

Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)
STARK COUNTY

Prepared by:
Voinovich School of Leadership and Public Affairs at Ohio University
Building 21, The Ridges
Athens, OH 45701

University of Cincinnati Evaluation Services Center
3150 One Edwards Center
Cincinnati, Ohio 45221-0105

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Community Profile

Stark County has an estimated population of 375,087. The population is predominantly Caucasian (89.1%), with a modest African American population (7.7%). Approximately 2.2% of the population identifies as multiracial. There is a small percentage (1.7%) of the county's population that report being of Hispanic or Latino origin.

English is the predominant language, with 3.6% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 87.8% have a high school diploma and 20.4% have a Bachelor's degree or higher. The high school graduation rate is similar to that of the state rate (87.4%). However, the percentage of higher education degrees in the county is lower than that of the state (24.1%).

The median household income (2006-2010) is \$44,941, which is below the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 12.7%. This is similar to the estimated state percentage (14.2%).

Note: Data sources include the 2011 Census and the 2006-2010 American Community Survey.

[REDACTED]

The “XYZ University” is committed to maintaining an educational environment and workplace free from drugs and alcohol. It supports programs for the prevention of abuse of alcohol and controlled substances by college students and employees as well as assistance programs for those with problems related to controlled substance abuse. The National Institute of Alcohol Abuse and Alcoholism (NIAAA) established a committee to determine the state of prevention for institutions of higher education, due to the lack of success, alcohol and other drug abuse programs weren’t seeing a decrease in excessive alcohol use and the associated problems among college students. The NIAAA committee submitted a report titled “A Call to Action: Changing the Culture of Drinking at U.S. Colleges” that has become the cornerstone by which alcohol abuse prevention programming on college campuses is based. The committee determined that few prevention programs had enough research support to suggest that they would be “proven effective” for college students (NIAAA, 2002). This report outlined a framework for developing a comprehensive prevention strategy on U.S college campuses. The “3-in-1 framework,” as it is now known, describes structuring policies, programs and practices that are focused on three levels of intervention; including; 1) the individual students (and student groups), 2) the campus as a whole, and 3) the campus and surrounding community. The “XYZ University” has continuously worked toward such a best practice approach given that the scope and nature of college prevention activities have changed since the NIAAA report was drafted. This report will outline various practices working with Millennials, and identify any assessment of those practices.

Sub-target/underserved population(s) chosen for SPF SIG project:

Stark County will not implement the SPF with a sub-target/underserved population.

Description of sub-target/underserved population(s):

N/A

Recent Community Needs Assessments

Total Number of Needs Assessments: One

Needs Assessment:	Core Alcohol & Drug Survey
Year Conducted:	2012
Sponsoring Agency	"XYZ University"
Findings Relevant to 18-25 Year Olds:	<ul style="list-style-type: none">• Most students report on the Core Survey 1-5 drinks/month.• Age of first use of alcohol (beer, wine, and liquor) was highest at 36.1% for ages 18-20 on the Core Survey.• Only 25.2% strongly disapproved of close friends taking 1-2 drinks of an alcoholic beverage nearly every day on the Core Survey.
Findings Relevant to Community Readiness:	Support is present on campus to strengthen the current prevention efforts and campus community buy in.

Community Readiness

Community Readiness Assessment Used:

Invitation Health Institute Community Readiness Survey (formerly MIPH) and Focus Group (“XYZ University”)

Community Readiness Assessment Conducted:

The Invitation Health Institute Community Readiness Survey was conducted June 2012 – August 2012. The focus group was conducted during the 2012 school year.

A review of the community readiness in the community, with respect to priority substance, found the following:

For **high-risk use of alcohol**, the coalition determined that the community was in the *preplanning* stage of community readiness.

