

# ***Indiana Point of Youth (POY)***

Presented By:

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# Indiana Criminal Justice Institute

**Serves as the state's planning agency for criminal justice, juvenile justice, traffic safety, substance abuse prevention and victim services. ICJI develops long-range strategies for the effective administration of Indiana's criminal and juvenile justice systems and administers federal and state funds to carry out these strategies.**



# About the Governor's Commission for a Drug Free Indiana and Point of Youth

- History of the Commission
- History of the Point of Youth (POY)
- Mission and Goals
- The Statutes
- Purpose and Function
- Engaging Youth
- Developing Collaborative Partnerships



# History of the Commission

- Created May, 1989, by executive order and later by act of the Indiana General Assembly, the Governor's Commission for a Drug Free Indiana, within the Indiana Criminal Justice Institute was established.



# Mission

- Reduce the incidence and prevalence of substance abuse, and addictions among adults and children in Indiana
- This is accomplished through increasing the capacities of local communities to organize and develop comprehensive solutions to local substance abuse addictions issues to create a safer, healthier Indiana



# Goals

- Advise the Governor and the General Assembly on substance abuse issues
- Provide public education and awareness
- Educate and empower local communities
- Assist Local Coordinating Council
- Promote and support advocacy for policies
- Coordinate and facilitate collaboration
- Collect Data



# Statutory Authority

- IC 5-2-6-16: Establishes the Commission and Local Coordinating Councils
- IC 5-2-10: Establishes the State Drug Free Communities Fund
- IC 5-2-11: Establishes the County Drug Free Fund
- IC 33-19-6-10: Alcohol and Drug Counter Measures Fee
- IC 33-37-4, 1-6: The Collection of Court Costs
- IC 33-37-7: The Distribution of Court Fees



# Statutory Role of the Governor's Commission:

- Long Range: Significantly reduce alcohol and other drug use and abuse and the related problems and consequences
- To improve:
  - AOD education, prevention, treatment and justice programs
  - Data collection
  - A system of support to assist LCCs
  - Establish roles, responsibilities and performance standards for the LCCs
  - Recommend long & short range goals and strategies including legislative proposals to Governor and general assembly
  - Development of citizen based drug related crime control efforts



# Commission's Purpose

## State Level

- Provide the vision, expertise and leadership to develop comprehensive statewide strategies to address the complex problems associated with alcohol and other drugs in Indiana
- Commission's planning encompasses prevention, treatment and criminal justice
- Facilitate communication, collaboration and coordination efforts across the state.
- Advise the Governor and the General Assembly on strategies and policies needed to address alcohol and other drug use and abuse.



# Commission's Purpose

## Local Level

- Work to strengthen local coordinating councils and assist in strategic and comprehensive planning
- Mobilize communities to address alcohol and other drug issues in their communities
- Coordinate the efforts of other state agencies through the Inter-Agency Council on Drugs



# Local Coordinating Councils

- Countywide citizen body approved by the Commission, to plan, monitor and evaluate comprehensive local alcohol and drug abuse plans. Serves in the capacity of the substance abuse coalition for their county.
- Identify community drug programs, coordinate community initiatives, design comprehensive, collaborative community strategies and monitor anti-drug activities at the local level.
- Responsible for their community substance abuse planning process
- Steward of the County Drug Free Fund according to their comprehensive plan
- Serve as the local link to/with state government
- Collect and share local data

# Community Consultants





**indiana**

**POY**

**point of youth**



# What is POY?

POY, Point of Youth, is a youth-led, adult-guided advocacy, leadership development and community service group dedicated to making Indiana communities safer.



