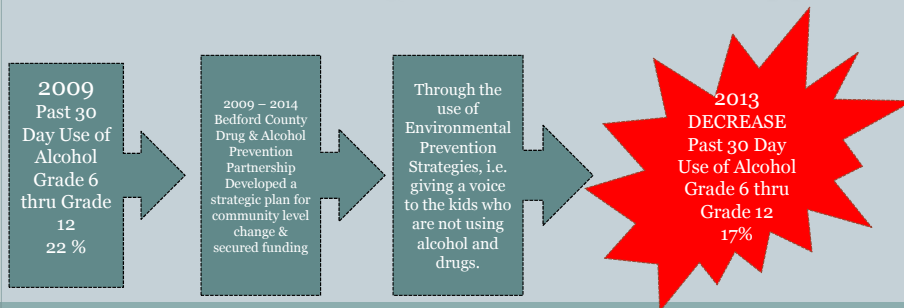




BCDAPP

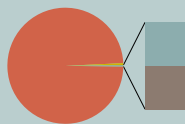
Bedford County Drug & Alcohol
Prevention Partnership

Community Level Change



BEDFORD COUNTY, PENNSYLVANIA POPULATION APPROXIMATELY 50,000

Demographic



- White
- African Americans
- American Indian & Alaska Natives
- Asians



Median
household
income
\$39,827



14.2% of residences
below poverty.



18% of
population
under
eighteen
years of age

ROOT CAUSES

Identified during: Assessment

ROOT CAUSE

- Alcohol is accessible to youth

ROOT CAUSE

- Youth have low perception of risk (for both harm and consequences.)

ROOT CAUSE

- Community and social norms are favorable to underage alcohol use.

POSITIVE SOCIAL NORMS CAMPAIGN



Developed coalition that includes a youth sector. Presented the root causes of underage drinking to the youth as part of the coalition.

Trained the coalition, including the youth, in leadership, strategic planning, resource development and community level change.

The coalition youth became the voice of positive social norms. Writing stories of encouragement and success surrounding not using alcohol or drug. Having their book published. Creating a video as a "teaching tool" for younger adolescence.

OUTCOMES

Since 2013, increased the number of school districts participation from 0 to 5.



Student members of the coalition made educational presentations to federal, state and local government officials, judge and other professionals.



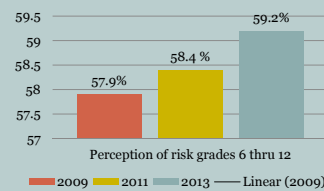
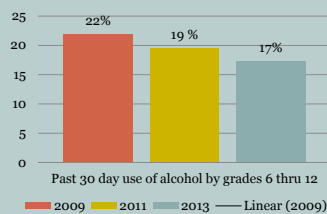
Increase coalition youth membership by 20%.



Student development and production of community "Public Service Announcement" regarding positive choices.



POSITIVE SOCIAL NORMS CAMPAIGN EVALUATION



* Statistics from Pennsylvania Youth Survey

Contact Information



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