



SANTA FE PREVENTION ALLIANCE

Protecting Our Community, Building A Positive Future

COMMUNITY OUTREACH

The Santa Fe Prevention Alliance seeks opportunities for outreach to diverse communities through interactive educational displays at community events. Displays are designed to actively engage participants in educational experiences related to our vision and mission. Alliance members and staff serve as educators at these events. Education is offered in English and Spanish.

Community Outreach has two objectives:

1. Increase knowledge about youth substance use, i.e., behaviors, attitudes and beliefs and risk factors related to youth substance use.
2. Identify and correct "perception gaps," so community members learn the actual prevalence of related behaviors and attitudes as well as risk factors.

The Prevention Alliance hosts displays at the following community events annually:

- DWI Day at the Roundhouse (February)
- DeVargas Women's Health Fair (April)
- Community Day in Santa Fe (May)
- Santa Fe PRIDE (June)
- Santa Fe Public School's Block Party (August)
- Santa Fe Bilingual Resource Fair (November)

The Prevention Alliance is available to organize and staff an educational display at other community events in Santa Fe County. Contact the Coordinator to request participation. Topics include:

1. Dispelling the European Myth about Youth Alcohol Use

Educates youth and adults about the fact that more youth in European countries binge drink compared to youth in the US.

2. Guidelines for Hosting Family and Friends

Educates adults about how to decide whether to serve alcohol at an event and provides guidelines for safer alcohol service, including signage.

3. Alcohol Outlet Density in Santa Fe

Educates youth and adults about how many places in the City of Santa Fe serve or sell alcohol, far above the state quota.

4. Home Medication Safety

Educates adults about the importance of locking up medication at home.

COMMUNITY PARTNERS:

- City of Santa Fe
- DWI Affiliates of New Mexico
- Human Rights Alliance
- Santa Fe Public Schools

RESULTS

- 500 community members received education from interactive educational displays in 2014.
- 50 households received medication lockboxes at the SFPS Block Party in 2014.

***OUR VISION:** Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk use, no one drives while impaired and no one abuses drugs.*