

**Prevention Enhancement Site
End of Year Report
(Region 3, 5, 10 and 15 only)**

**FY2017
Form 147A**

Prevention Enhancement Site

Region: Bluegrass.org Regional Prevention Center (RPC) 15

Substance of Focus: Alcohol

Please provide a narrative based on the plan you outlined in your application for funding. Please include the degree to which your priorities were addressed and your proposed outcomes achieved.

**This report narrative and supplied attached Appendixes A-I were prepared by Tara McGuire, Alcohol PES - August 2, 2017. It should be noted, the Kentucky Department of Behavioral Health discontinued the use of Annual Grant Applications for Prevention Enhancement Sites (PES) beginning in FY16. As a result, the information included in this report is based upon the activities of the PES during FY17 as an application for funding for the 2017 Fiscal Year does not exist and is therefore nonapplicable.

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 Fiscal Year (FY17) were achieved. The Alcohol PES has completed the requirements by the Kentucky Certification Board for Prevention Professionals, Inc. as a Certified Prevention Specialist for "successfully exhibiting required competencies in the area of alcohol, tobacco, and other drug prevention" valid from January 1, 2016, to January 31, 2018.

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 ___ new alcohol prevention-related policies described later in this report (*See Appendix B), 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). *See Appendix G - 2003-2015 KY YRBS

(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). *See Appendix G - 2003-2015 KY YRBS

(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) KY adults who reported binge drinking decreased 0.7 percentage points between 2015 (12.7%) and 2014 (13.4%) (CDC KY BRFSS Report, 2014-2015); and was substantially below the national median percentage in both years. These are the most recent years of data available for this survey.

(6) KY 18-25 year olds who reported high-risk binge drinking in the last 30 days decreased by 2 percentage points between 2015 (32%) and 2014 (34%) (National Survey on Drug Use & Health; CDC KY BRFSS Report, 2014-2015). These are the most recent years of data available for this survey.

(7) The number of teenage drivers involved in alcohol-related collisions decreased by 7 between 2015 (283) and 2014 (290) according to the most recent available State Police reported data (KSP Traffic Collisions Report, 2014-2015).

(8) 4,269 alcohol-related collisions occurred on KY roadways, killing 175 and injuring 2072 in 2015; however, the percent of total alcohol-related collisions decreased by 1%, the total killed increased by 12%, and the total injured remained unchanged from the previous year according to the most recent available Kentucky State Police (KSP) Report (KSP Traffic Collisions Facts Report, 2014-2015).

(9) Lifetime alcohol use by KY youth has decreased by 5.9 percentage points between 2015 (56.8%) and 2013 (62.7%) (KY Youth Risk Behavioral Survey, 2013-2015). *See Appendix G - 2003-2015 KY YRBS

(10) The percentage of alcohol retailers checked found in-compliance by refusing to sell alcohol to youth under-21 when checked during the KY Alcoholic Beverage Control's (KY ABC) Operation Zero Tolerance Compliance Check operations increased by 1 percentage point between 2016 (88%) and 2015 (87%); and increased during the same period in 9 of 14 KY regions and in 40 of the 67 KY counties checked in 2016 (KY ABC, 2015-2016). *See Appendix D - Compliance Checks RPCs and Appendix E - Compliance Checks by County

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). *See Appendix F - 2016 KIP Survey

(2) Alcohol was listed among the top statewide most frequently detected drugs in the blood of drug related death victims in 2013 (182 deaths and 25% of all KY overdose deaths detected alcohol), 2014 (224 deaths and 28% of all KY overdose deaths detected alcohol), and 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, 2013-2016).

(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). *See Appendix F - 2016 KIP Survey

(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). *See Appendix F - 2016 KIP Survey

(5) The 2012-2016 Kentucky Plan for Coordinated Chronic Disease Prevention and Health Promotion showed Kentuckians experience a high burden of chronic diseases compared to the nation overall, and indicated excessive alcohol use as a modifiable risk factor for 5 of the 10 indicated chronic diseases listed; including, breast cancer, colorectal cancer, coronary heart disease, cerebrovascular disease, and diabetes. In 2015, 5.5% of Kentucky adults reported heavy drinking (vs. 5.9% nationwide); 12.7% reported binge drinking (vs. 16.0% nationwide); 33.9% have doctor-diagnosed arthritis (vs. 26.0% nationwide); 6.0% have coronary heart disease (vs. 4.2% nationwide); and 12.5% have diabetes (vs. 10.0% nationwide) (KY BRFSS Survey, 2015).