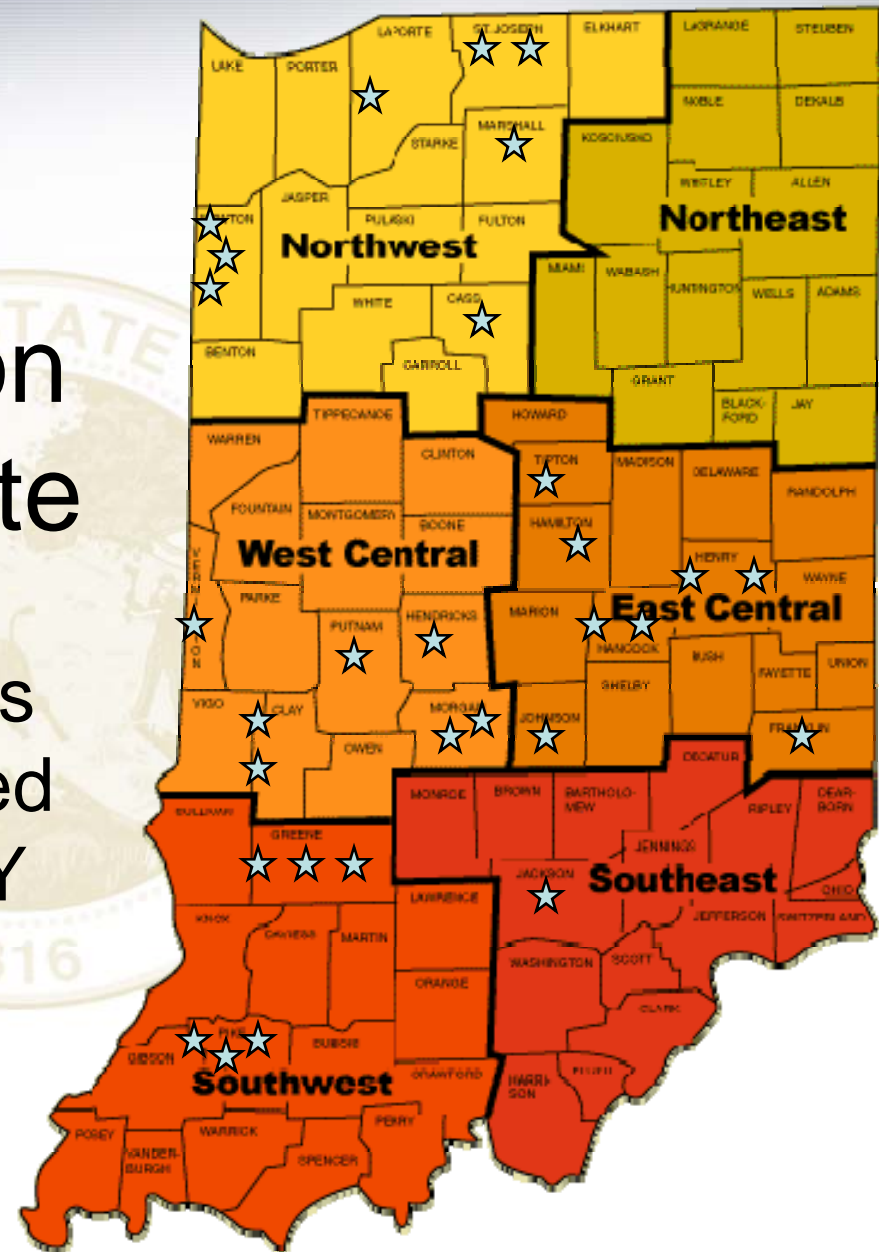


# History of POY

- The Indiana Point of Youth (POY) was established in 1998 following two successful Youth Summits that were sponsored by the Governor's Commission for a Drug-Free Indiana.
- Each year, as part of their membership, POY students develop Statewide Action Plans (SWAPs) that can be implemented at state and local levels under the guidance of their adult advisors.
- POY students have identified such issues as keg tracking, methamphetamine use, prescription and over-the-counter drug abuse, and underage drinking as priorities during this process.
- This group of youth advocates also interacts with other youth and civic groups throughout Indiana with similar concerns. POY members represent rural and urban communities throughout Indiana and are 14-17 years of age.

# Representation across the state

A total of 30 students  
have been selected  
for this year's POY  
class.





