83.8 |
| How wrong would most adults in your neighborhood and/or community feel it would be for you to: | | | | | | | | |
| **Drink beer, wine or hard liquor (for example vodka, whiskey, gin) without their permission?** (NgDrWrg) | **Allamakee**  **County** | | **All**  **Grades** | **79.1** | **81.0** | **76.4** | **79.5** | **82.9** |
| **11th** | **64.9** | **65.9** | **66.7** | **58.6** | **64.2** |
| State of  Iowa | | All  Grades | 84.0 | 84.0 | 84.8 | 85.8 | 87.0 |
| 11th | 73.4 | 73.0 | 74.5 | 75.8 | 77.2 |
| **Go to a party where kids under 21 were using alcohol?** (NgAPWrg) | **Allamakee**  **County** | | **All**  **Grades** | **80.9** | **81.9** | **79.6** | **84.5** | **84.6** |
| **11th** | **67.7** | **69.6** | **72.0** | **68.1** | **66.7** |
| State of  Iowa | | All  Grades | 84.1 | 84.9 | 86.6 | 87.7 | 88.2 |
| 11th | 73.8 | 75.2 | 78.1 | 79.5 | 79.7 |

**Question 21: Alcohol Norms in your County?**

|  |
| --- |
| Based on 2002-2012 IYS data, how does your county compare to the rest of the state when it comes to students perception of how adult and peers feel about underage drinking? Discuss the differences.  **Answer 2011:** Allamakee County exhibits a lower perception that alcohol and drug use are in any way wrong or inappropriate. The older the youth of the county get, the more acceptable the behavior is.  **Answer 2012:** Although Allamakee County’s rate is currently lower than the state rate, there has been a slight increase in the number of adults perception from 2008 to 2010.  **Answer 2013:** According to Table 21 on Page 62, the Proportion of Students Who Responded (Agree and Strongly Agree) to the Perception of Social Norms Questions, the number of Allamakee County students who felt it is against their values to use alcohol and drugs as teenagers had increased from the 2008 and 2010 numbers, however was slightly less than the state rate in All Grades and substantially less in the 11th Grade category.  When students were asked if violators of drinking, smoking, or using illegal drugs are not allowed to participate in any extracurricular activity the county and state rates were very similar and both county and state rates indicate that schools are following the guidelines outlined in Good Conduct Policies. (See Page 36)  According to Table 22 on Page 63, the Proportion of Students Who Responded (Wrong and Very Wrong) on the Perception of Peers’ Norms Questions, the Allamakee County students who felt it would be wrong to drink has gone from 47.3% in 2008 for all grades to 62.4% in 2012. 19.3% in 2008 11th graders to 29.9% in 2012. However, once again Allamakee County rates are lower somewhat than the state’s rates.  The same trend seems to exist for the remaining tables. There is a growing unacceptability, however, in the number of students who feel their parents would think alcohol use would be wrong. Yet a decrease in how the students viewed their peers perceptions regarding alcohol use. |

## County Meetings or Focus Groups

As part of this needs assessment you will need to conduct a town hall meeting to find out about the general attitudes in your county around alcohol and a description of the alcohol culture. Information gathered from this town hall meeting will be used to answer Question 23 below.

A sample protocol for the town hall meeting and ideas on how to gather and analyze qualitative data from this meeting can be found in Appendix B.

## Other Data

Consider and analyze other data sources that will help you better understand how, and to what extent county norms may influence alcohol-related problems in your county. It can be earlier focus groups or surveys of youth, parents, school personnel, or county members. If you have other data sources describe the results here.

