

Creating a Healthier Community Through Prevention

Reduce Access to Substances
Action Learning Team



NORTHWEST
COMMUNITY
HEALTH
INNOVATION
REGION



This is the work of the **Reduce Access to Substances Action Team**, one of the 12 Northwest CHIR's Behavioral Health Initiative Action Teams. Action Teams consist of cross sector partners willing and able to take action collectively and supported by the CHIR BBO staff. Learn more about the [CHIR](#) and the [Behavioral Health Initiative](#), and stay connected by subscribing [here](#).

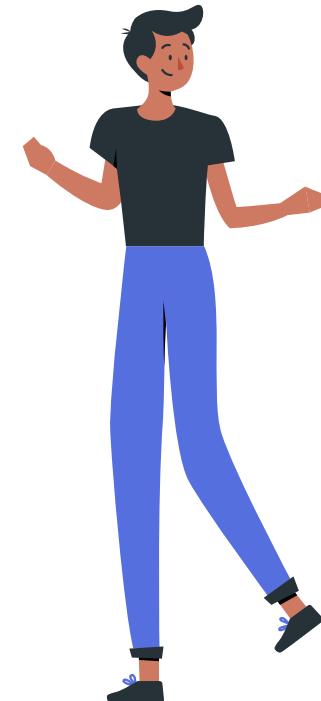
Our Team

Leaders

- Nichole Flickema – Health Department of Northwest Michigan, Community Health Coordinator and SAFE in Northern Michigan, Project Coordinator
- Audrey Sharp – The Center and Leelanau Investing For Teens (LIFT), Associate Director

Members

- Susan Pulaski – Health Department of Northwest Michigan, Community Health Supervisor and SAFE in Northern Michigan, Project Director





The Challenge

Community spaces in the region are often oriented around drinking alcohol. This contributes to the unhealthy drinking culture in the region and, inadvertently, impacts youth. Furthermore, advertisements for alcohol are prevalent and positively coded.



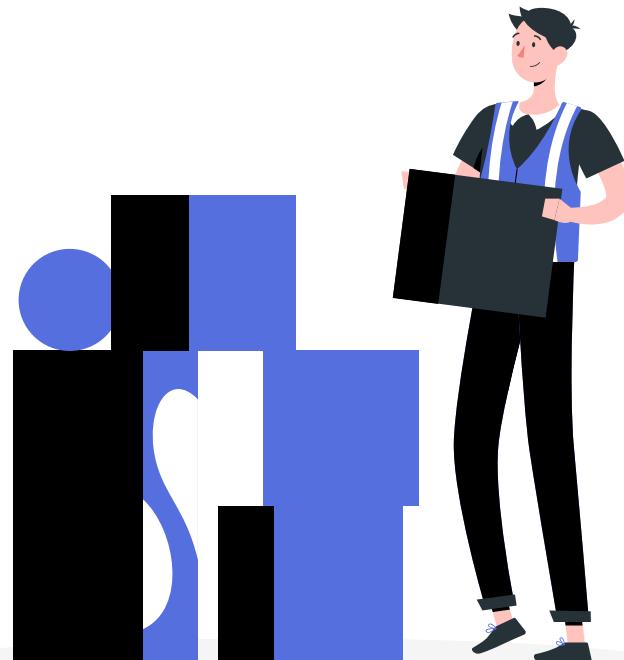
Our Goal

- **Educate Policymakers**

Educate regional policymakers about policies and protocols they can enact to create a healthier drinking culture.

- **Educate Influential Residents**

Educate business owners and event organizers about what they can do to provide public spaces that do not center around alcohol.



Policy Toolkit

We developed a one-page toolkit with 5 policy recommendations for a healthier community relationship with alcohol. Each policy is accompanied by links to implementation recommendations.

