



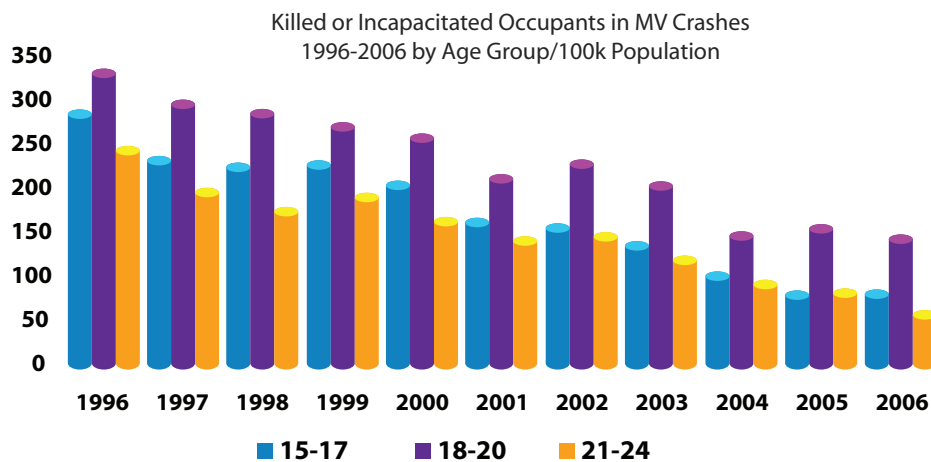
Youth Alcohol & Enforcing Underage Drinking Laws (EUDL) Program Plan

Program Justification, Performance Goals and Measures

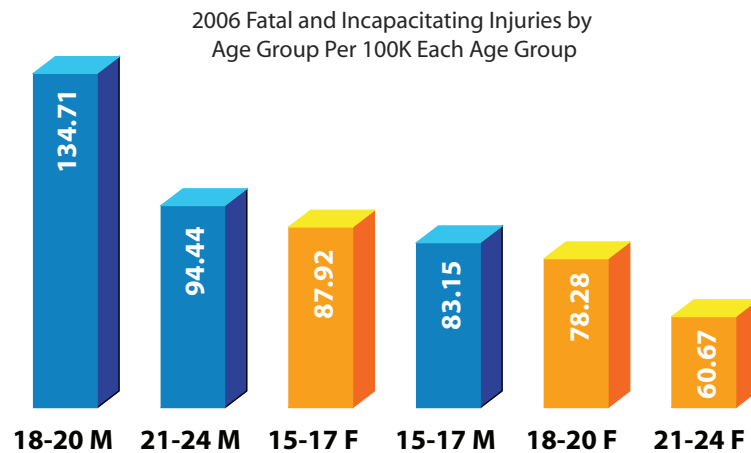
Justification

Motor vehicle crashes are the leading cause of death for young people 15 to 24 years old. Young drivers make many judgment errors, they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers. Teen drivers, compared to drivers in other age groups, have more crashes involving high risk factors. In 2006, only 5.3% of all licensed drivers were between the ages of 16-19 years old. Yet, these drivers accounted for 14% of all drivers in crashes.

The chart below illustrates that while the number of 15-24 year old occupants killed or incapacitated in crashes (relative to their population) is declining, the 18-20 year old age group is significantly higher than the other two groups.



After comparing how the age groups above divide between male and female, notice the chart below.