## County Norms Questions

**Question 22: Major Concerns around Alcohol Norms in your County?**

|  |
| --- |
| Based on information gathered from the local assessment and other data sources, what are the concerns around community norms that might contribute to underage drinking and binge drinking and its consequences in your county? Justify your decision.  **Answer 2011:** Drinking is a community norm, but the community is not overly concerned with it. There is a prevailing perception that there’s nothing to do, and that everyone drinks anyway.  **Answer 2012:** Same  **Answer 2013:** The data shows more youth perceive that underage drinking among their peers and other adults in the community is unacceptable and they believe that their parents are more accepting of underage drinking. |

**Question 23: Alcohol related Norms Impact Scale?**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Question 23**  Based on these considerations, to what degree do you believe community norms are impacting underage drinking and binge drinking and its consequences in your county? Justify your decision.  (place an “x” next to a number from 0 to 10)  **Answer 2011:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | **9X** | 10 |   Due to social norms, drinking is tolerated and perceived as okay.  **Answer 2012:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | **9x** | 10 |   **Same**  **Answer 2013:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | **9x** | 10 | |

***Individual Factors***

Individual factors that can influence underage drinking and binge drinking include biological factors, socioeconomic factors, and individual attitudes, beliefs and perceptions around alcohol use and drug use. Since little can be done to change biological predisposition or socioeconomic status (in this grant), the primary focus of this last contributing factor will focus on individual attitudes, along with unique characteristics in your county that may influence underage and binge drinking.

## Surveys

Often evidence-based prevention efforts target specific individual factors (for example specific beliefs that people have in general) that influence alcohol-related problems. In Iowa, these can be measured using the 2012 IYS.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table 25: Risk and Protective Factors that Best Predict 30-Day Alcohol Use and Percentage of Students at Risk or Protected by Grade levels[i], source IYS | | | | |
| **Grade** | **Factors that best predict**  **30-day alcohol use** | **Percent of students at high risk or at low protection on predictive factors- 2008** | **Percent of students at high risk or at low protection on predictive factors- 2010** | **Percent of students at high risk or at low protection on predictive factors- 2012** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **11th Grade** | **Factors label** | **Allamakee**  **County** | **State of Iowa** | **Allamakee**  **County** | **State**  **of Iowa** | **Allamakee**  **County** | **State of Iowa** |
| *Construct  (REVALC)* | Alcohol construct (current alcohol use) | **48.1** | 36.2 | **53.4** | 32.7 | **NA** | NA |
| *C16;* ***2012 -E27*** | Sensation Seeking: (Even if it is dangerous, I like to do exciting things) | **69.6** | 68.4 | **68.1** | 68.5 | **72.7** | 65.4 |
| *C18:* ***2012-C9*** | Perceived risk for Alcohol Binge | **61.8** | 74.6 | **70.4** | 75.9 | **69.7** | 75.1 |
| *G2 (hard and very hard);* | Perceived availability of Alcohol | **14.0** | 20.7 | **7.8** | 10.2 | **19.7** | 23.3 |
| *G3-G6 (hard and very hard) on 1 item* | Perceived Availability of Drugs | **58.8** | 66.3 | **36.8** | 44.6 | **58.7** | 65.9 |
| *F13, F19  (wrong and very wrong)* | Parent attitudes to Alcohol **use or party** | **93.5** | 96.9 | **94.8** | 96.5 | **64.6** | 87.6 |

|  |  |
| --- | --- |
| **ALL Grades** | **Alcohol construct** |
| *Construct* | Alcohol construct (current alcohol use) | **33.5** | 19.0 | **27.0** | 16.7 | **NA** | NA |
| *C16;* ***2012 -E27*** | Sensation Seeking | **62.0** | 59.1 | **59.7** | 58.7 | **60.1** | 56.7 |
| *C18:* ***2012-C9*** | Perceived risk for Alcohol Binge | **68.1** | 75.6 | **73.4** | 76.3 | **75.0** | 74.5 |
| *G2 (hard and very hard);* | Perceived availability of Alcohol | **34.2** | 45.4 | **24.9** | 30.8 | **42.6** | 49.3 |
| *G3-G6 (hard and very hard) on 1 item* | Perceived Availability of Drugs | **70.4** | 74.9 | **58.4** | 65.3 | **73.2** | 75.5 |
| *F13, F19  (wrong and very wrong)* | Parent attitudes to Alcohol **use or party** | **94.6** | 97.6 | **96.7** | 97.3 | **86.2** | 94.3 |