Sharing community readiness findings in the community:

The CRA findings were disseminated using several methods:

- Press release via MHR SB/public relations and marketing
- Highlighted on our Facebook (over 200 followers)/Twitter pages (connected to our Facebook page)
- Safe Communities meeting with key law enforcement leaders (over a dozen jurisdictions represented)
- Semester presentations to the “XYZ University” public health/and other relevant classes
- Several Stark County AOD and prevention, health and wellness initiatives/activities

Use of community readiness findings in strategic planning:

- Data from the CRA will be used to build capacity and increase participation, enhance cultural competency especially with the millennial population.
- Data will shape the coalition’s logic model and strategic plan.
- Participant response was receptive and generated capacity via Public Health and students with other majors interested in the coalition.
- There is a need for community collaboration efforts to eliminate silos and duplicative services.
- There are few resources and services available for the millennial population (18-25 year olds) and substance use/abuse,
- Available services are viewed by Millennials as “boring”, “same old” or not much help.
- Service organizations or coalitions were viewed as favorable places to go to get help for an alcohol or drug problem.
- The data from the CRA will be used to build capacity and increase Millennial and community participation.
- Data will help identify campus needs to engage new members to join our coalition.

Suggested strategies for strategic planning:

- Build capacity by educating the community
- Via campus and town hall meetings addressing access to ATOD
- Address permissive attitudes about ATOD and prevention programs and policy
- Institute a Young Adult Council to inform us on issues relevant to the Millennial's culture
- A chapter of the coalition will be on site on campus leading the efforts and providing information on access to awareness and prevention efforts
- Engage campus administrators
- Include campus security
- Engage Millennials majoring in various health field
- Build capacity through faith-based community; Invite faith based leaders to be stakeholders; Engage campus ministry groups
- Build capacity through community leaders
- Invite campus leaders to support campus events and/or join the coalition
- Partner with leading and influential campus leaders (i.e. campus fraternity, sorority, athletic groups).
- Invite health employers to the coalition (i.e. pharmacists, hospital, health field employees)
- Share creative strategies to build sustainability

Plans to evaluate strategic plan strategies:

- Continue annual needs assessment
- Focus groups, community surveys
- "XYZ University"
- Social media campaigns
- Environmental scans

Individual-Level

Based on the consumption data (30-day use and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:

The Core Alcohol and Drug Survey Data found that students who reported using alcohol during the past 30 days consumed 1-5 drinks during that time. The mean number was 3.57 drinks. The age of first use was 18-20 years old (36.1%) and 21-25 years old (3.4%). Further, the "XYZ University" found that 68% of respondents had consumed alcohol in the past 30 days and 61% of those under 21 years old had consumed alcohol in the past 30 days. This majority (61%) is important as one considers the high prevalence of alcohol use disorders among young people such as alcohol abuse or dependence.

Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:

The Core Alcohol and Drug Survey Data found 63.8% of students "disapprove" or "strongly disapprove" of someone their age consuming 1-2 drinks/day. This is a highly imperative as it is known that there is a link to alcohol use in college students involving peer influence and peer relationships. The majority (63.8%) of respondents disapproves of their peers' consumption; therefore attitude can be a powerful predictor of peer consumption among the college culture. Yet, only "XYZ University" campus survey found that only 31% of all respondents "strongly disapprove" of someone their age having 1-2 drinks/day of an alcoholic beverage while 33% of those age 18-20 years old strongly disapprove of someone their age having 1-2 drinks/day of an alcoholic beverage.

Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:

The Core Alcohol and Drug Survey Data found that 74.2% think it is a "moderate risk" or "great risk" to have 5 or more drinks in a single setting. Moreover, one of the important determinants of engagement in substance use is perception of harm. It is essential to note that the majority of respondents (74.2%) do perceive risk/harm to consumption of 5 or more drinks in a single setting suggesting there is potential for impact on decreasing substance use. Further, the "XYZ University" survey data also found that 40% of the respondents believe it is a "moderate risk" to people physically and in other ways when they have 5 or more drinks of an alcoholic beverage once or twice a week. However, in the "XYZ University" focus group, it was also found that there is a perceived acceptance; "I did it, everyone did it" and an egocentric viewpoint: "It won't happen to me." There is need for our coalition to challenge and change social norms that while binge drinking is perceived to be risky, people do it anyway.