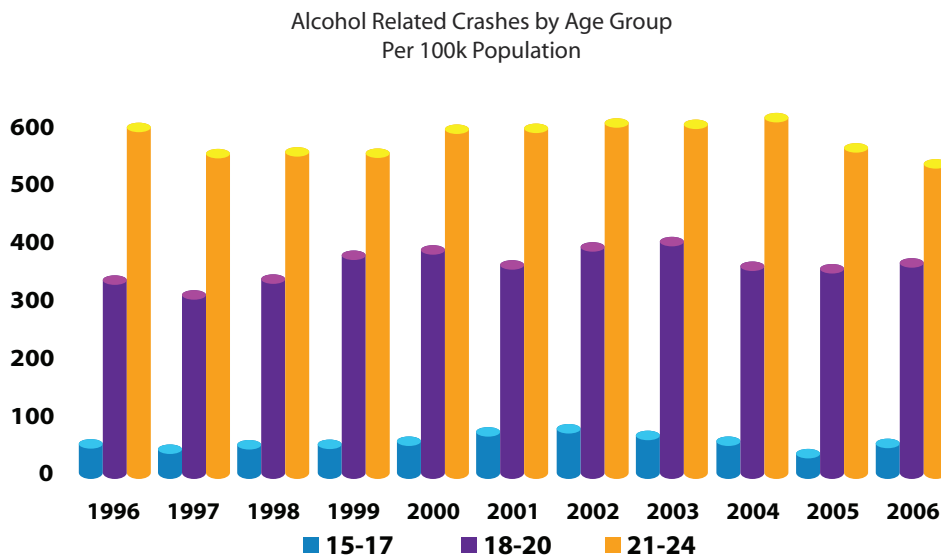


The prior graph illustrated that 18-20 year olds had the most occupants killed or incapacitated.

In 2006, males constituted 63% of those injuries in the 18-20 year old age group. In the next highest group, 15-17 year olds, females outnumber males for fatal and incapacitating injuries (51%). This phenomenon turns back around at 21-24 year olds, where the males represent 61% of the total for the age group.

In 2006, teen drivers accounted for 10% of all drivers in crashes who were listed as had been drinking and 14% of those suspected of using other drugs.

In Wisconsin, the number of alcohol related crashes in these three age groups has remained rather constant when weighted by the population of each age group.



Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. The Century Council revealed that 65% of underage WI youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification

Performance Goals and Measures	
Combined Fatality and 'A' injuries (all ages combined)	
2002-06 Baseline	202.13/100K pop.
2006 Current	178.30/100K pop.
2008	160.92/100K pop.
2010	145.23/100K pop.
Crashes involving alcohol (all ages combined)	
2002-06 Baseline	381.36/100K pop.
2006 Current	360.25/100K pop.
2008	325.13/100K pop.
2010	293.43/100K pop.
Compliance checks	
Work to establish compliance check baselines.	
2006 citations issued were 1,454. Increase citations issued by 5% in 2008.	

Evaluation/Data Improvements

Coordinate, plan, and manage the state Youth Alcohol and Enforcing Underage Drinking Laws program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.

Continue to provide leadership and technical assistance to agencies, organizations, and non-profit programs interested in youth alcohol issues.

Act as a liaison and a partner with local communities, Regional Program Managers, various divisions of the DOT including law enforcement, the Department of Health and Family Services, and the Department of Public Instruction.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds included in Impaired Driving Section

Law Enforcement

Enforcement (CARD, Compliance Checks) CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy.

These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

(EUDL) \$235,000

(410) \$150,000

Outreach Programs

Alternatives to drugs and alcohol: speakers, materials, etc.

Coordinate efforts with DPI and DHFS: enhance programs.

Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their 2 and 4 year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high risk youth behaviors.

Community Programs – Research findings and successful programs suggest a comprehensive and multifaceted approach that includes all community members. These programs are a part of other community based prevention activities such as college community and coordinated community efforts.

These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

(410) \$300,000

Public Education and Training

Provide access to up-to-date educational and/or motivational materials and current data to the general public, youth and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

(410) \$300,000
(EUDL) \$100,000

Evaluation Programs

Work with current and former grant recipients to evaluate their progress and results.

Evaluate the number of current crashes, fatalities, and injuries compared to previous years data.

Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas funded.

Track the use of the safety materials provided, eliminate materials that are not being used.

(410) \$25,000
(EUDL) \$15,000

Youth Alcohol – Budget Summary			
08-41-02-K8	PI&E	\$300,000	410
08-41-09-K8	Social Norms Marketing Outreach	\$100,000	410
08-41-09-K8	Community Youth Program Outreach	\$200,000	410
08-41-03-K8	Enforcing Impaired Driving & Drinking	\$150,000	410
08-41-10-K8	Evaluation	\$25,000	410
08-44-01-JX	PI&E	\$100,000	EUDL
08-44-02-JX	Enforcing Underage Drinking	\$235,000	EUDL
08-44-03-JX	Evaluation	\$15,000	EUDL
08-44-04 JX	USDOJ-EUDL	\$350,000	EUDL
	Total USDOJ-EUDL	\$700,000	
	410 Total	\$775,000	
	Program Total	\$1,475,000	