

CAPA Summit Notes

Workshop: How to tell the story so people do something

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What is the Problem?

- Spousal Abuse
- Teen Drinking being unsupervised
- Supervises drinking “They are Safe if I am here”
- Sexual Assault
- Loitering/Littering
- Public Intoxication
- Infants (fetal alcohol Syndrome, FASDs)
- Risky Behaviors
- The increase of Homeless
- Deportation- Number of arrest
- Youth having access to alcohol
- Overconcentration of alcohol
- Normalization of teen drinking
- Drinking alcohol at parties (underage drinking)
- Beer Runs/ Thefts
- Lack of education on harms- Educating on Heathier Choices
- Bigger issues than alcohol- Other issues to focus on
- Lack of resources for co-existing problems/ to treat concurrent disorders
- DUI- Driving under the influence
- Availability & Accessibility of Alcohol

Who is the audience?

- Church groups
- PTA- Parent teacher association
- School Districts/ Teachers
- Police/Law enforcement
- Neighborhood councils
- ABC agent (Local)
- Local Government/ City council
- College Administrators
- Local Business/Merchants
- Creating Partnership/ community organizations

- Young Adults 18-24yrs
- Youth
- Health Care/ Clinics (Nurses, Doctors)
- Seniors Centers
- Faith organizations

What are the values?

- The community you are promoting/ advocating
- No alcohol consumption till of age- promote healthier choices
- They are active member of society to promote resiliency
- Enhance access to health services and resources
- Expanding positive services and programs for youth
- Promoting higher education/ achievement
- Free activities for youth (keep them engage)

What do they care?

Churches/ Faith groups

- They have an audience
- They have a relationship with the community
- Want to enhance partnerships
- They are aware of the issues
- Project Life Long
- Activities with youths

Parents:

- Because it's their children/ they are concern
- Want safety for their children
- Improve children culture
- They can advocate/ be good messengers

Local Schools Districts:

- They are held accountable
- Learn how to work with certain groups (To treat people with respect)
- Need to educate/ inform others
- They look at you as a resource

Schools:

- They are worried about the safety & health of their students
- It can affect their disciplinary action

- Political – Concern with their reputation
- Poor academics results/ reputation- can affect future funding

Law Enforcement Police:

- It's make their job easier
- They want to improve their reputation
- They are first responders

City Councils/ Local government

- They live in their neighborhood
- It affects them directly
- They want to show that they are listening to their constituents
- Providing more resources
- Accountability/ Transparency were the money is being spent
- Personal Motive/ Agenda If the community cares
- Re- elections/ votes
- Worried about their reputation
- Establish support for his agenda

ABC- Alcohol Beverage Control:

- Report Violation/Need Complain reports-data
- They can attend local meetings and support your work
- They can collaborate with you/ power in numbers

College Administrators:

- Pressure from students
- It harm their reputation
- It can affect the safety of their schools/ students

Local Business/ Merchants:

- Keep their business open/ need to be in compliance- Lee law
- Get in trouble with the law/crime
- They want to be responsible
- Build a good business image
- Want to sponsor local group/communities- community based business
- They see you as resource
- Good Business Practices
- Promote more communication between community/business
- Information of store gets expose published
- Liability/ can how much it will cost them?

Youth:

- Give them the power/ let youth guide
- Partner with FNL (Friday night live) / Harts ladder programs
- Involve them in the planning process centralize youth
- Find those leaders and let them tell their stories
- Change the Image- Let Youth guide other youth
- Right/Wrong
- Provide Healthier Choices
- Promote Togetherness

What is the solution?

- Create a campaign
- Collaborate with law enforcement
- Enhance enforcement
- Educated to Parent/Youth
- Attend/ participate a planning group/ adhoc committee
- Gathered data/research
- Promote Local Control (CUP) Process
- Develop a peer to peer – among youth
- Reward good stores/incentivize/ recognized