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Taney County Health Department



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Local Coalition Wins the Super Bowl! ADAPT coalition receives national recognition

The Taney County Alcohol and Drug Abuse Prevention Team (ADAPT) was recently recognized as number one, nationally, for its efforts in Taney County to reduce the underage drinking rate. Maybe it isn't the Super Bowl, but in the arena of alcohol and drug abuse prevention, it is close. The coalition, established in 2008, is a collaborative effort of local government, health, school, and community partners addressing this important issue.

The coalition received the *Got Outcomes Milestones* award at the national Community Anti-Drug Coalitions of America (CADCA) National Coalition Institute conference in Washington D.C. The *Milestones* award recognizes a coalition for their success in fighting substance abuse in their community by implementing a comprehensive and feasible plan guided by local data that includes program, practice, and policy changes. "The selection of the ADAPT coalition," stated Major General Arthur Dean Chairman and CEO of CADCA, "is an indication of the tremendous efforts put forth by this coalition to address local substance abuse problems."

The efforts of the ADAPT coalition have had positive results in Taney County. Initially, they identified high alcohol outlet density, retailers selling to minors, and low perceptions of risk associated with underage drinking that all contribute to higher levels of underage alcohol use. The coalition implemented strategies such as, drafting and enhancing local ordinances that require Branson retailers to attend alcohol retailer training classes, conduct alcohol compliance checks, launching an underage drinking awareness campaign in local schools, providing an alcohol free after prom event for all Taney County high schools and creating graduated sanctions for underage drinkers. "For a coalition to have achieved this level of community and local government support in a two-year period is remarkable and is the reason they were recognized nationally for their efforts," said Chris Davis, Deputy Director of Substance Abuse and Violence Prevention Community Partnership of the Ozarks, "to be selected from a field of 5000 coalitions is something our entire community should be proud of."

The Missouri School Survey is administered every two years for 8th and 10th grade students. The results of the 2010 survey show students have changed their perceptions of access to alcohol, awareness of harm, and risky behaviors compared to 2008. For example, fewer youth reported that alcohol is "sort of easy" or "very easy" to get (70 percent in 2008 compared to 37.5 percent in 2010), and fewer youth reported that in the past 30 days, they have been passengers in a car with someone who had been drinking alcohol (27.5 percent in 2008 compared to 14.04 percent in 2010). "These statistics reflect the education process is working along with the community efforts to enforce and support the prevention of underage drinking," said Kara Miller ADAPT member, "it takes several years for coalitions to have this sort of success, this coalition, and community have accomplished it in two years."

"The ADAPT coalition is a true leader in the field of substance abuse prevention, exemplifying the excellent work that coalitions are doing around the country to prevent and reduce substance use," said Major General Arthur Dean. "By using sound and strategic data-driven practices, the ADAPT coalition is challenging community social norms and perceptions related to underage drinking. Congratulations to them for contributing to reductions in substance abuse and associated problems at the local level."

For more information about ADAPT visit the Taney County Health Department website at www.taneycohealth.org or call Kara Miller at (417) 334-4544 ext. 225.