# Vision

- Provide a unique perspective to the Governor's Commission for a Drug Free Indiana and other decision makers on substance abuse issues.
- Develop and promote a plan of action at the state and local level that addresses these issues.
- Interact with other youth and civic groups from around the state with similar concerns
- Train other youth to be leaders and advocates.



# Funding

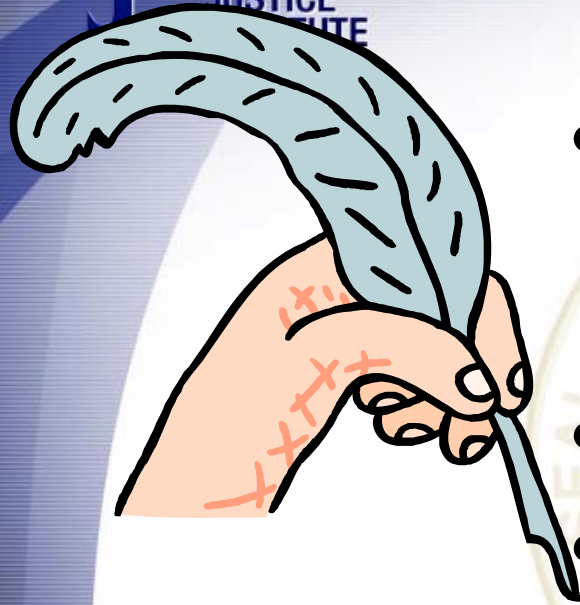
- **OJJDP Title II**
  - Funds are used to assist in the overall operations of the program, and specific supplies and items related to substances other than underage drinking
- **EUDL**
  - Funds are used to provide media materials for the “Serve Kids-Serve Time” campaign and other media efforts related to underage drinking.
- **Safe Drug Free Schools and Communities-Governor’s Portion**
  - Provide funding for the POY IAM Summit mini-grants
- **State Drug Free Funds**
  - These funds are used when it is necessary to cover other program related expenses that may occur outside the federal funding guidelines.

# 2008-2009 Advocacy Issues

- Underage Drinking
- Drug issues
  - Prescription & OTC
  - Student Drug Testing



# Commitment



- Sign a Pledge to stay free of alcohol, tobacco and other drugs
- Follow POY By-laws
- Attend meetings/trainings/special events
- Lead at least one service project in their community



# POY Retreat

- Two and a half day intensive training and team building event
- Mandatory for all youth
- Youth are led through the nominal process of selecting the areas they chose to tackle.
- Gather data to support their decision
- Implement the Logic Model to develop their Statewide Action Plan, (SWAP)



# POY Led Events

- IAM Youth Summit – POY students facilitate the training of teams of HS students to advocate on public safety issues
- Middle School Summits – an opportunity for middle school students to attend a one-day leadership training being offered on a regional basis



# IAM Summit

- **Indiana Advocacy Movement**
  - Held each Fall, over a weekend
  - 20 Teams from across the state, comprised of 3-5 youth and 1 adult leader participate
  - The POY students are responsible for a large part of the program
  - They are assigned a team to facilitate, and assist in the development of an Action Plan to implement in their respective community



# POY Mini-Grants

- The IAM Summit youth attendees must write and submit the grant application to POY.
- The POY students then review and make recommendations for funding.
- The grantees have the rest of the school year to implement their program or event, and submit a final report to POY.



# Middle School Summit

- Three-one day events
- POY students participate in the presentations
- Adult speakers and experts from the areas also participate
- Program is designed to focus on prevention in an interactive and engaging fashion.
- Excellent opportunity to “talk-up” POY



# POY Underage Drinking SWAP

- Two-pronged approach:
  - Middle and High School Students
  - Adult Social Hosts/Third Party Buyers



# Underage Drinking Problem Statement

- The Underage Drinking Committee chose the following priority areas of concern:
- Educating youth about the potential dangers and consequences of underage drinking.
- Individuals over the age of 21 purchasing alcohol for minors
- The need for a statewide tipline to report underage drinking parties and locations that sell to minors.