**Question 24: Combined Risk and Protective Factor in your County?**

|  |
| --- |
| How does your level of risk based on the combination of risk and protective factors compare to the risk levels for the State of Iowa? Is your percentage of students at high risk of alcohol use bigger, smaller, or about the same as the state? Discuss the differences.  **Answer 2011:** Allamakee County’s risk levels are higher and the county has lower protective factors. The population is extremely rural and isolation is an issue. This likely leads to less resources throughout the county, which likely contribute to a higher level of risk and a lower level of protective factors.  **Answer 2012:** Allamakee County’s risk levels are higher and the county has lower protective factors. The population is extremely rural and isolation is an issue. This likely leads to less resources throughout the county, which likely contribute to a higher level of risk and a lower level of protective factors.  **Answer 2013:** According to Table 24 on Page 68 Allamakee County’s risk levels are lower (86.2%) and the county has a higher protective factors. This is a change from past years where the county’s risk levels were high and protective factors lower than the state rate. (94.3%) |

**Question 25: Prominent Student Risk factors in your County?**

|  |
| --- |
| Based upon discussions with the 20082002-2012 IYS, which of the risk factors listed there have the highest prevalence rates for your county?  **Answer 2011:** Highest risks for residents of Allamakee County include sensation-seeking behaviors, the perceived availability of alcohol and current alcohol use.  **Answer 2012:** The highest risk for residents of Allamakee County include sensation seeking behaviors and current alcohol use.  **Answer 2013:** According to Table 24 on Page 68, the highest risk for residents of Allamakee County include sensation seeking behaviors for 11th Grade (72.7% for Allamakee County vs 65% State) and also in All Grades (60.1% for Allamakee County vs. 56.7 for the state). |

## Graduation Rates

Consider the following table which lists the graduation rate for each school in your county. To compare your county to Iowa as a whole, SEW will provide the overall county and state numbers and rates. You will need though to find your specific school district graduation rates and compare to the county and state. This will help you pinpoint districts that have real problems.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 26. Graduation Rates, source Project EASIER | | | | | |
| **Communities** | **2007-2008** | **2008-2009** | **2009-2010** | **2010-2011** | **2011-2012** |
| **Allamakee**  **County** | **95.1** | **94.6** | **95.6** | **99.0** | **94.4** |
| State of  Iowa | 88.7 | 87.3 | 88.8 | 88.3 | 89.3 |

Note: The NGA rate is calculated by dividing the number of on time graduates (including transferred in graduates) by the number of first time 9th graders four years previous.

|  |
| --- |
| Based on data in Table 27, how do your graduation rates compare to the Iowa graduation rates? Is there a specific district that has a problem with graduating students?  Is your percentage bigger, smaller, or about the same as the state? Discuss the differences.  **Answer 2011:** Allamakee County has significantly higher graduation rates compared to the state. There does not appear to be a specific district that has a problem with graduating students. School involvement in Allamakee County is a protective factor. The community supports school activities and there is a strong sense of ownership and pride for students, teachers and staff. This has allowed for successful graduation rates.    **Answer 2012:** Allamakee County has a significantly higher graduation rate compared to the state.  **Answer 2013:** Allamakee County’s graduation rate of 94.4 percent is higher than the states rate of 89.3. Allamakee County’s graduation rate is consistently higher than the state. |

## Other Data

Consider and analyze other data sources that will help you better understand how and to what extent individual factors in your county may influence alcohol-related problems in your county. For example, you may have socio-economic or demographic data that illustrates the differences between people in your communities and county, and the rest of the state. You may want to include information from alternative schools, if there are any in your county. Describe any other data sources that you may find here.

