

## 2017 Alcohol PES Major Accomplishments for the KY ODCP Combined Annual Report for the Legislative Research Commission

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The Alcohol Prevention Enhancement Site (PES), disseminates the latest research on alcohol environmental strategies, and provides technical assistance and training on implementing and evaluating effective environmental strategies to reduce alcohol availability to underage youth. Based on the following outcomes and outputs resulting from Alcohol PES services to 120 KY Counties and Statewide/Regional Agencies, the priorities of the Alcohol PES for the 2017 year were achieved.

1. The Alcohol PES provided technical assistance to Regional Prevention Centers and community coalitions statewide to implement policies at the local level that have a positive and lasting effect on the community environment; thereby reducing the harmful consequences of illegal use and abuse of alcohol. By the end of 2017, 29 Kentucky communities have enacted Social Host Ordinances, at least 107 Kentucky communities have Mandated Responsible Beverage Server (RBS) Training Ordinances, and at least 13 Kentucky Communities have passed Mandated Keg Registration Ordinances.

One community, Glasgow in Barren County, enacted a Social Host Ordinance during 2017. 10 communities passed RBS Ordinances in the past year including Auburn, Barlow, Barren County, Burkesville, Edmonton, Grand Rivers, Hanson, LaCenter, Morgantown, and Park City. While on new Keg Registration policies were enacted in KY during 2017, the Alcohol PES provided technical assistance to KY communities in the process of passing new policies and seeking to increase enforcement of existing policies, and provided technical assistance and support to prevention agencies at the state and local in West Virginia on Keg Registration.

2. 3,555 unique users accessed the Alcohol PES website [www.KYPrevention.com](http://www.KYPrevention.com) during 2017, to access hundreds of user-friendly resources on emergent issues in the underage drinking prevention arena including over 100 new materials developed and disseminated statewide to individuals and agencies in 120 Kentucky Counties by the Alcohol PES for integration into local prevention efforts.
3. The Alcohol PES utilized social media to reach nearly 18,000 Facebook users and create more than 77,000 unpaid impressions on Twitter and Facebook through 419 posts with information on environmental strategies to reduce underage and binge drinking, model alcohol prevention ordinances, state and local alcohol policy changes, upcoming state and regional alcohol prevention trainings and events, and the latest scientific research on alcohol prevention. Alcohol PES social media accounts: [www.Facebook.com/KYPrevention/](http://www.Facebook.com/KYPrevention/) and [www.Twitter.com/KYPrevention/](http://www.Twitter.com/KYPrevention/). Alcohol PES social media followers increased by 11% from 2016 to 2017.
4. The Alcohol PES delivered 21 presentations and trainings educating nearly 1,000 youth and adults on the latest underage and high-risk drinking research and evidence-based prevention strategies.
5. During 2017, the Alcohol PES was appointed by her peers as Chair to the State Youth Empowerment System (Y.E.S.) Steering Committee; and provided in-depth technical assistance to seven youth coalitions receiving totaling approximately \$15,000 through 10 total Y.E.S. mini-grants to support local youth-led substance abuse prevention programs.

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## ALCOHOL PES OUTCOMES:

While the services and resources provided statewide by the Alcohol PES cannot be directly attributed to the following KY alcohol-related outcomes, it is believed the prevention efforts of the Alcohol PES were associated with contributing to these positive indications. In addition to the above 11 new alcohol prevention-related policies enacted in 2017, the following recent Kentucky alcohol-related outcomes were achieved:

- (1) KY 10th grade alcohol 30-day use decreased by 1.6 percentage points in 2016 (19.4%) vs. 2014 (21.0%) and decreased in 11/14 regions (KIP Survey by REACH, Inc., 2014-2016). KY youth 30-day alcohol use according to another survey decreased by 1.9 percentage points in 2015 (28.5%) vs. 2013 (30.4%) (KY Youth Risk Behavioral Survey, 2013-2015).
- (2) KY 10th grade binge drinking in the last two weeks decreased by 1.6 percentage points in 2016 (10.4%) vs. 2014 (12.0%) and decreased in 12/14 regions (KIP Survey by REACH, Inc., 2014-2016). KY youth binge drinking according to another statewide survey decreased by 1.7 percentage points between 2015 (17.7%) and 2013 (19.4%) (KY Youth Risk Behavioral Survey, 2013-2015).
- (3) The KY 10th grade alcohol 30-day use (19.4%) 2016 rates (KIP, 2016) were below the 2016 national average (19.9%) (Monitoring the Futures Study, 2016).
- (4) KY 10th grade youth access to alcohol decreased by 2.8 percentage points in 2016 (51.5%) vs. 2014 (54.3%) according to youth self reported data if they wanted to get some alcohol it would be "sort of easy" or "very easy" to access (KIP Survey by REACH, Inc., 2014-2016).
- (5) The number of teenage drivers involved in alcohol-related collisions decreased by 7% between 2015 (283) and 2016 (263) (KSP Traffic Collisions Report, 2015-2016).
- (6) In 2016, 4,243 alcohol-related collisions occurred on KY roadways, killing 171 and injuring 1,974 in 2016; however, the percent of total alcohol-related collisions decreased by 1%, the total killed increased by 2%, and the total injured decreased by 5% from the previous year (KSP Traffic Collisions Facts Report, 2015-2016).

Despite these positive outcomes achieved, much still needs to be done to reduce underage and high risk alcohol use and related negative consequences in Kentucky.

- (1) Alcohol remains the most widely abused substance among young people in grades 8, 10, and 12 in Kentucky (KIP Survey by REACH, Inc., 2016).
- (2) Alcohol was listed among the top statewide most frequently detected drugs in the blood of drug related death victims in 2016 (320 deaths and 23% of all KY overdose deaths with toxicology data available (1,404 total overdose deaths) detected alcohol (ethanol) (KY Office of Drug Control Policy Report via the State Medical Examiner Report, 2016).
- (3) 1 in 2 (52%) KY 10th graders and 2 in 3 (67%) of 12th graders say alcohol is easy to access (KIP Survey by REACH, Inc., 2016).
- (4) 1 in 5 (19%) KY 10th graders reported alcohol use, and 1 in 7 (16.5%) said they'd been drunk in the last 30-days (KIP Survey by REACH, Inc., 2016).
- (5) KY 18-25 year olds who reported high-risk binge drinking in the last 30 days increased by three percentage points between 2015 (32%) and 2016 (35%) (National Survey on Drug Use & Health; CDC KY BRFSS Report, 2015-2016).
- (7) KY adults who reported binge drinking increased 1.9% percentage points between 2015 (12.7%) and 2016 (14.6%) (CDC KY BRFSS Report, 2015-2017); but remained substantially below the national median percentage in both years.