Pasco County

Comprehensive Community Action Plan

Problem Statement: In the State of Florida, Pasco County ranks number one (out of 23 counties of similar size) in general automobile accidents involving injuries and fatalities, and second in the state for DUI related deaths and injuries. In a period of just one year, from 2005 to 2006, a record increase of 38% for Pasco's DUI related fatalities was recorded. When analyzed against the data of cities of comparable size, Port Richey was ranked 8th highest in vehicular fatalities where alcohol was a predominate factor followed closely by New Port Richey which was ranked as the 10th highest in the same assessment.

A resource assessment completed by Pasco ASAP uncovered information regarding New Port Richey and Port Richey DUI saturation points. Due to budget cuts, DUI saturation points are only taking place quarterly and there is a lack of man power to effectively provide a concerted effort to lower the incident of DUI fatalities and injuries among 21-25 year olds. Additionally, Pasco County has dropped from ten DUI taskforce officers to six due to reduction of State and local funding.

Goal 1: By 2010 the number of DUI related automobile accidents will be reduced among drivers 21-25 years of age in New Port Richey and Port Richey in Pasco County.		**Long Term Outcome 1:** The binge drinking rate among adults in Pasco County will be reduced (CDC BRFSS) and the alcohol crash rate per licensed driver will decrease (DHSMV).
Objectives:	**Short Term Outcomes:** (change in local contributing factor) 3-12 months	**Intermediate Outcomes:** (change in intervening variable/risk factor) 12-18 months
1. Intervening Variable: **Retail Access** • By 2010, provide Responsible Beverage Server Training (RBST) for on and off site premises in the areas of New Port Richey and Port Richey. • Implement standard signage for alternative transportation as part of RBST and community partnership.	• By October 31, 2008, analyze data from Last Drink Survey to identify bars that would participate in the training and compile invitation list • By December 31, 2008, provide RBST Best Practices training for 85% retailers • By March 31, 2009, provide RBST to vendors identified in Last Drink Survey, 100% identified will participate in training • By March 31 2009, post standard signage in all bars throughout Pasco County • Increase knowledge of laws • Increase skills for identify fake IDS • Understanding FL state status concerning alcohol beverage servers • Understanding the need to post signage	• By December 31, 2009, the top five bars identified in the last drink survey and law enforcement in Pasco County will receive Responsible Beverage Server Training (RBST) and standard signage will be posted within targeted communities • Of those establishments trained a 100% have volunteer policies that require all servers will be trained within 4 months. • Commitment to display alternative modes of transportation
Objectives:	**Short Term Outcomes:** (change in local contributing factor) 3-12 months	**Intermediate Outcomes:** (change in intervening variable/risk factor) 12-18 months

2. Intervening Variable: **Social Access** • By 2010, increase number of alcohol and drug free social events at Pasco Community College and St. Leo's University.	• Host 4 alcohol and drug free social events within 12 months • Increase knowledge of BAC • Increase awareness of DUI laws and enforcement • Increase awareness of what is in a drink • Strategies of alternative transportation	• Host 8 alcohol and drug free social events within 18 months • Encourage students to stay on campus for alcohol free activities
3. Intervening Variable: **Perceived Risk** • By 2010, there will be a reduction of people drinking and driving from establishments and/or community events. Increasing perceived risk of getting caught in DUI in New Port Richey and Port Richey.	• Adults will perceive that they will increase awareness of enforcement efforts in Port Richey, New Port Richey • Increase awareness of legal BAC levels. • DUI Laws • Increase awareness among ST. Leo and Pasco Hernando college students	• By June 30, 2010, an increased number of adults within targeted population will report increased knowledge of penalties associated with binge drinking episodes and drinking and driving • By 2010 increase media efforts to enhance community awareness of the problems of drinking and driving
4. Intervening Variable: **Enforcement** • By 2010, there will be a increase in current saturation and DUI checkpoints between Port Richey, and New Port Richey Police Departments and the Pasco County Sheriff's Office. , Increase in capacity for trained law enforcement to conduct dui activities	• Increase the training of local officers regarding alcohol-related education through ASAP approved workshops • Understanding state statue, skills motivate retailers to practice RBS practices • Increase of numbers of people tested for alcohol violations • Increase support among retailers for enforcement • Increase in DUI arrests	• Increase frequency and duration of checkpoint and saturation patrols. • Increased vendor cooperation with law enforcement through establishment of relationship with Vendor Liaison working directly with local vendors building community support • Decrease alcohol related accidents