## Individual Factor Questions

**Question 26: Major Concerns around Individual Factors in your County?**

|  |
| --- |
| Based on information gathered from the 20082002-2012 IYS, graduation rates, town hall meetings, and other data sources, what are the concerns around individual factors that might contribute to underage and binge drinking and its consequences in your county? Justify your decision.  **Answer 2011:**   * Concerns that binge drinking is cool and acceptable. * Concerns that people don’t understand the definition of binge drinking. * Concerns that parents believe that it is okay for their youth to drink at home and that they’re “teaching their youth to drink responsibly.” * Concerns that alcohol is readily available at a variety of community events, including parties, wedding, funerals, bars, campgrounds and sporting events. * Concerns that alcohol may be obtained through shoplifting, fake IDs and older siblings.   **Answer 2012:**   * Concerns that binge drinking is cool and acceptable. * Concerns that people don’t understand the definition of binge drinking. * Concerns that parents believe that it is okay for their youth to drink at home. * Concerns that alcohol is readily available at a variety of community events, including graduation parties, wedding receptions, and other community events. * Concerns that alcohol may be obtained through older siblings and friends of legal drinking age.   **Answer 2013:**   * Concerns that people don’t understand the definition of binge drinking * Concerns that people feel that they are of legal age and they are not driving that they should be able to drink as much as they want. * Concerns that alcohol is readily available at a variety of community events and special events. * Concerns that alcohol is a part of recreational activities, tubing, canoeing, camping, hunting, etc. * Concerns that alcohol may be obtained through older siblings and friends of legal drinking age. |

**Question 27: Individual Factors Impact Scale?**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Question 28**  Based on these considerations, to what degree does your coalition believe individual factors are impacting underage and binge drinking and its consequences in your county? Justify your decision.  (place an “x” next to a number from 0 to 10)  **Answer 2011:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | **6X** | 7 | 8 | 9 | 10 |   Major impact, based on perceptions among Allamakee County youth compared to statewide youth surveyed.  **Answer 2012:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | **6x** | 7 | 8 | 9 | 10 |   The perception among Allamakee County youth compared to statewide youth surveyed, reveals that individual factors play a large part on impacting the decisions of our youth and young adults whether to drink.  **Answer 2013:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | No impact Major impact | | | | | | | | | | | | 0 | 1 | 2 | 3 | 4 | 5 | **6x** | 7 | 8 | 9 | 10 |   The perception among Allamakee County youth compared to statewide youth surveyed reveals that community norms appears to have more of an impact than individual factors. As shown by Question 28. |

Set Priorities

**Task Three:**

**Rank the Five Intervening Variables from the Greatest Contributor to Your**

**Community’s Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the intervening variables. The first step is achieved by placing the appropriate scores from previous questions next to its related Intervening variables. Based on the impact scores, rank each Intervening variables with 1 being the highest priority (the area with the highest score) and 6 the lowest. In the case of a tie, decide which area is of higher priority for your county in relation to underage and binge drinking. After having completed the ranking, justify your prioritization. Then work to decide what combination of intervening variables would be best to focus on in reducing underage and binge drinking in your county. You may want to consider other mitigating factors like special communities characteristics that influence underage drinking or binge drinking. Feel free to point out or comment on any other circumstances.

**Question 28:: Prioritization of Intervening Variables in your County?**

**Answer 2011:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Score** |  | **Rank** | **Intervening variables** |
| **9** |  | **1** | **Community Norms (Question 24)** |
| **8** |  | **3** | **Retail Availability (Question 14)** |
| **8** |  | **2** | **Social Availability (Question 17)** |
| **6** |  | **4** | **Individual Factors (Question 29)** |
| **4** |  | **5** | **Promotion (Question 20)** |

|  |
| --- |
| Justify your prioritization of the intervening variables.  **Answer 2011:** Community norms are the foundation which drive all other intervening variables. If our county coalition is able to modify our region’s community norms, we will be able to affect a change of attitudes in our community.  The focus group felt that community norms were the crux of underage and binge drinking in the county, just ahead of social availability and individual factors. The coalition feels that if community norms are addressed, the other factors could be mitigated.  During the county focus group, the group weighted both social and retail availability evenly. Availability is a definite factor in choices being made by underage drinkers and adult binge drinkers.  Following availability, the group ranked individual factors and promotion.  Special events occurring in the county have not typically been sponsored by alcohol promoters; however, there are frequently signs posted which do include the names of alcohol beverage companies. |

Resource Assessment

**Task Four:**

**Evaluate the Current Resources Going toward**

**Each of the Five Intervening variables**



Resources

Most communities already do some sort of substance abuse prevention, ranging from implementing school based programs to pursuing policy changes. Therefore, it is important to consider the resources already being used in any of the five intervening variables. Complete the table below by listing current strategies and resources being expended within each Intervening variables. Note that these must include some focus upon the prevention of underage drinking and adult binge drinking. You may want to consider certain school or local policies/ordinances related to alcohol.

