

County Planning Report County: 09 -- EL DORADO

BINGE DRINKING

Problem Statement 1.0: El Dorado County has 15 different school districts with a population of just under 30,000 students. According to the 2005-2006 California Student Survey (CSS), a biannual survey of 7th, 9th, and 11th graders, frequent alcohol use and binge drinking remain the issues of most concern among California's youth. Although overall use measures are stable between the 2003-2004 and 2005-2006 surveys, weekly drinkers constituted 14 percent of 9th grade drinkers and 25 percent of 11th grade drinkers, indicating that the risk of heavy drinking increases with age. Binge drinking (defined as 5 or more drinks on the same occasion at least one day in the past month) was also higher among rural youth age 12 to 17 (4.1%) than non-rural (1.6%) but underage binge drinking did not differ by rural status for those aged 18 to 20. With a 2005-2006 enrollment of 2,637 9th graders and 2,450 12th graders, El Dorado County has a significant high risk youth population for binge drinking.

Goal 1.1: Decrease rate of binge drinking among 9th and 11th graders (respective 2006 CSS baselines of 14% and 25%) by 1% in 2008; 3% in 2009; 5% in 2010.

Objective 1.1: Public health will support new and existing community coalitions in three specific geographic regions Tahoe, Placerville and Black Oak Mine, by providing facilitation of coalition meetings and sub-committees, implementing capacity building and leadership activities specific to each coalition, and providing education and support in local policy development.

090908 - El Dorado County Public Health - Assigned

Problem Statement 2.0: Hispanic youth are substantially more likely to report binge drinking than either white or black youth. According to one 2004 study of young people in 5 Southwestern states, Mexican American seventh-12th graders are significantly more likely to be binge drinkers than their white peers (Swaim, Wayman, Chen, 2004). Young people who begin drinking before the age of 15 are four times more likely to become alcohol dependent than those who wait until they are 21, seven times more likely to be in a motor vehicle crash because of drinking, and at least 10 times more likely to be in a physical fight after drinking (Grant, Dawson, 1997). It is estimated that **30-32%** of Hispanic teens binge drink or have experienced binge drinking in the last 30 days, (California Youth Risk Behavior Survey, 1999).

Goal 2.1: Reduce binge drinking behaviors among South Lake Tahoe Latino Youth between the ages of 12-18 years old.

Objective 2.1: Public Health staff will provide Sembrando Salud curriculum to 230 Latino youth and families (30 in year 1 and 50 per year in years 2-5) identified as having binge drinking risk factors.

090910- El Dorado Alcohol & Drug Program- Assigned

Goal 2.2: Public Health staff will identify, coordinate and facilitate a community planning board responsible for implementing a comprehensive binge-drinking prevention referral and screening processes within the local Latino community of South Lake Tahoe.

Objective 2.2: Public Health staff will identify, facilitate and create a 12 member planning board responsible for implementing evidence-based binge-drinking prevention programming for Latino youth (12 to 18 years old) in South Lake Tahoe.

090910 - El Dorado County Alcohol & Drug Program - Assigned

Goal 2.3: Increase healthy social norms/attitudes and increase awareness of consequences associated with binge drinking among the Latino community in SLT.

Objective 2.3: Public Health staff will create a media campaign task force comprised of local Latino youth and representatives from local media responsible for creating 46 (6 in year 1 and 10 per year in years 2-5) culturally specific marketing spots designed to reach local Latino population.

090910 - El Dorado County Alcohol & Drug Program - Assigned

Goal 2.4: Collect and store Latino binge drinking prevention evaluation data and results.

Objective 2.4: Public Health staff and the contracted evaluator will develop an evaluation plan for Latino binge-drinking prevention programming that defines data to be collected, timelines and responsibilities.
090910 - El Dorado County Alcohol & Drug Program - Assigned

POSITIVE YOUTH DEVELOPMENT

Problem Statement 3.0: El Dorado County is rural by definition and, according to the California Department of Education for 2005-2006, has nearly 15,000 teenage youth. Rural communities inherently offer fewer outlets for teenage youth than metropolitan youth. As a result, research shows that rural youth have higher rates of alcohol and drug use indicators, such as binge drinking, AOD use, alcohol and drug motor vehicle accidents/fatalities, etc. In addition, many parents of these teenagers are forced to commute long hours to work in neighboring cities, resulting in less parent-youth interaction.

Goal 3.1: Increase attachment to school and positive adult role models among 5% of local rural teens per year for 5 years.

Objective 3.1: Public Health staff will facilitate meetings and coordinate the activities for the Placerville Youth Commission, Friday Night Live, Club Live, Peer Mentoring and Youth Fest.

Objective 3.2: Public Health will facilitate meetings and assist in the coordination of evidence-based prevention programs and activities identified by the Black Oak Mine Unified School District.

Objective 3.3: Public Health staff will facilitate meetings and assist in the coordination of evidence-based prevention programs and activities identified by the South Lake Tahoe Youth Task Force.

090910- El Dorado County Alcohol & Drug Program- Assigned

Goal 4.1 Reduce Alcohol and Drug using risk factors among rural youth.

Objective 4.1

Public Health will work facilitate recruitment, engagement and referral of at risk rural teens who have family members who are involved with the criminal justice system, to local youth coalitions in their communities such as the Placerville Youth Commission, Tahoe Latino Youth Coalition, Black Oak Mine coalition, Teen Court, Friday night Live/Club Live, and mentoring programs.