Moreover, based on the number of times an individual experienced a negative consequence, 34% of all respondents and 29% of underage respondents reported having a hangover at least once within the past 2 months, while 19% of all respondents and 18% of underage respondents reported vomiting from drinking at least once within the past 2 months. The implication of short-term consequences is important to consider how the negative outcomes can contribute to other behavioral consequences in

underage and of legal drinking age adults (i.e., sensation-seeking; risk taking; physical consequences, and/or academic failure).

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
Specific Measure: During the past 30 days on how many days did you have alcohol (beer, wine, liquor)?									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Core Alcohol and Drug Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Full census of the specified population	██████████	324	Percentage of individuals who report having used alcohol in the last 30 days	72.5%	Percent
Specific Measure: Think specifically about the past 30 days. During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage?									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
"XYZ University" Campus Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Convenience	285	273	Percentage of respondents who report having used alcohol in past 30 days	67.8%	Percent
Age of First Use									
Specific Measure: At what age did you first use alcohol (beer, wine, alcohol)?									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Core Alcohol & Drug Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Full census of the specified population	██████████	324	Percentage of students whose first use of alcohol fell in the age group 21-25	3.4%	Percent

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Disapproval of Use									
Specific Measure: How do you think your close friends feel (or would feel) about you taking one or two drinks of an alcoholic beverage (beer, wine, liquor) nearly every day? Response Options: "Don't disapprove," "Disapprove," "Strongly Disapprove"									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Core Alcohol & Drug Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Full census of the specified population	██████████	321	Percentage reporting "Don't disapprove"	36.1%	Percent
Specific Measure: How do you feel about someone your age having one or more drink of an alcoholic beverage nearly every day? Response Options: "Neither approve nor disapprove," "Somewhat disapprove," "Strongly disapprove," "Don't know"									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
"XYZ University" Campus Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Convenience	285	285	Percentage reporting "Somewhat disapprove"	37.2%	Percent
Perceived Risk/Harm of Use									
Specific Measure: How much do people risk harming themselves physically and in other ways when they have five or more drinks of an alcoholic beverage once or twice a week? Response Options: "No risk," "Slight risk," "Moderate risk," "Great risk," "Don't know"									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
"XYZ University" Campus Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Convenience	285	283	Percentage reporting "Moderate risk"	42.4%	Percent
Specific Measure: How much do you think people risk harming themselves physically or in other ways if they have five or more drinks in one setting? Response Options: "No risk," "Slight risk," "Moderate risk," "Great Risk," "Can't say"									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Core Alcohol & Drug Survey	2012	Undergraduate attending an IHE ██████████ Stark County, Ohio	██████████	Full census of the specified population	██████████	321	Percentage of respondents reporting "No risk" or "Slight risk"	21.5%	Percent

Interpersonal-Level

Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

The focus group data found that there is a permissive attitude about college age use and consumption. Young adulthood is a time of exploration, understanding the world around them and their identities. Also, as they gain entre' into college life and emerge into adulthood, it can be a stressful time leading to increased opportunities that can lead to unhealthy behaviors that can impact permissive attitudes about drinking. Moreover, the IHE in [REDACTED] Stark County survey data also found that 80% of all respondents said their friends often or sometimes encouraged them to get drunk while the majority (77%) of underage respondents said often or sometimes their friend encouraged them to get drunk. Further, only 42% of all respondents said their parents would strongly disapprove if they drank alcohol regularly and only 47% of underage respondents said their parents would strongly disapprove if they drank alcohol regularly. Further, 48% of all respondents have played a drinking game at least once in the past two months and 45% of underage respondents report having played a drinking game at least once in the past two months.