Resources most often refer to funding but could also refer to other efforts like individual time spent pursuing policy change, dedicated staff, etc.

Table 27: Current Resources and Strategies Focusing Upon the Underage and Binge Drinking by Intervening variables

**Answer 2011:**

|  |  |  |
| --- | --- | --- |
| **Intervening variables** | **Strategies** | **Resources** |
| Retail Availability | Media campaigns  Beverage Server Training | Helping Services for NE IA  Community Connections  Allamakee Substance Abuse Prevention (ASAP) |
| Social Availability | Media campaigns  One-on-one programs  Beverage Server Training  Alcohol Compliance Checks | Helping Services for NE IA  Community Connections  ASAP |
| Promotion | Media campaigns | Helping Services for NE IA  Community Connections  ASAP |
| County Norms | Media campaigns  Compliance checks  Providing alternative activities  STEP traffic enforcement  Underage/Binge Drinking Town Hall Meetings  Substance-Free Allamakee  Community Connections  Allamakee Substance Abuse Prevention  Allamakee Partnership | Helping Services for NE IA  Community Connections  ASAP  Law Enforcement |
| Individual Factors | Media campaign  Substance-Free Allamakee Coalition  Community Connections  Allamakee Substance Abuse Prevention  Allamakee Partnership | Helping Services for NE IA  Community Connections  ASAP |

|  |  |  |
| --- | --- | --- |
| **Intervening variables** | **Strategies** | **Resources** |
| Retail Availability |  |  |
| Social Availability |  |  |
| Promotion |  |  |
| County Norms |  |  |
| Individual Factors |  |  |

|  |
| --- |
| Final Question |

**Task Five:**

**Determine What Combination of Intervening variables Your SPF**

**Project Will Target**

Your Final Conclusions

Now that you have considered the data pertaining to your county alcohol problems and their Intervening variables, you need to decide what to do. This decision will ultimately be part of your county SPF SIG Strategic Plan and lead to very specific evidence-based strategies that you will implement.

For now, think about your data and especially your final rankings as well as your resource assessment. Also, think about the possible connections among the Intervening Variables. Would it be possible to target social availability without also targeting county norms? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

**Final Needs Assessment Question**

**Question 29: Combination of Intervening Variables to Target?**

|  |
| --- |
| **Answer 2011:** Our county plans to address social norms, social availability and retail availability. Our county hopes to address these three areas which are inextricably intertwined by implementing an evidence-based environmental strategy which will provide an opportunity to continue decreasing underage drinking and adult binge drinking rates. Working toward county-wide population change will support current prevention efforts that are already taking place in the county.  Several strategies working together on a single issue will maximize the anticipated outcomes.  By focusing on social norms, social availability and retail availability, the coalition hopes to start a community dialogue which will affect community change which will lead to less underage and adult binge drinking. |

Appendices

Appendix A. Law Enforcement Interviews

One method for obtaining data is the face-to-face interview. With this method, you talk to each participant directly. This can be done in the participant’s workplace, in your office, or any other suitable place. We recommend that you use a semi-structured interview format. This means that you will ask a set of questions prepared in advance. Clarification to follow-up questions may still be used. By asking general questions and having your participants provide answers in their own words, you may gain more complete information. The interview should be structured, but not so structured that it does not allow participants to discuss underage and binge drinking in the county freely.

Although face-to-face interviews are a valuable way to collect data, they are not without drawbacks. The appearance and demeanor of the interviewer may affect the responses of the participants. Subtle changes in the way an interviewer asks a question may elicit different answers. Also, be aware that the interviewer may not respond similarly to all participants. For example, an interviewer may respond differently to a participant they know versus a participant they have never met before.