An Alcohol PES workplan on the statewide prevention data system was requested by DBH and submitted for FY17 in place of the Alcohol PES Grant Application submitted in previous years. The following desired outcomes and CSAP Strategies are indicted on the Alcohol PES workplan on the statewide prevention data system, please see the reports submitted by the Alcohol PES on the state prevention data system for more information about the activities completed in association with each CSAP and State Strategy:

(1) Information Dissemination - Increase awareness of underage and binge drinking through trainings, provide technical assistance and consultation to communities, maintain the website and social media accounts for education and to build statewide capacity to implement effective prevention programs, and assist with environmental strategy implementation. As outlined in the CSAP Strategy, information was disseminated by the Alcohol PES on the following state strategies during FY17:

(1a) Awareness Campaign - the Alcohol PES provided technical assistance to community coalitions, Regional Prevention Centers (RPCs) and school systems to support the following awareness campaigns through direct support, email, the Alcohol PES website and Alcohol PES Social Media, National Drugged and Drunk Driving Month, National Alcohol Prevention Month, Alcohol Awareness Month, and National Prevention Week.

(1b) Compliance Checks/ Sting Operations - data on the KY ABC State Compliance Rate and local compliance rates for 2014-2016 with comparisons was distributed statewide through the Regional

Prevention Centers (RPCs), and a webpage is maintained at KYPrevention.com on how to apply for the KY ABC Alcohol Compliance Check Undercover Operative Program. Compliance checks were conducted by the KY ABC at 1709 retailers in 2016 and 940 retailers in 2015, and the statewide non-compliance rate (meaning the percentage of retailers who sold to minors under-21 when checked in the "sting" operation) was 11.9% in 2016 and 13.2% in 2015. The statewide non-compliance rate decreased by 1.3 percentage points between 2015 and 2016, and decreased in regions 1, 3, 5, 7, 9/10, 11, 12, 13, and 14 with the most substantial decreases of more than 5 percentage points occurring in regions 3, 5, 13 and 14. The non-compliance rate increased in regions 4, 6, and 15. Compliance rate data is a strong indicator of retail alcohol access to minors, but it is important to also look at other indicators and data sources to gain a more complete perspective. For example, according to the Kentucky Incentives for Prevention (KIP) Survey by REACH mentioned above KY 10th grade youth reported a lower ease of accessibility to alcohol. *See Appendix D and E - Compliance Checks by RPC and County

(1c) Enforcement/Support/Strengthen Existing Policy/Law/Ordinance - numerous local and state alcohol policies were passed/amended during FY17. *See Appendix B for more details. The Alcohol PES website KYPrevention.com contains webpages on Social Host, Restricting Alcohol Outlet Density, Responsible Beverage Server (RBS) Training, Keg Registration, Alcohol Advertising to Youth, and Kentucky Alcohol Laws.

(1d) Require RBS Training - 13 new RBS Ordinances were passed during FY2017 making the statewide total 107 RBS Ordinances as of May 2017 vs. 94 RBS Ordinances as of June 30, 2016 (*See Appendix B). The Alcohol PES works with RPCs, the KY ABC, local ABC Administrators and local governments to maintain electronic copies on the KYPrevention.com site of most local KY RBS Ordinances and provides hyperlinks to RBS Laws in other states. The KYPrevention.com site also provides an Alcohol PES RBS Fact Sheet with relevant research on the effectiveness of RBS, comparisons between local ordinances and state laws, and other relevant facts. Many communities utilize the Alcohol PES RBS Fact Sheet for awareness and access sample copies of existing RBS ordinances at KYPrevention.com or directly by request from the Alcohol PES when seeking an RBS ordinance in their community.

(1e) SNMC: Parents Who Host Lose the Most - information on this model Social Host program is available at KYPrevention.com, discussed in the Alcohol PES Social Host presentations, and shared on the Alcohol PES Social Media pages.