Goal 2: By 2010, strengthen Pasco County Coalition by increasing collaborative efforts between community partners to included local and county police, FHP, ABT, vendors, CTSC, distributors, schools, media, community organizations and judicial circuit (including Attorney General).		**Long Term Outcome 2:** By 2010, membership representing all 12 sectors of the community will be sustained.
Objectives:	**Short Term Outcomes:** (change in local contributing factor) 3-12 months	**Intermediate Outcomes:** (change in intervening variable/risk factor) 12-18 months
• Increase Perceived Risk By 2010, sustain relationships with two media	• By October 31, 2008, develop media campaign messages and determine media outlets (% of saturation outlets via	• Implement Media Advocacy Campaign (billboards, PSA's, and printed media) with community and

representatives and be able to utilize media not only for public awareness but to reward and recognize local vendors willing to work as community partners.	billboards, PSA's, and printed media) • By October 31, 2008, develop Memorandum of Understanding with media partners who will assist with media campaign and require coalition attendance and involvement in contract deliverables	college campuses • Sustained membership from media sector
• Retail By 2010, sustain relationships with law enforcement to provide RBST.	• By October 31, 2008, develop Memorandum of Understanding with law enforcement to provide RBST and require coalition attendance and involvement in contract deliverables	• Sustained membership from media sector
• Social Access • By 2010, sustain relationships with institutions of higher education to promote alcohol free events for students.	• By October 31, 2008, develop Memorandum of Understanding colleges and their alcohol-free clubs and chapters and require coalition attendance and involvement in contract deliverables	• Sustained membership from media sector
• Social Access • By 2010, sustain relationships with youth groups to assist with media and advocacy campaign.	• By October 31, 2008, develop Memorandum of Understanding with youth and youth-serving organizations to promote coalition attendance and involvement in media and advocacy activities, including alcohol and drug free events on college campuses	• Sustained membership from youth sector
• Retail Training • By 2010, sustain relationships with business sectors to assist in soliciting incentives and door prizes for coalition events, including RBST.	• By October 31, 2008, acquire three incentives/door prizes for RBST training	• Sustained membership from business sector

Goal 1 Strategy Action Plan

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/08 to 12/09	Expected Total Cost

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Port Richey and New Port Richey Police Departments Coalition Scott Sitton	Vendor Liaison to promote RBS best practices.	1. Advertise for a Law Enforcement Officer who will act as new off –duty officer acting in role of a Vendor Liaison encouraging open communication and collaboration with local vendors 2. Will develop MOU with New Port Richey Police Dept to hire and part time officer for 5 hours a week 3. Scott Sitton will train officer on SAVE vendor program 4. Officer will make contact and provide all RBS training schedules to top 5 establishments 5. Officer will attend coalition meetings and report outcomes and progress 6. Coalition will provide Positive media publication highlighting cooperating vendors	1.Hire by October 2008 2. Trained by Scott Sitton by Nov 08	1. Projected Cost to Hire a Police Officer $15,000 2. Projected Cost for Training for an Officer $ 2,000 Total Amount Requested per project $17,000
Retail 5 Local Vendors, Distributors in New Port Richey, Port Richey. Pat Roberts ABT will provided training to vendors. To be named vendor liaison with New Port Richey Police dept. Pasco Coalition will organize training and	Train 5 vendors who are high risk by data collected in the last drink survey in RBS Practices. 4 RBS training a year for 100 % of their employees and owners of high risk bars as identified.	1. Vendor Liaison will track progress of all collaborating vendors 2. Develop tally sheet of who has been trained 3 .Provide information of upcoming training to vendors with new employees 4. Provide the certification for the vendors 5. Provide a pre and post test for RBS to	October 08 Jan 09 April 09	1. Projected Total Training Expense $4,500 2. Projected Cost of Scanner $2,000 3. Projected Cost of Training Supplies $500.00