CREATING A HEALTHIER COMMUNITY THROUGH PREVENTION

5 POLICY RECOMMENDATIONS FOR A HEALTHY COMMUNITY RELATIONSHIP WITH ALCOHOL

1

Educate Servers on IDing Youth & Preventing Underage Serving

- Those under 21 will have a vertical license with the date of legal purchase printed in red.
- Use [this flier](#) to help educate servers.

2

Invest in Substance Use Prevention

- Encourage local businesses to donate 5% of their alcohol sales to substance use prevention.
- Distribute [this flier](#) to local businesses for recommendations about how to donate.

3

Encourage Local Businesses to Provide More Non-Alcoholic Drinks

- Partner with local businesses that make soda or juice.
- Train bartenders in mocktail mixology.
- Distribute [this flier](#) to local businesses to provide recommendations for alcohol alternatives.

4

Increase Signage Encouraging Clientele to Refrain from Providing Alcohol to Minors

- Place a decal on cups and windows as a friendly reminder to customers to refrain from providing alcohol to minors.
- [Click here](#) for more information about and access to the decal.

5

Promote Community Events that Do Not Serve Alcohol

- Engage local leaders in promoting events that do not center around alcohol consumption.
- Refer to the [Know Your Neighbor Recipe Book](#) for examples of community events that do not serve alcohol



This is the work of the Reduce Access to Substances Action Team, one of the 12 Northwest CHIR's Behavioral Health Initiative Action Teams. Action Teams consist of cross sector partners willing and able to take action collectively and supported by the CHIR BBI staff. Learn more about the CHIR and the Behavioral Health Initiative, and stay connected by subscribing to our [Mailinglist](#).

Policy Recommendations

01

Educate Servers

Educate servers on IDing youth to prevent underage serving

04

Reduce Underage Access

Increase signage to encourage clientele to refrain from providing alcohol to minors

02

Invest in Prevention

Encourage businesses to donate 5% of alcohol sales to prevention organizations

03

Non-Alcoholic Drinks

Encourage businesses to provide a range of non-alcoholic drinks

05

Community Events

Promote community events that do not serve alcohol

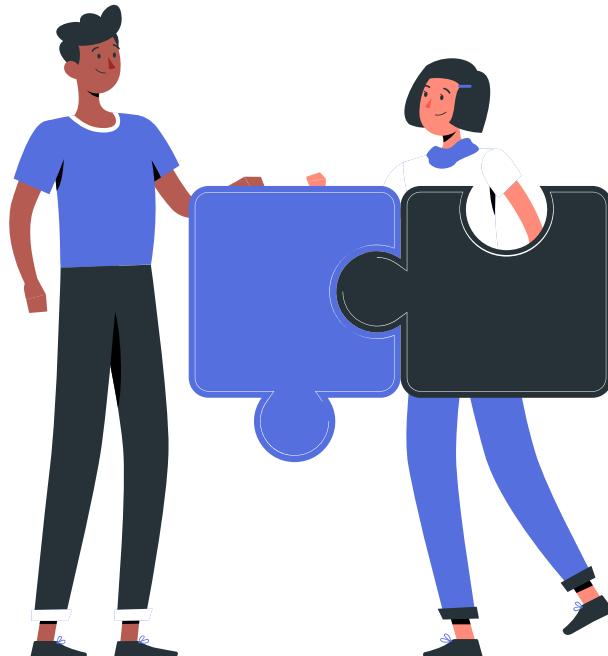
Achievements

Identified evidence-based policies to promote a healthy community relationship with alcohol.

Distributed toolkits to local policymakers around the region.



Findings



The most effective and achievable solutions to promote a healthy community relationship with alcohol center around **community events** and **local business practices**.

If there are no events or businesses that offer non-alcoholic beverages in a community, it is easy for social gatherings to focus on drinking.

What Can You Do?



Share Our Work!

Encourage your policymakers to read our toolkit!



Non-Alcoholic Drinks

If you own a business, consider offering non-alcoholic drinks!



Community Events

Plan dry & family friendly community events!