

**TITLE:** PROMoting Healthy Decision Making on Prom Night: A Youth-Driven Approach to Addressing Underage Alcohol Consumption

**AUTHOR(S):** Anna Bledsoe, Brenna Wilson-Fey, Umu Tullah

**PRESENTER(S):** Brenna Wilson-Fey and Umu Tullah

**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Community health workers, program developers, youth development coordinators, youth

**ABSTRACT:** Alcohol is the most commonly used drug among teens in Oregon, with 29.7% of 11th graders in Multnomah County reporting drinking alcohol in the last 30 days and 14.6% of them binge drinking in the last 30 days. Limited data around alcohol use during prom exists, but according to the National Highway Traffic Safety Administration, roughly 1/3 of alcohol-related teen traffic fatalities occur between April and June, which is prom and graduation season. The American Automobile Association found that in Portland, Oregon, 7/10 days in which traffic crashes peak for teens coincide with prom and graduations. This prom season, VOA aimed to prevent underage drinking at local high schools by pairing youth and parent-targeted workshops with prevention messaging targeting youth and parents. We found that youth participants had an increased knowledge and skills associated with both substance use refusal skills and bystander intervention, that parents felt better equipped to discuss substance use with their teens, and that businesses and schools were eager to participate in the campaign. To effectively implement appropriate strategies targeting youth within a public health context, youth must be involved in planning, delivery, and evaluation.

**OBJECTIVE(S):** Describe the importance of involving the target population in planning, implementation, and evaluation. Identify strategies to engage teens in a community-based project.

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