**Implementing RBST Success**

Responsible Beverage Server Training is one strategy in Benton County that struggled during the beginning stages of the project. Early attempts did not produce the response that was hoped for from both on and off premise businesses. Alcohol retailers were slow to sign up to attend and those that did register only had a small group of individuals.

When beginning with TIPS training the idea was to set a date, time and location to invite businesses to register for attending. After several scheduled training it became clear that a new strategy would be required if we wanted to actually have this be a positive impact on the county. This new strategy focused on getting one business to commit to holding a TIPS training for their establishment and then opening that up to other retailers. This new direction started to show some more results as new businesses signed up and multiple retailers joining together for trainings. While there was an increase with involvement it was still a slow process.

Within the last five months there has been a major turn around with the strategy of RBST. During that period of time we have doubled in the number of businesses that have taken TIPS training. One major success came in partnering with two companies that have multiple locations in Benton County. First, was the D.J. C-Stores with 3 location and then Casey’s made the decision on a corporate level to have all of their locations take TIPS which is 4 locations. In both cases the companies ensured that 100% of their employees that sold alcohol attended.

Up until five months ago only 35 employees from around the county had taken TIPS but in just these last months there have been over 80 additional employees trained in TIPS. This new approach has really turned around this strategy so that we have been able to accomplish this much.

**Passing of County Wide Social Host**

One of the major strategies focused on in Benton County was the adoption of a county wide Social Host Ordinance. It was clear through the assessment work being done that a large portion of our youth were attaining their alcohol through family members and that most parties were taking place under social host situations.

While alcohol was the immediate focus it was determined through partnership with the DFC grant that marijuana, prescription drug, and other substance use be included in the social host effort. The first stage of this strategy was to work with the county attorney and supervisors to draft an appropriate ordinance for the county and to have this put into effect.

The SPF SIG Coordinator and committee members felt like this strategy would take time to complete as capacity was built, information was provided and action was taken by the appropriate people. Efforts began quickly and movement forward took place faster than anyone could have expected. From the very beginning support for this ordinance was provided by the county sheriff and actual county supervisors. A draft of the ordinance was created in partnership with the county attorney and SPF SIG representatives. This was presented to the county supervisors and passed without any issues.

This was a major victory to the SPF SIG efforts since it happened so quickly and with such strong partnership with county leaders. Everyone was energized to have this large of a strategy completed so soon into the project. It provided a great foundation to build on as the project moved forward.

**Town Hall Success in Belle Plaine**

One difficulty of Benton County is attempting to include all areas of the county due to how far the communities are spread apart. The two largest communities within Benton County are Vinton in the north and Belle Plaine in the south. Struggles have continually surfaced in attempts to have presence in Belle Plaine throughout the whole project.

Within the beginning months of 2014 our county was offered $500 to hold a Town Hall meeting on the issue of underage drinking. It was quickly decided that this event should take place in Belle Plaine to engage that community in SPF SIG efforts.

The Belle Plaine High School has a strong youth advocacy group called Win With Wellness. This group was approached on partnering together to hold this town hall event which they were overwhelmingly in favor of. Quickly, this group of students began planning and working with prevention staff.

The students took over the major role of planning and implementing this event. A list of community sectors where decided on that would have firsthand knowledge of underage drinking and how it impacts the community. The students interviewed all of these individuals so that they could do a presentation at the event on the information that they attained through these conversations. The sectors that were interviewed were law enforcement, local government, health professionals and school district representatives.

Students from this group also worked to advertise this event and collect donations from local businesses for door prizes to give away. The hope was that 50 individuals would attend the event but all expectations were done away with when 170 community members attended this event. The group was made up of parents, youth, business leaders, law enforcement, religious leaders and school district workers.

The students gave their presentations providing insight from the interviewed sectors on dangers and effects of underage drinking. Along with that they presented how this is impacting their community directly. This was a huge success in building capacity, making SPF SIG efforts known and in informing people of what their community is facing when it comes to underage drinking.