# Action Steps

- The development of an informational brochure regarding the potential dangers and consequences of underage drinking.
  - Research and gather facts
  - Develop and print the brochure
  - Distribute brochure using POY students, LCC's, SADD Chapters, etc.



# Action Steps

- **The development of a statewide sticker campaign targeting individuals who purchase alcohol for minors**
  - Researched sticker campaigns from other states and MADD
  - Researched the state law regarding penalties for purchasing
  - Contact liquor stores to gauge interest and willingness to use the stickers
  - Design the sticker
  - Write letter to store owners/managers that accompanies the stickers
  - Research cost of printing and secure quote from vendor
  - Print and distribute stickers
  - Develop media campaign to promote the sticker campaign



# Action Steps

- The development of a state-wide tip line to report underage drinking parties and establishments that sell to minors.
  - Research tip line from counties in Indiana and other states
  - Contact IN State Excise Police to see if a tip line exists that needs heavier promotion
  - Research the cost of implementing a tip line.
  - Research how the tip line would work
  - Research possible funding sources for the tip line.
  - Gather support from the law enforcement community for the statewide tip line.



# Measuring Success

- Number of brochures distributed and the number of groups that participated in the distribution.
- Number of stickers distributed
- Number of alcohol retail establishments that place the stickers
- Number of groups participating in the campaign
- Number of earned media contacts



# “Serve Kids-Serve Time”

SERVE KIDS



SERVE TIME

## **WARNING:**

**Furnishing alcohol to a person under age 21 is a Class C Misdemeanor up to 60 days in JAIL and a \$500 fine.**

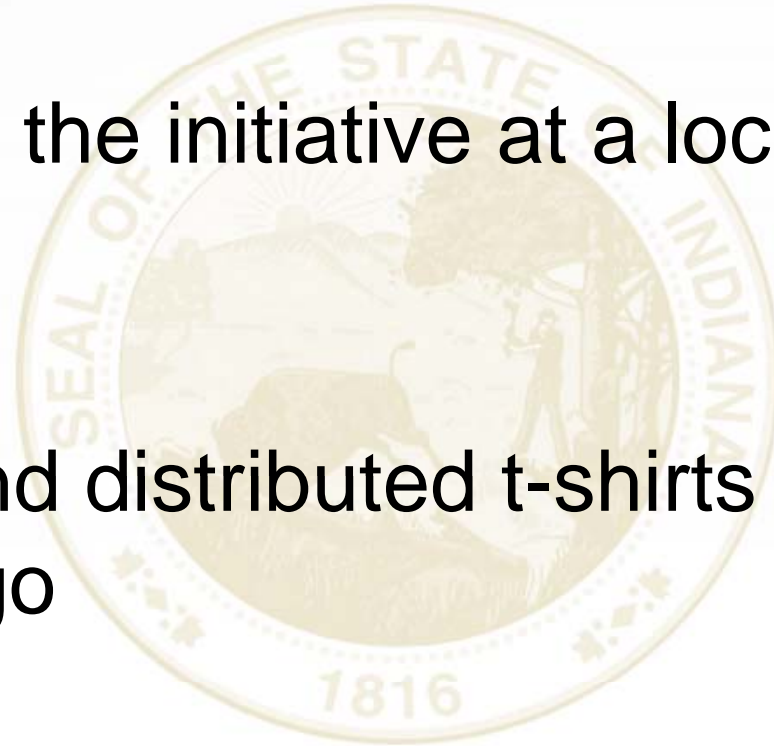
**IT'S AGAINST  
THE LAW!**





# “Serve Kids-Serve Time”

- Kicked off the initiative at a local sporting event.
- Printed and distributed t-shirts with the sticker logo
- Distributed brochures designed as “teen-to-teen.”





# “Serve Kids-Serve Time”

- **Local Coordinating Council Support**
  - The stickers, along with instructions, and a tracking form were distributed to all 92 counties.
- **Excise Police Support**
  - Excise officers throughout the state distributed the stickers when visiting alcohol retailers
- **Local Law Enforcement Support**
  - One County Prosecutor, Sheriff and Chief of Police held a press conference supporting and committing to enforce this initiative.