(1f) Social Host Ordinance - information about the state's 29 active social host ordinances, including one new Social Host Ordinance enacted during FY17, is available at KYPrevention.com, and the Alcohol PES makes available ordinance copies and Alcohol PES Fact Sheets, PowerPoints, and a Media Release on Social Host available to communities online. The information disseminated, researched and summarized by the Alcohol PES helps communities utilize the Strategic Prevention Framework when considering a social host ordinance or working to improve enforcement of an existing local policy. The Social Host 101 and 102 Fact Sheet and complimentary PowerPoints were updated on the Alcohol PES website and within the resource data base in FY17. These documents are an excellent tool for communities containing detailed cited facts on the problem assessment, alcohol is the most widely abused substance among young people in Kentucky (KIP Survey, 2016); the source - most KY 10th grade

youth report if they drink they obtain alcohol through a social means (KIP Survey, 2014), and most (88%) KY alcohol retailers were in compliance and refused to sell to minors in 2016 (KY ABC, 2016); most underage drinking occurs at home parties (CDC, 2009; SAMHSA, 2008) and adolescents who obtained alcohol at a party from a parent reported consuming more drinks and were twice as likely to report past 30-day alcohol use and binge drinking (Foley, 2014); current laws and local KY Social Host Ordinances; civil and criminal Social Host liability differences; benefits to social host like recovery cost for law enforcement and first responders; and other FAQs.

(1g) STAR (RBS) - the Alcohol PES website maintains a list of the local RBS Ordinances requiring the STAR Program for training, and contains information on how to sign-up for the program. The Alcohol PES RBS Fact Sheet also contains information about the STAR Program and other similar national programs. By the end of FY17 as of May 2017, 45 KY communities now mandate through local RBS ordinance STAR is only training program accepted in their city/ county - increased from 38 KY communities where the KY ABC STAR Program is mandated by local ordinance as of June 30, 2016 (increased by 7 KY ordinances during FY17); a list of these STAR specific community RBS ordinances is available on the Alcohol PES RBS Fact Sheet and Alcohol PES RBS web-page.

(1i) Strategy to Engage Parents and Other Adults to Build Capacity for Addressing Substance Abuse - the KYPrevention.com website contains research pages and infographics for parents of college bound youth and parents in general on alcohol prevention; and access to an Underage Drinking Toolkit for KY law enforcement professionals.

(2) Community-Based Process - the Alcohol PES disseminated information on the enforcement, support and strengthening of existing policies and ordinances and the TIPs program during FY17 through the Alcohol PES Social Media Accounts, Dropbox Account, website and/or email distribution list including the primary Alcohol PES Distribution List of 247 contacts; 33 agencies and 23 in-state higher education institutions originally reached through an April 2016 Campus Town Hall Meeting promoting solution-based dialogue to address underage and high-risk excessive alcohol use in the collegiate environment co-hosted by the Alcohol PES, Bluegrass Prevention Center and Transylvania University; and the 133 contacts from the former Bluegrass Law Enforcement Task Force on Underage Drinking coordinated by the Alcohol PES until mid 2016.

The Alcohol PES provided statewide support to numerous Youth Empowerment System (YES) Grantee Youth Coalitions through serving on the State YES Steering Committee, and to five YES Grantees within the Bluegrass Region holding grants during FY2017 and to five YES Grantees within the Bluegrass Region applying for FY2018 YES Grant funding during FY2017. The Alcohol PES also provided substantial technical assistance as a member of the YES State Steering Committee Subcommittee to revise and amend the YES State Policies and Procedures Manual, the 2017 YES State Facts Sheet, and the YES State Bylaws.

(3) Environmental - The following state strategies were utilized by the Alcohol PES:

(4a) Develop More Effective DUI Enforcement - the Alcohol PES maintains a webpage on KY DUI policies including the mandated ignition interlock law and increased penalties for KY Offenders approved during 2016 by the KY Legislature.

(4b) Enforce/Support/Strengthen Existing Policy/Law/Ordinance - 21 alcohol policies were passed/amended in Kentucky communities and statewide. The Alcohol PES provided technical assistance for community education in instances where 24 other alcohol policies have not been passed, but are still in process and technical assistance in 2 instances in which policies are in place but support for increased enforcement and/or local policies to strengthen state law are considered (*See Appendix B). No lobbying or advocacy work was conducted, all policy efforts conducted by the Alcohol PES were for educational and informational purposes only. The KY Laws webpages on the Alcohol PES website new this fiscal year provide a summary quick reference of all alcohol related laws passed in the Commonwealth during the previous five years including laws.

