

Establish the DFC 101 Task Force as a joint effort between SLO County Friday Night Live and the Student Community Liaison Committee.

- Gather member input & recruit members to the task force
- Assessment of best practices to address the target population (high school seniors - college youth)

Engage high school & college youth to participate in project activities and trainings.

- Youth join DFC 101 Task Force
- Trainings on: social marketing, leadership, alcohol server issues, social host, campus culture issues & other prevention topics
- Groups trained include: orientation leaders, residence advisors, peer health educators, fraternities & sororities
- Develop college level FNL-modeled student organization

Develop transition strategies for high school seniors entering college.

- Recruit & train college impact panels to speak at senior assemblies
- Impact film project to share the realistic consequences of heavy drinking
- Support orientation programs to improve capacity around reducing alcohol & marijuana use among first-year students
- Establish a statewide “FNL Network” to link high school graduates with protective supports in college communities

Increase youth’s perceived harm of marijuana and alcohol use.

- Assess high school substance abuse education & assist with providing evidence-based curricula
- Engage SUACC to determine opportunities for more education & messaging around marijuana use and heavy drinking
- Partner with orientation programs to launch a family-based education effort for first-year students

Reduce social and retail access to alcohol and marijuana in campus/community environments.

- Community mapping of alcohol retailer and marijuana dispensary density
- Assessment of alcohol sponsorship & advertising on & around college campuses
- Provide training to campus organizations on social host policies
- Create media campaigns and parent forums to increase adult awareness of youth alcohol and marijuana use, and its risks

Develop a social marketing campaign linking substance abuse with sexual assault.

- Assess data collection at college health centers regarding substance-related trauma
- Conduct research for social marketing campaign (to be completed in year 2)