

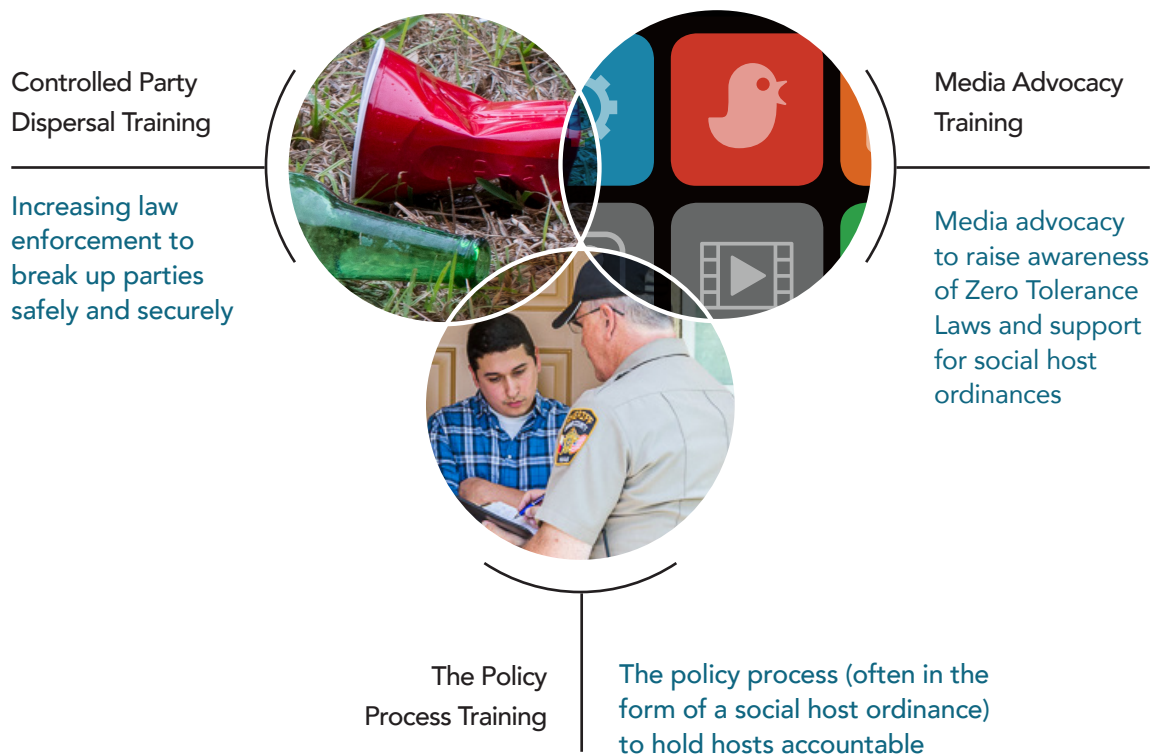


Texans Standing Tall

Together creating healthier
and safer communities.

Trainings for Addressing Social Access

Texans Standing Tall has a three-pronged strategy to address underage social access to alcohol through a high visibility enforcement campaign. Social access to alcohol refers to underage individuals obtaining alcohol from social settings, such as friends, parties, and adults - the most common way for a young person to obtain alcohol. The three strategy components consist of:



"TST brings a deep and accurate understanding of the steps required to influence local policy change and the proven detailed game plan for passing successful SHOs in communities across the country. They are the link between the researchers, policy experts, and the local prevention specialists affecting change in their communities across Texas. With TST by their side, coalitions can enact positive environmental-level change in their communities."

MELLESA PULES BRENNAM, CPS, PERMIAN BASIN COUNCIL ON ALCOHOL AND DRUG ABUSE

1. Controlled Party Dispersal Training

Controlled Party Dispersal (CPD) Training is focused on the enforcement component of the social access strategy. This four-hour training is designed to teach law enforcement how to safely control the breakup of underage drinking parties by incorporating both classroom and hands-on instruction.

During the classroom portion of the training, law enforcement will review:

- Local and statewide data about the community problems caused by underage drinking parties.
- Techniques to safely break up parties, minimize potential damage, and identify those who provided alcohol to minors.
- How to increase community awareness of alcohol-related problems, deter future underage drinking parties, and publicize the consequences of breaking the law.

The hands-on portion of the training will provide:

- Law enforcement officers a chance to practice the techniques through a mock underage drinking party practicum.
- Local youth insight on the dangers and risks associated with underage drinking.
- An opportunity for strengthening the partnership between local coalitions, youth, and law enforcement.



2. Media Advocacy Training

Creating community change is hard. Although essential, utilizing the media to enhance your prevention efforts, or as an integral part of your strategy, can be challenging too. TST offers a series of three trainings to teach coalitions how to utilize media to create community change. Trainings are available for coalitions at all skill levels.

BEGINNER LEVEL – MEDIA LITERACY. In this training, participants learn how to analyze the intent and motivation behind media messages, including advertising. Participants analyze and discuss how different types of media are used for different purposes.

INTERMEDIATE LEVEL – MEDIA ADVOCACY. Participants of this training will leave with an understanding of why it is important to utilize the media to advance a cause or strategy at the local level and how different types of media are used to achieve specific goals.



“Media plan development training is a must for any coalition working on environmental strategies. Texans Standing Tall’s Media Plan Development training helped us understand the importance of developing a diversified media plan to reach a broader audience. Their in-depth review of targeted media messaging will assist your coalition in identifying which form of media is best suited to reach the target audience.”

BOYD BAXTER, CIRCLES OF SAN ANTONIO
COMMUNITY COALITION

ADVANCED LEVEL – MEDIA PLAN DEVELOPMENT. Participants will learn the seven steps necessary to create a comprehensive media plan to advance their coalition’s strategy and achieve specific goals. The seven steps are: (1) identify your goals and strategies; (2) craft a message; (3) identify the target audience; (4) assess resources; (5) build relationships; (6) implement the plan; and (7) evaluate the overall effectiveness of your efforts. At the end of the training, participants will have a customized media plan template.

3. Policy Process Training

TST has multiple trainings regarding the understanding of and participation in the policy process as it relates to reducing underage social access to alcohol.

INTRODUCTION TO REDUCING SOCIAL ACCESS: Participants in this training will learn about youth alcohol use rates, perception of risk, and where youth obtain alcohol. Additionally, participants will learn about Zero Tolerance laws and how a local social host ordinance can fill an enforcement gap to reduce youth access. The training will discuss the essential components of both an effective social access strategy and social host policy. Participants will leave with an understanding of the problem and the potential solution.



BEGINNER TO INTERMEDIATE – CREATING COMMUNITY CHANGE: Creating local change requires community buy-in and involvement from key stakeholders. In this training, participants will learn the essential steps to creating community change. The steps of effective policy process will be discussed and tools such as the Midwest Academy Strategy Chart will be reviewed. Texans Standing Tall will help coalitions and communities identify key stakeholders necessary to promote or advance a strategy to reduce underage drinking and related consequences.

ADVANCED - CREATING AN EFFECTIVE CAMPAIGN TO REDUCE SOCIAL ACCESS: This training is for groups/coalitions already committed to pursuing a strategy of reducing youth social access in their community. It takes a deeper look into the specifics of each of the ten policy action steps of passing an ordinance. It includes analysis of how to best tailor the strategy to the targeted community. Insights on many topics are shared including how to collect compelling data, create an effective issue brief, engage law enforcement, and recruit community stakeholders.

Contact TST for more information or to schedule training
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