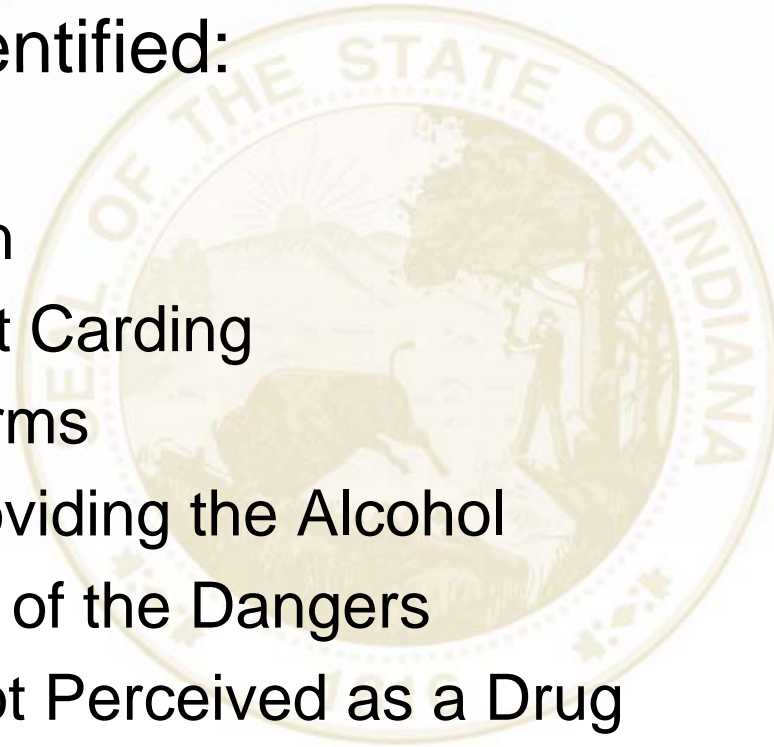
# Building on Momentum

- The current POY class is continuing the “Serve Kids-Serve Time” campaign
- Currently in the beginning stages of the SWAP development focusing on the barriers and solutions to address underage drinking, OTC/Prescription Drug Abuse and Student Drug Testing



# Key Focus Areas for Underage Drinking SWAP

- Barriers Identified:
  - Parents
  - Perception
  - Consistent Carding
  - Social Norms
  - Adults Providing the Alcohol
  - Ignorance of the Dangers
  - Alcohol not Perceived as a Drug
  - Easy Access
  - Peer Pressure-Need to be Popular





# SWAP Focus Area, Con't

- **Solutions**
- **Awareness/Education**
  - Alcohol Awareness Week-create pamphlets, billboards, slideshows available for distribution to all Indiana High Schools
  - Media-PSAs, Video on Demand,
  - Prevention through education, reinforce the need to start early, more emphasis on elementary age children



# SWAP Solutions, Con't.

- **Retail Strategies: Awareness & Product Placement**
  - Raise age to sell liquor in retail outlets
  - Card EVERYONE, not just those that look under a certain age.
  - Require all liquor to be locked in non-liquor store outlets
  - Relocation of alcohol in stores, place in highly visible areas with additional security cameras
  - Continue “Serve Kids-Serve Time”



# SWAP Underage Strategies

- This is the area of focus for the sub-committee at this time.
- They will work to develop tangible, realistic projects that can be delivered over the next twelve months.
- They must also take into consideration efforts that can be implemented in their communities.
- You-Tube Youth Media Project



# YouTube Video Project

- Make the Right Move(i)
- Statewide
- Viral marketing message
- Underage Drinking Prevention
- Peer to Peer
- Partners – Criminal Justice Education





# Make the Right Move(i)

## Step-by-Step:

- Student Driven – POY
- Networks – LCC's, Safe and Drug Free Schools
- Material development and dissemination
- Timeline
- Judging
- Celebration of finalists