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provide scanners		test knowledge on best practices 6 Report to the coalition the progress of the RBS program	 July 09	Projected Total Cost of Project $ 7,000
Retail in Port Richey and New Port Richey and New Port Richey Police Officer Vendor Liaison. Coalition will provide certification badge.	To encourage Standardized signage and Responsible Vending & Promoting alternative transportation in each vendor trained establishment	1. Provide standardized signage for vendor certification badge program, community partner. 2. Post signage on alternative transportation in each high risk establishment 3. Vendor Liaison will visit each establishment bi-weekly and check signage of alternative transportation.	October 2008	1. Projected Travel Cost for Vendor Liaison $2,000 Total Projected Cost for Project $2,000
Enforcement Pasco County Sheriff's Office Coalition	Increase Perception of Police Presence and increase arrests through DUI checkpoints and saturations.	Develop MOU 1. Refurbish Trailer for future use as BAT Mobile for Pasco County Sheriff's Office to allow more "time on the street." 2. Sheriff's Office will provide three bids on a trailer that can be used at all saturations and checkpoints. 3. Coalition will purchase trailer for the	 1. November 2008 2. November 2008 3. November 2008	1. Project Cost to Refurbish Trailer $15,000 2. Projected Cost for Transport and Use of Trailer $13,000

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/08 to 12/09	Expected Total Cost
		Sheriff's office 4. Sheriff's office will provided logo's to include community partnerships in addition to law enforcement 5. Sheriff will Modify Last Drink Survey Coalition and Sheriff will incorporate media awareness and gather data 6. Sheriff will Increase in DUI and saturation check points in New Port Richey and Port Richey 7. Increase in training of DUI officers on alcohol related education 8. Increase support for enforcing RBS best practices	4. More checkpoints times locations to be determined	Total Projected Cost per Project $28,000
Alcohol and Drug Free Events at St. Leo's College and Pasco Community College	Increase awareness of DUI Checkpoints and DUI laws, Promotion of good vending practices	Develop MOUs 1.Develop relationships with colleges Provide funding for 8 alcohol free events for both colleges every quarter 2. Provide awareness of BAC levels at alternative activities on campus 3. Encourage students to take alternative education when going to establishments. 4. Coalition will provide signage of events and signage of DUI laws 5. Develop relationships between college clubs and local high school youth leaders 6. Encourage students to work at dui checkpoints as community service for students who have been caught with alcohol	Activity every quarter to be determined by college personnel.	1. Projected Cost for St. Leo University $5,000 2. Projected Cost for Pasco Community College $5,000 Total Projected Cost of Project $10,000

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/08 to 12/09	Expected Total Cost
Media Advocacy Coalition and agency to be named. Pasco Sheriff & New Port Richey Police Dept. youth organizations/coalition youth group.	Research media advocacy campaign	1. Develop MOU's 2. Establish a Media Committee 3. Determine media types and mix 4. Review and approval from coalition 5. Develop plan to promote vendors using best practices 6. Develop time line for DUI checkpoint and publication of checkpoints 7. Work with youth to become involved in media advocacy 8. promote alternative transportation 9. promote DUI penalties	1 – 2. Nov 08 3 - 4. Dec 08 5 – 6. Jan 09 Quarterly promotion of checkpoints For alternative transportation and DUI stops 7 - 9. Nov 09	Total Projected Cost for Media and Youth Ads, Signage and Billboards $11,000 Total Projected Cost per Project $11,000