***The Interviewer***

Fundamental to the interview is an interviewer who leads the discussion. This person should feel at ease speaking in a one-on-one conversation. The interviewer’s goal is to make the participant feel comfortable in expressing themselves openly while remaining unbiased and keeping the discussion on track. It is recommended that you use someone who has conducted face-to-face interviews before. The interviewer should be able to ask the questions the same way for each participant and be able to read the questions in a neutral manner. The interviewer should also be practiced in active listening techniques that encourage participants to honestly and openly respond to the interview questions.

***Choosing the Participants***

As part of this needs assessment, you will need to conduct interviews of key law enforcement officers, such as the Chief of Police and the County Sheriff. You should consider what other interviews would be most appropriate and informative for your county. In addition to the law enforcement interviews, you may want to interview emergency room staff, alcohol treatment providers, or county leaders. One thing to consider when choosing your participants may include the length of time they have held their current position. Be careful not to choose someone who is too new to be able to accurately answer your questions. The interviewer should keep in mind the questions they are trying to answer, and they should feel creative in how they choose participants.

***Conducting the Interview***

The interview should last about 30 minutes and follow a semi-structured format. Only the interviewer and the participant should be present during the interview, and the interviewer should make sure the interview is being conducted in a private location where others cannot hear the conversation. The interviewer should ask the questions and let the participant respond without interrupting. The interviewer should allow the participant to talk freely but not ramble about unrelated issues. The interviewer should make every attempt to find a balance between keeping the conversation on track and allowing it to flow naturally. To accomplish this, a “funnel” structure is often used. This approach is best outlined as a series of questions that move from general to specific.

***Introductory Questions***

These are questions that introduce the topic for discussion. They should make the participant feel at ease with the interviewer. Usually they are not critical to the research; rather, they are intended to foster conversation and get the participant to start thinking about the topic.

***Key Questions***

These are questions that drive the research. Their answers provide the best data for later analysis. They should be focused on the topic of interest and open-ended. The interviewer’s goal with these questions is to illicit open responses from the participant. You should avoid both questions that allow for short answers and questions that can be answered with a “yes” or “no.”

***Ending Questions***

These questions bring closure to the discussion and enable the participant to look back upon previous comments. The participant should be asked to summarize their thoughts in some way.

***Sample Questions You May Choose to Use for Your Interviews***

Introductory Questions:

What alcohol-related problems do you see in our county?

What factors do you believe are causing these problems?

Key Questions:

What percent of arrests are a result of alcohol-related offenses in our county?

What percent of convictions are a result of alcohol-related offenses in our county?

How many alcohol-related offenses do you think go undetected in our county?

Are any officers assigned specifically to alcohol-related issues or offenses in our county?

How many officers are assigned?

What does their work consist of?

What special training do officers have in order to deal with alcohol-related offenses?

Do you hold sobriety check points?

How many sobriety check points were held in 2009?

How many drivers were tested?

How many positive BAC levels were obtained?

Where were the sobriety check points held?

Have you conducted any compliance checks for retail sales?

How many compliance checks for sales to intoxicated patrons were conducted in 2009?

What else are law enforcement officers doing around the underage and binge drinking in our county?

What aren’t law enforcement officers doing around the underage and binge drinking in our county?

What locations are known for alcohol-related incidents?

Are there particular people that are known for repeated alcohol-related incidents? If yes, what do you do to keep track or work with those people?

How do you think law enforcement could better address the alcohol-related problems in our county?

Ending Questions:

How do you think the criminal justice system is helping reduce the alcohol problems in our county?

How do you think concerns in the criminal justice system are contributing to the alcohol problems in our county?

Our goal is to find out what the driving factor is that is causing the underage and binge drinking in our county. Is there anything you would like to add or do you have any final comments?

Thank you for your time and input.

