

Our Mission

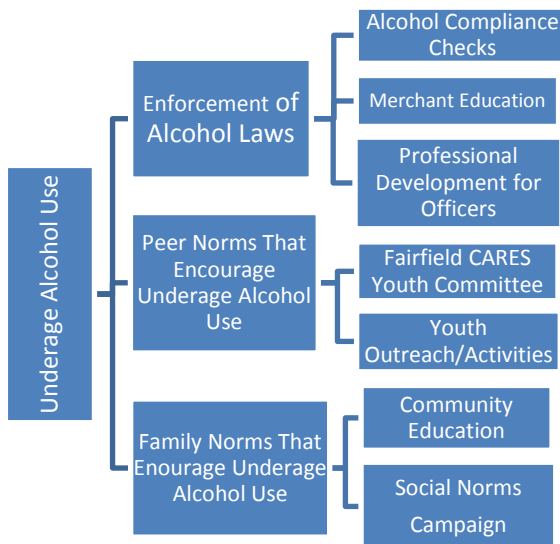
Fairfield CARES, established in 2009, is a town-wide organization of parents, school representatives, local business leaders, law enforcement, clergy, counseling professionals and youth services organizations.

Fairfield CARES is dedicated to preventing underage drinking and substance abuse, increasing awareness of the risks of addiction, promoting healthy choices and behaviors to increase personal wellness, and strengthening community well-being and resilience.



Our Focus & Efforts

Based upon the 2016 Needs Assessment, the data has shown that underage alcohol use is the priority problem substance in Fairfield.



Fairfield CARES accomplishes these objectives by:

- Partnering with the Fairfield Police Department on merchant education, training, & liquor law enforcement.
- Encouraging parents to talk with their children about the effects of alcohol & empowering parents to not serve alcohol to minors in their home.
- Serving as a key local resource for healthy choices.
- Implementing school and community-based events.
- Engaging youth in positive community events & decision-making.

Accomplishments

- ✓ Freshmen Forum on substance misuse reaching 3,000 high school students and their parents annually for the past 4 years.
- ✓ TIPS Training and ID materials for Local Merchants.
- ✓ 100% In-Town Merchant Compliance on underage sales in 2017
- ✓ Engaging youth in our community presentations, planning our social norms campaign and providing alternative events.
- ✓ A 47% decrease in DUI violations from 2014-2016
- ✓ Ongoing community training and programming including youth mental health first aid, coalition asset training, film screening, and prom cards.
- ✓ a 6% increase in 12th graders who report parental disapproval of underage alcohol use as "very wrong"
- ✓ A 17% increase in parental knowledge of the effects of alcohol on the developing adolescent brain from 2014 to 2016

Key Goals:	2018 Goal	Baseline 2014	Where We Are 2016	Goal Met?
20% Decrease of 30-Day use of alcohol among youth ages 12-18	20%	25%	24%	In Progress
5% Increase in parental knowledge of the effects of alcohol on the developing adolescent brain	86%	81%	95%*	Yes ✓
4% increase in parental monitoring/rules that discourage underage drinking	99%	95%	89%*	No
6% increase of knowledge in the Social Host Law	82%	81%	75%*	No
6% Increase in 12 th graders who report parental disapproval of underage alcohol use as “very wrong”	70%	66%	70%	Yes ✓
5% Increase in the perception of harm of alcohol use among youth	87%	83%	82%	In Progress
A 10% Decrease in DUI violations	212	236	125	Yes ✓
An Increase in off-premise retailer compliance	92%	87%	100%	Yes ✓

Sources: Fairfield Search Institute Attitudes and Behavior Youth Survey, (Baseline Data) 2014/ (Current Data) 2016
 *Fairfield Cares Parent Survey, December 2017

Looking Forward!

Fairfield CARES will continue to build upon our successes, while addressing those goals that are still in progress: parental norms and knowledge and youth perception of harm of alcohol use.

Future and On-Going Activities Include:

- ✓ Awareness and Education Events
- ✓ Social Norms Campaign
- ✓ Student Wellness Fair and Alternative Events
- ✓ Active, Thriving Youth Group
- ✓ Parent Forums
- ✓ Coalition Capacity Building
- ✓ Community Focus Groups
- ✓ Parent and Student Surveys

MEETINGS ARE HELD ON THE THIRD WEDNESDAY OF EVERY MONTH AT 8:30 A.M. AT THE BIGELOW CENTER FOR SENIOR ACTIVITIES (100 Mona Terrace, Fairfield, CT).

ALL ARE WELCOME!

TIPS FOR PARENTS!

- Talk to your kids early and often about underage drinking and substance use.
- Communicate your expectations and rules regularly.
- Brainstorm with your kids about how to say “no” and who to contact if they need help.
- Don’t serve alcohol to minors in your home.
- Help your kids plan alternative activities and to make healthy choices together.

FOR MORE INFORMATION:

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