(4c) Keg Registration - RPC7- Northkey Regional Prevention Center's regional prevention alliance consisting of six local coalitions received substantial support and consultation on Keg Registration where ordinances do not presently exist. A Keg Registration Fact Sheet, up to date research on the effect of Keg Registration towards discouraging high-risk binge drinking and heavy drinking, which can result in tragic consequences and even death from alcohol poisoning to youth and adults, a list of KY Keg Registration Ordinances and other related materials is available on the Alcohol PES website. Information on keg registration, including updated statistics, was also shared via email to the Alcohol PES 247 contacts on the distribution list.

(4d) Packaging Change - the Alcohol PES provided education on Alcopops including a federal packaging change to Four Loko Alcopops Beverages to provide an Alcohol Facts Label to KY communities and parents implemented in late FY2016, KY's 2016 ban on powdered alcohol, and new products with special youth appeal including popular and dangerous concealment methods used by youth to potential conceal alcohol from adults, educators and law enforcement via two webpages on the Alcohol PES website, emails, social media, presentations to adults only, the Alcopops Brochure developed by the Alcohol PES, and the Alcohol PES Powdered Alcohol Community Prevention Guide developed by the Alcohol PES.

(4e) Require RBS Training - 13 new RBS Ordinances were passed in KY communities and numerous other communities including all 14 Regional Prevention Centers have received technical assistance on RBS from the Alcohol PES.

(4f) Social Host Ordinance - 1 new Social Host Ordinance was passed in KY, and the Alcohol PES provided technical assistance to numerous communities on Social Host including all 14 Regional Prevention Centers.

(4g) TIPS - the Alcohol PES shared information on the TIPS for Universities Evidenced Based Program to 33 agencies and 23 in-state higher education institutions originally reached through an April 2016 Campus Town Hall Meeting promoting solution-based dialogue to address underage and high-risk excessive alcohol use in the collegiate environment co-hosted by the Alcohol PES; and provided direct

technical support and consultation related to TIPS and other underage/binge drinking prevention strategies to Morehead State University through a local Rowan County ASAP Coalition leader and Pathways RPC 9/10, Kentucky State University, Northern KY University, Transylvania University, and to the BRICC Coalition of the University of Louisville.

Indicate any products, services, policy changes or ordinances that occurred with the assistance of the Prevention Enhancement Site.

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 - *See Appendix B- Public Policy TA.

During the 2017 Fiscal Year (FY17), July 1, 2016, through June 30, 2017, 21 alcohol policies affecting Kentucky communities were passed, amended or enacted including:

- 2 Kentucky State Laws to ban powdered alcohol in Kentucky; and to increase DUI penalties by increasing the DUI look-back period from five to 10 years passed by the 2016 General Assembly went into effect in July 2016.

- 5 Kentucky State Laws were passed during the 2017 General Assembly relating to inspections by sheriffs; to allow distillers to sell distilled spirits directly to consumers by-the-drink at fairs, festivals and other similar events in wet territories; to enable the use of retailer loyalty cards for alcoholic beverage discounts, allow for home alcohol delivery, and permit a non-quota retail malt beverage packaged licensee (meaning grocery stores, gas stations, or other places under 21s can legally enter without a parent or guardian present) to employ persons 18 and over if supervised by someone 20 or older; prohibit shock probation if person if convicted of manslaughter 2nd degree, fetal homicide 3rd degree, or reckless/fetal homicide, and DUI; and an act relating to local option elections.

- 14 Local Alcohol Prevention Ordinances were passed by communities in 10 counties (Ballard, Barren, Breathitt, Butler, Cumberland, Hopkins, Livingston, Logan, Metcalfe, and Ohio); including, 1 Social Host Ordinance passed by in Glasgow (Barren County), and 13 Responsible Beverage Server (RBS) Training Ordinances including Auburn (Logan County), Barlow (Ballard County), Barren County, Beaver Dam (Ohio County), Burkesville (Cumberland County), Cumberland County, Edmonton (Metcalfe County), Grand Rivers (Livingston County), Hanson (Hopkins County), Jackson (Breathitt County), LaCenter (Ballard County), Morgantown (Butler County), and Park City (Barren County).

