



Seminole Prevention Coalition  
Strengthening Seminole County's Future

## Initiatives 2006-2008

### **Strategic Prevention Framework – Substance Abuse Response Guide**

In 2007, the Seminole Prevention Coalition completed a community needs assessment. What is a needs assessment and why is it important?

Basically, a needs assessment combines a broad spectrum of existing data with opinion surveys, a review of public policy and other important research to develop a realistic picture of how Seminole County is faring in terms of substance use and abuse by youth. The needs assessment will be used to develop a strategic plan to address the problems affecting our youth, families and community. It will also provide a road map as we engage all stakeholders in coming together to make Seminole County a healthier, safer place for youth and families.

The needs assessment process will include community forums, the first of which was held in April 2008.

### **Campaign to Reduce Underage Drinking**

Alcohol use threatens the safe and healthy development of more young people than any other substance—even more than tobacco and drugs.

The Underage Drinking Prevention Campaign utilizes grassroots efforts, youth-led initiatives, community events, education and information sharing, law enforcement operations, local policy procedures and special events such as town hall meetings to attack this problem from all areas. The goal is to empower the community to come together and implement strategies to reduce underage drinking.

In the spring of 2008, SPC began a media communications effort to increase community awareness about the issue of underage drinking in Seminole County. The Coalition held a town hall style meeting on underage drinking in April 2008 with assistance from Seminole County Government, Seminole County Schools and students from the University of Central Florida. Also in the Spring of 2008, SPC sponsored an ad campaign through *The Orlando Sentinel* in print and online aimed at reducing underage drinking during the high school graduation season.