



THM Success Story

- } 2006 - Youth identified the extent to which adults were providing youth access to alcohol
- } 2008 - Developed Cobb Safe Neighborhoods Safe Homes social norm campaign
- } 2010 - Mobilized support for policy changes, such as social host ordinances
- } 2012 - Focused on environmental prevention and outcomes, built upon lessons learned



THM Lessons Learned

- } Develop & implement event promotions
- } Tie local efforts to national & state efforts
- } Highlight *selected* local data & successes
- } Focus on a few well-crafted questions
- } Select & prepare panelists & moderators
- } Protect time for 'community conversation'
- } Have infrastructure in place for follow-up
- } Ask for feedback, input & action



THM Panelists



County Commissioner, Public Health Director, Sheriff's Chief Deputy, Juvenile Court Judge, GA PTA President, School District SDFS Coordinator



THM Moderators



Natasha Walker –
Marietta High
School Senior &
Youth Council
Chair

Ross Cavitt –
WSB TV Channel
2 Action News,
Cobb County
News Bureau



THM Audience in Action

Youth social media demonstration increases audience reach & shows “they got talent”





THM Share Outcomes

Example...

- ▶ 10% decrease in past 30-day binge drinking*,
1,000 fewer binging 12th graders
- ▶ 6% decrease in past 30-day use of alcohol*,
600 more sober 12th graders
- ▶ 2012 Cobb Chamber Health Hero Award

* *GA Student Health Survey II, 2008 & 2010 Cobb County results*



THM Call to Action

- } Move from awareness to action
- } Recognize coalition players
- } Find your voice, use your influence; everyone can help change outcomes
- } Join local coalition efforts; share your talent, time &/or resources
- } Provide feedback/input
- } Take some specific action(s)



THM Resources

Find all at www.cobbat.org

- } Access live stream portal to view **taped THM**
- } Check out **Cobb Safe Homes** campaign page
- } See **About Us** page for a description of our coalition infrastructure & strategic plan
- } Check out **Community Partnerships & Take Action** pages

Cathy Finck, coordinator@cobbat.org
404.791.7406