

Goal: To reduce underage alcohol consumption in La Crosse County

La Crosse County Health Department received a subcontract through the La Crosse County Prevention Network called STOP or Sober Truth On Preventing underage drinking. The project aims at reducing underage drinking in La Crosse County from 2013-2017. Strategies include:

1. Reduce youth access to alcohol by working with law enforcement to conduct alcohol compliance checks at licensed alcohol establishments.
2. Work with colleges and students to reduce underage and binge drinking.
3. Increase support of passing a social host ordinance to substantially increase the fine for providing alcohol or the location for minors.
4. Create an active parent network

The STOP grant is funded by SAMSHA or the Substance Abuse and Mental Health Service Administration.