

# Partnership for Success: 2021–2022



Reducing underage drinking and strengthening prevention capacity in high-risk communities.

In the 2021–2022 fiscal year, PFS-funded projects have implemented

90  
PROGRAMS

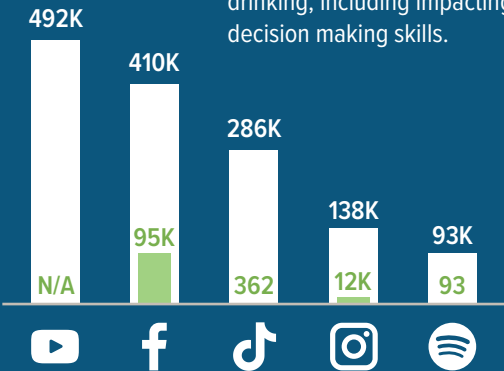


## RI Statewide Campaign

The campaign aims to educate and inform RI residents about the Social Host Law to anyone under the age of 21. The campaign also raises awareness of the health and social consequences of underage drinking, including impacting brain development and decision making skills.

**Impressions:**  
The number of times an ad was showed to a user

**Engagement:** Any action taken on a post (comments, shares, clicks, video views)



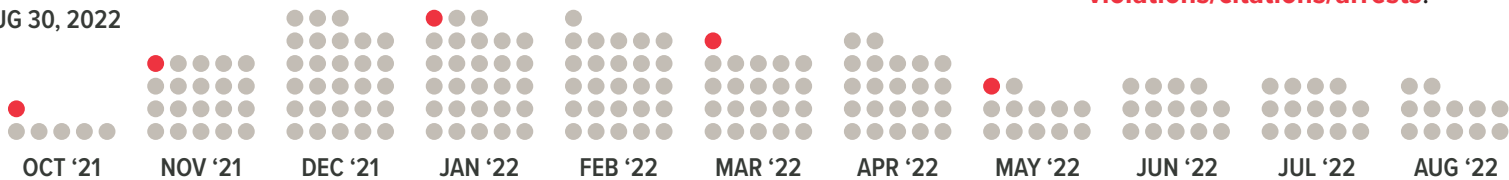
It has been named a finalist for the annual awards within the Public Service Campaign category for the Ragan PR Daily Awards.

## REGIONAL PROGRAM HIGHLIGHTS

### R1 Southern Providence County Regional Prevention Coalition

REGION 1 COMPLIANCE  
CHECKS: OCT 1, 2021 –  
AUG 30, 2022

KEY: ● = one compliance check ● = one violation/citation/arrest



Out of 203 compliance checks in 11 months, only **five were categorized as violations/citations/arrests.**

### R2 Blackstone Valley Prevention Coalition: Not So Easy

Program includes:



LOCAL AND STATEWIDE  
MEDIA CAMPAIGNS



PARTY PATROLS



POSTERS AT RETAILERS



RESPONSIBLE BEVERAGE  
SERVICE TRAINING

### R4 Kent County Regional Prevention Coalition: BARS

BARS Program Checkers, aged 21–25, conduct mock purchases of cigarettes and/or beer in stores or restaurants each month. If the customer's ID is requested prior to sale, the employee receives a **Green Card**. If not, a **Red Card** is given.



Among all Kent County store visits (24) from 10/01/21–09/29/22, **only 4 visits (17%) resulted in red cards.**

### R5 East Bay Regional Prevention Coalition: Tip411

Number of tips received per county, Start Date–End Date



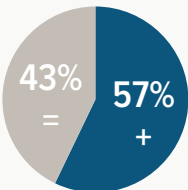
### R6 Newport County Prevention Coalition: Rhody Coasters

8,000 coasters distributed across 7 bars



Coasters were designed with a simple message to drink responsibly. Each includes a QR code to connect bar patrons with resources including quick links to taxi and ride share services, including Newport County's prevention website for more information.

### R7 South County Regional Prevention Coalition: Media Ready



After interacting with the media ready campaign, **significant positive difference** was recorded in four out of seven factors surveyed (57%) among 10th graders. **No change** was recorded for the remaining three factors.