As of June 30, 2017, 29 Kentucky communities have enacted Social Host Ordinances, 107 Kentucky communities have Mandated Responsible Beverage Server (RBS) Training Ordinances, and 13 Kentucky Communities have passed Mandated Keg Registration Ordinances. Of the 107 KY RBS Ordinances, 45 ordinances specify the training must be the only Kentucky specific RBS training called the S.T.A.R. Program by the Kentucky Alcoholic Beverage Control; and 30 ordinances accept online RBS training in

order to keep up with current technology trends. 68 of the 105 KY counties where is sold (65%) require RBS training by city (located within that county) and/or county mandate. The Alcohol PES maintains a list of these Kentucky underage drinking related ordinances on the KYPrevention.com Alcohol PES website with copies of those ordinances available for download as they are available in electronic format.

During FY17, the Alcohol PES provided technical assistance to 26 local policies that are in-progress, but were not yet enacted; including, 10 social host ordinances; 2 restricted alcohol regulatory signage and advertising to minors ordinances; 2 zoning restriction policy to reduce alcohol outlet density and restrict alcohol access to youth under 21; 5 RBS Ordinances; 5 Keg Registration Ordinances; and 2 state policy discussions related to home alcohol delivery enforcement and alcohol public consumption license enforcement of existing laws to keep alcohol away from minors. *See Appendix B- Public Policy TA.

The Alcohol PES services and products provided within the Commonwealth ensure prevention professionals and community coalition members statewide are current in their knowledge and understanding of recent trends and developments relevant to underage drinking and adult problem drinking prevention efforts.

During FY17, 5,028 unique users accessed the Alcohol PES website at KYPrevention.com in 6,053 sessions, and 10,963 page views. The KYPrevention.com website features underage and binge drinking environmental prevention strategies; the latest national and state research and data; and information on local underage drinking related ordinances like Keg Registration, Social Host, and Responsible Beverage Server (RBS) Training; Kentucky and National Underage and Binge Drinking Statistics; College Alcohol Prevention Evidenced-based Programs and data; Kentucky existing and proposed Alcohol Laws; the Bluegrass Law Enforcement Task Force; an Interactive County Map showing local underage drinking ordinance, wet/dry precinct status, and links to 87 state and regional alcohol prevention and enforcement partners and local substance abuse prevention coalition websites and social media pages; a summer page to highlight how July is the most common month for the initiative of the onset of underage drinking and to provide prevention resources for parents of college-bound students as a high risk group; a webpage for underage drinking and substance abuse prevention youth classroom activities for prevention specialists and ASAP Boards as a speakers resource; and a list with hyperlinks to regional, state and national alcohol prevention trainings and events.

As numerous communities in Kentucky have passed and/or held wet-dry-moist local option elections to expand alcohol sales, many communities look towards the KYPrevention.com website as the sole existing quick access online resource to view a list and download copies of local alcohol ordinances pertaining to underage drinking and excessive drinking/ alcohol poisoning prevention like Social Host, RBS, Advertising Restrictions, Outlet Density and Zoning, and Keg Registration. The Interactive Map and specific pages devoted to each ordinance type provide a graphic representation of which counties/ cities in a geographic area have each ordinance, and the latest scientific research and facts on local underage drinking prevention policies. Due to rising internet and mobile web access speeds state and nationwide, and increasing technology the latest trend in RBS training is provide servers/ sellers with the option to complete the training in person or online. Some communities (30 total statewide) such as Georgetown

in Scott County of RPC15 have recently ammended local ordinances to allow servers/ sellers the option to complete the mandated RBS training online. The KY ABC also launched an online version of their S.T.A.R. alcoholic beverage server/ seller training Kentucky specific program in recent years.

The Alcohol PES utilized social media to create 106,689 unpaid organic impressions on Twitter and Facebook through 706 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/ and www.Twitter.com/KYPrevention/. During FY17, 134 new Twitter followers were added, and 35 new Facebook "Likes" were added, resulting in 954 total Twitter Followers as of June 30, 2017, and 203 total Facebook "Likes" or 1,157 total social media followers. *See Appendix A- Social Media for more information.