***Recording and Using the Information***

In addition to taking notes, every effort should be made to record the law enforcement interview, but first seek permission from your participant. The use of recording equipment is important because it will allow to revisit the conversation and pull direct quotes made by the participant. This discussion can also be transcribed or at least listened to for quotes and general ideas. We suggest using a data matrix like the one found on the next page to keep track of major themes and quotes from the discussion.

The information gathered from these interviews should be used to complement other quantitative work by the use of participant quotes and the grouping of ideas. The grouping of ideas refers to categorizing the participant attitudes, feelings, or beliefs toward the topic. This may simply involve discussions revolving around a single question. In other cases this may involve outlining the major topics brought up during the interview.

## Notes for Law Enforcement Interview About Alcohol Use

Date:\_\_\_\_\_\_\_\_\_\_ Location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Participant’s Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Interviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Section | Major Ideas of Themes | Quotes |
| Question 1 |  |  |
| Question 2 |  |  |
| Question 3 |  |  |
| Other thoughts, ideas, comments, or themes that arose during the interview: | | |

# Appendix B. County Meeting or Focus Groups Protocol

Holding a town hall meeting is an efficient way to gather qualitative data through the use of a focus group methods. The reward for this work is dynamic information not just about what people feel, but about *why* people feel the way they do about a particular subject or idea. Group discussions have the potential to provide data with both accuracy and depth. The town hall meeting is intended as a complement to the rest of the needs assessment.

What follows is a discussion of the general system for running a town hall meeting successfully.

***The Moderator***

Fundamental to the town hall meeting is a moderator who facilitates the discussion. This person should feel at ease speaking in front of the group, but he or she is not a teacher. The moderator’s goal is to make the participants feel comfortable in expressing themselves openly while keeping the discussion on track.

Becoming a talented moderator takes practice. For most novices the best strategy is to play the role of a *seeker of wisdom*. This role assumes that the participants have the wisdom you need and will share it if asked the right questions.

Most importantly, moderators must learn to listen and not talk.

***Choosing the Participants***

You can do one town hall meeting or a series of meetings. These meetings should consist of at least 10 people who either volunteered to come or who were chosen specifically. Most meetings are made up of a homogeneous group of strangers, but don’t be afraid to invite specific individuals to attend the meeting. Key participants may include county members, police officers, parents, adolescents, someone from your advisory council, bar owner, and any other individuals who may have insight on the topic. The State Epidemiological Workgroup strongly recommends the inclusion of individuals that represent the diversity of the county or the minority groups. It is helpful to keep contact information for the participants as they may be involved in other parts of the project.

***Setting the Rules***

Prior to starting the discussion, the moderator should lay down a few ground rules. Generally, these include, only one person talking at a time; no side discussions among participants; no members should be put down because of their opinions; all thoughts and ideas are valued; and there are no wrong or right answers. Like with selection of group members, care and creativity should be used when setting rules.

***Conducting the Discussion***

The discussion itself should last between 1 and 2 hours and follow a structured format. The moderator should make every attempt to find a balance between keeping the group discussion on track and allowing it to flow naturally. In order to accomplish this, a “funnel” structure is often used. This approach is best outlined as a series of questions that move from general to specific.

***Opening Question***

This is a “round robin” question that everyone answers at the beginning of the meeting. It is designed to be answered quickly and to identify those characteristics that participants have in common. It should make everyone in the group feel more at ease.

***Introductory Questions***

These are questions that introduce the topic for discussion. Usually they are not critical to the research; rather, they are intended to foster conversation and interaction among the participants.

***Key Questions***

These are questions that drive the research. Their answers provide the best data for later analysis. They should be focused on the topic of interest and open-ended. The moderator’s goal with these questions is to illicit discussion among the participants. You should avoid both questions that allow for short answers and questions that can be answered with a “yes” or “no.”

***Ending Questions***

These questions bring closure to the discussion and enable participants to look back upon previous comments. Once again a “round robin” approach is best, and participants should be asked to summarize their thoughts in some way.

***Sample Protocol You May Use for Your County Meeting(s) or Focus groups***

Opening Question:

Tell us your name and what brought you here today. (Round Robin)

Introductory Questions:

What are the alcohol-related problems in our community?

