



Communities Mobilizing for Change on Alcohol (CMCA)

CMCA is a community organizing effort designed to change policies and practices within Oakland County in ways that will reduce access to alcohol by teenagers. CMCA is an evidence-based model program developed and evaluated in a 15-community randomized trial by the Alcohol Epidemiology Program at the University of Minnesota School of Public Health. The program involves activating the citizenry of Oakland County and its communities to achieve changes in local public policies and changes in the practices of county sectors, such as local government, law enforcement, the judicial system, schools, businesses, youth-serving organizations, faith communities, media and many others to prevent underage drinking..

The objective is to reduce the flow of alcohol to youth from illegal sales by retail establishments, and provision of alcohol to youth by adults in the community. Effectively limiting the accessibility of alcohol to teens will not only directly reduce teen drinking, but also communicates a clear social norm in Oakland County that underage drinking is inappropriate and unacceptable.

The CMCA program is based on established theory and research showing the importance of the social and policy environment in facilitating or impeding youth drinking. ACHC will recruit parents, civic groups, community groups, schools, business leaders and liquor retailers, law enforcement and faith-based organization, and most importantly, youth, to receive training by the Youth Leadership Institute on *Communities Mobilizing for Change on Alcohol (CMCA)*.

One outcome of the training will be the formation of a Strategy Team who will move forward the strategies of CMCA. ACHC will conduct 100 one on one interviews to hear the thoughts and concerns of these community members. The responses from these interviews will be used by the Strategy Team to determine what environmental strategies will most effectively reduce underage drinking and alcohol-related traffic crashes in Oakland County. Based on the plans of the Strategy Team, CMCA participants, ACHC members and sector representatives will implement the strategic plan for environmental change.

To learn more or to participate in CMCA, contact Dr. Donnis Reese, Executive Director of ACHC at donnis@achconline.org or call 248-802-6789.