**Jefferson County Iowa**

**SPF SIG Success Story**

The 2010 Iowa Department of Public Health (IDPH) ranking of Jefferson County as second highest in the state in reported underage and binge drinking was as much shocking as a call to action. Law enforcement, emergency rooms, schools, government officials and parents could bear witness the ranking was accurate. From that need, the Jefferson County Alcohol Consumption Task Force (ACT) was formed.

One member of the coalition is on record saying, “we have a lot of leaders within the coalition but I always felt like the coordinator and the SPF SIG project was the glue that kept us all together an on task”! Real work, real change was completed in the two years of implementation including;

* Forty nine (49) ACT Coalition engagements publicized by the Fairfield Ledger Newspaper.
* Five underage drinking town hall meetings.
* 1, 080 IDPH underage and binge drinking radio advertisements.
* 16 guest appearances on the KKFD, KMCD/Classic 96 “morning show”.
* Two coalition interviews on KTVO Television.
* Five rounds of alcohol retailer compliance checks.
* Five Apply Appropriate Penalties to Minors in Possession of Underage Alcohol (PULA) operations.
* Three Shoulder Tap Operations.
* Two social host ordinances passed, Jefferson County and Fairfield City.
* The coalition’s work in reducing alcohol related citations allowed the Fairfield Police to accommodate 141 more criminal charges, 112 more vehicle problems and an increase of 318 more service calls with the same level of officers.

In May of 2014, another data assessment was completed using the information in the 2013 Community Action Workbook (CAW). That analysis shows Jefferson County would now rank 35th in the state in reported underage drinking and 38th in youth reporting binge drinking.