What factors are causing these problems?

A number of alcohol-related concerns and possible causes for those concerns have been mentioned. Let’s think about three possible causes of alcohol use in particular. For the remainder of this discussion, let’s think about social availability, community norms and individual factors.

Key Questions

Let’s start with social availability. Social availability refers to the procurement of alcohol through social sources such as friends and family.

Where are the youth in our county getting alcohol? Give examples.

Where are high school aged youth and younger getting alcohol?

Where are minors out of high school getting alcohol?

Where do adults in the county obtain alcohol?

Where is the alcohol consumed? For youth and adults?

What are your experiences with underage drinking at parties, or with adults providing alcohol to minors?

There’s been a lot of talk about underage and binge drinking as a problem in our county, but to what extent do you think *social availability* really contributes to the problem? (Round Robin).

Next, let’s talk about community norms. Community norms reflect general attitudes about alcohol use and societal expectations regarding the level and type of use that is considered appropriate.

What are the norms of our county?

What are the general attitudes about drinking in our county?

What is the alcohol culture like?

In our county, is it okay to serve alcohol to a minor and if so, under what circumstances?

In our county, at what age is it acceptable to use alcohol?

What is our county’s attitude toward drinking and driving?

What kind of groups or organizations promote the use of alcohol in our county?

Now that we’ve had this discussion, to what extent do you think *community norms* contribute to the underage and binge drinking in our county? (Round Robin)

Lastly, let’s think about individual factors. Individual factors could be biological, socio-economic, or individual attitudes.

What makes the people in our county different and unique?

What individual characteristics contribute to the underage and binge drinking in our county?

Based on the things we’ve just talked about, to what degree do you think the *individual characteristics* of the people in our county are a cause of the underage and binge drinking? (Round Robin)

Ending Question:

Considering the three causes that we’ve talked about today, social availability, community norms, and individual factors, which one is the leading cause of the underage and binge drinking in our county? (Round Robin)

Our goal is to find out what is contributing to the underage and binge drinking in our county. Have you missed anything? Do you have any final comments?

Thank the participants for coming.

***Recording and Using the Information***

Every effort should be made to record the town hall meeting by having a colleague take notes and through the use of a tape or video recorder. The use of recording equipment allows the meeting to be revisited when needed. Consider soliciting the audience and parental consent (if youth are involved) before starting video-taping the event. This discussion can also be transcribed or at least listened to for quotes and general ideas. We suggest using a data matrix like the one found on the next page to keep track of major themes and quotes from the discussion. Feel free to expand the table as needed.

The information gathered from this meeting should be used to compliment other quantitative work by the use of participant quotes and the grouping of ideas. The grouping of ideas refers to the categorizing of attitudes, feelings, or beliefs of the group toward the topic. This may simply involve discussions revolving around a single question. In other cases this may involve outlining the major topics brought up by the group.

## Notes for Town Hall Meeting About Alcohol Use

Date:\_\_\_\_\_\_\_\_\_\_ Location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of People in Attendance:\_\_\_\_\_\_ Note Taker:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Section | Major Ideas of Themes | Quotes | Consensus or Disagreement? |
| Question 1 |  |  |  |
| Question 2 |  |  |  |
| Question 3 |  |  |  |
| Other thoughts, ideas, comments, or themes that arose during the town hall meeting: | | | |

# **REFERENCES**

1. intervening variable. (n.d.). Collins English Dictionary - Complete & Unabridged 10th Edition. Retrieved February 16, 2011, from Dictionary.com website: [http://dictionary.reference.com/browse/intervening variable](http://dictionary.reference.com/browse/intervening%20variable%20%20)  [↑](#endnote-ref-1)
2. Birckmayer, J.D., Holder, H.D., Yacoubian, GS, & Friend, K.B., (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *Journal of Drug Education*, 34, 121-153. [↑](#endnote-ref-2)
3. See whether companies in Iowa can provide a listing of their billboards in Iowa; so that you may get the information directly from them. [↑](#footnote-ref-1)