The Alcohol PES delivered 26 presentations and/or trainings during FY17, reaching approximately 523 adults and 1127 youth, or 1650 total participants on the use of environmental strategies, and recent trends affecting underage and/or binge drinking. *See Appendix C- Presentations for more details. These presentations referenced the newly developed 2017 Alcohol Prevention Strategies List of 46 activities with hyperlinks for more information as available on Environmental Strategies and Model Policies, Social Norms and Counter Advertising Campaigns, Alternative and Community-Based Strategies or Parenting Tips, National Alcohol Awareness Campaigns, and the link to SAMHSA's National Registry of Evidenced-Based Programs and Practices (NREPP).

During FY17, 114 new or updated user-friendly materials on emergent issues in the underage drinking prevention arenda and in the alcohol industry/ regulatory arenda were developed and disseminated statewide to individuals and agencies in 120 Kentucky Counties by the Alcohol PES for integration into their local prevention efforts via the Alcohol PES Training Network, Dropbox Account, Social Media, and/or the KYPrevention.com website. *See Appendix H- Alcohol PES Documents Developed.

Please provide any insights, lessons learned or comments you would like to make. Please feel free to make any suggestions for your PES or the system as a whole as the result of your work this past fiscal year.

In FY17, the Alcohol PES provided services and/or collaborated with numerous organizations/ agencies state and nationwide through a combination of direct assistance within communities requesting assistance, distant learning, teleconferences, in-person meetings and on-sight trainings, and practical materials for the end-user and prevention staff member providing direct community-based services. The Alcohol PES delivered 26 presentations and/or trainings reaching 1,650 individuals on the use of environmental strategies and recent trends affecting underage and/or high-risk drinking. The Alcohol PES increased the knowledge and use of environmental strategy-related needs and resource data in accordance with the Strategic Prevention Framework by developing and providing access to 114 new or

updated materials distributed via the Alcohol PES Training Network, Alcohol PES Dropbox Account, Alcohol PES Social Media Account, and/or Alcohol PES website KYPrevention.com.

The Alcohol PES KyPrevention.com website, Dropbox, Social Media Accounts, email, conference call services, and travel made this endeavor to serve 120 Kentucky counties, statewide and regional organizations, and share success stories and learn with other states and national agencies possible. FY17 was successful in the use of electronic media to expand statewide outreach and provide beneficial services, material and new research and data on alcohol prevention throughout the Commonwealth. FY17 successfully reached substantially thousands of unique users through the Alcohol PES website (5,028 unique users reached) and Alcohol PES Social Media (1,157 social media followers reached including 169 new followers through 706 posts which created 106,689 organic unpaid impressions). *See Appendix A - Social Media for more information.

As result of my work as the Alcohol PES during this past FY17, my suggestions for improvement of the statewide PES system are as follows: (1) reinstitute regular quarterly or semi-annual in-person and/or conference call meetings of all the PES with DBH representatives as available as were organized by DBH in previous years in order to allow PES to collaborate and learn from the challenges and successes of one another in serving 120 counties statewide; (2) make the reports completed by the PES utilizing the new state prevention data system more easily accessible as soon as possible for use in annual reports such as this report; (3) communicate at the beginning or immediately prior to each fiscal year any grant application, workplan specific need, and/or annual reporting requirements of the PES to facilitate planning and effective time management; (4) allow the PES to briefly orally report updates and/or distribute a hard copy written update about their topic at each RPC Directors Meeting - the ability to attend and disseminate PES updates at RPC Directors' Meetings during recent previous fiscal year and part of this fiscal year were very useful to my efforts to enhance prevention in the Commonwealth; and (5) consider making a Go To Webinar or similar software application readily available to all PES positions to increase the efficiency and accessibility of topic focused prevention trainings hosted by the PES to preventionist, law enforcement, educators, and concerned Kentucky citizens.

It is the hope the benefits gained from shared resources and knowledge through collaborative networks and use of electronic communications in addition to in-person in-depth support and training will continue to advance effective alcohol prevention measures statewide and lead to further measurable decreases in underage and high-risk alcohol consumption to facilitate a HEALTHIER and SAFER KENTUCKY.