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

- Older adults who display a behavioral message that can contribute to underage use.
- Older adult compliance/enabling behavior.
- Community acceptance/ influence
- Parent dilemma: setting boundaries, "do as I say, not as I did."
- Pressure is common in young adults when there is acceptance for alcohol at an event; mostly social gatherings in the community; house parties; bars; special events.
- YPM Coalition will explore further the cultural relevance of Stark County being known nationally as a "Football City" or "Professional Football Hall of Fame City" (aka "Pro Hall of Fame" or "HOF"). [REDACTED] There are a high number of sporting and celebratory events during football season and the HOF weeklong parade festivities include community leaders hosting HOF events and promotion; house/private parties; community parades; tailgating events centered solely on HOF partying and football. Social norms are often not challenged at the sporting events, but accommodating behavior around alcohol consumption; there is a high school football culture too that has provided the tailgating atmosphere and enabled adults to use alcohol in front of underage audience; early support of "winning at all cost" high school culture.

Plans to collect that data and/or evidence:

- Environmental scans
- Hold focus groups
- Survey research

Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:

Interpersonal messages: “no big deal” amongst teens and adults; “kids who experiment with AOD almost always grow out of it”; “kids will be kids”. The generally accepting attitude toward alcohol use during special occasions creates pressure for those underage as alcohol becomes a ritualized norm in our community. It is expected that celebratory events should happen during sporting events (i.e., championship games, Professional Football Hall of Fame Sunday night game aired on national television especially for Sunday night football).

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Acceptance Example	Girl’s Night Out, sorority/fraternity parties, end of semester/finals celebrations
Supporting Evidence	Survey data, anecdotal evidence, environmental scans
Rite of Passage Example	Graduation parties, alumni events, homecoming events, students are invited to participate with other sectors of the college campuses prior to their graduation.
Supporting Evidence	Survey data, focus groups
Multigenerational Use	Faculty/administrative special events where students often assist, alcohol sales on campus, holiday parties, tailgate parties, school fundraising events and alumni private parties
Supporting Evidence	Anecdotal evidence, environmental scans
Public Substance Use	Open invitations to party, Hall of Fame festivities, parades, community events
Supporting Evidence	Anecdotal evidence, environmental scans
18-25 Year Old Perception	Somewhat disapprove of perceived norms; feel it is an internal decision to make change
Supporting Evidence	Survey data, focus groups
Culturally Acceptable	Football tailgate parties, community and campus fundraisers, community/religious festivals
Supporting Evidence	Survey data, anecdotal evidence
Available in Home	Some permissive attitudes toward use; “kids will be kids”
Supporting Evidence	Survey data, anecdotal evidence

Factors Related to Social Norms That Contribute to Consumption in Your Community	
Factor 1: Acceptance	
Whom does this affect/occur with?	Youth, young adults
Who allows this?	The greater community passively supports underage alcohol use; social group indoctrination.
When does this occur?	Sporting events, community and religious festivals, holidays
Where does this occur?	Sporting venues, festival venues, bars, restaurants, clubs, family and friends' homes
How does this occur?	Alcohol is openly available, casual group invitations are understood. There are limited financial and staff resources available for policing and regulation.
Under what conditions is this allowed to happen?	Resources are limited for policing (i.e., shoulder taps, compliance checks). At large, community is not aware of risks associated with underage drinking.
Factor 2: Availability	
Whom does this affect/occur with?	Young adults, community
Who allows this?	Retailers, community
When does this occur?	Increased access during high school sporting events and private parties; retailer specials
Where does this occur?	Sporting venues, festival venues, bars, restaurants, clubs, family and friends' homes
How does this occur?	Community acceptance at events, expected to have celebratory activities
Under what conditions is this allowed to happen?	There is a disconnection between use and negative consequences.
Factor 3: Low perception of harm	
Whom does this affect/occur with?	Individual and the community
Who allows this?	Individuals, parents, community
When does this occur?	Whenever there is high-risk use
Where does this occur?	Wherever there is high-risk use (i.e., community events, public venues, private homes)
How does this occur?	There is a disconnection between high-risk use and negative consequences.
Under what conditions is this allowed to happen?	There is unawareness that allows the conditions to happen.

Community-Level

Retail Factors

Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Selling to minors: decrease from 2010 to 2012.
- “HOF specials”
- Number of fake IDs found at arrest
- Mortality report: Stark County Sherriff’s Office
- Asking local Police Chiefs’ Association for arrest data related to fake IDs.
- Mortality report: Stark County Sheriff’s Office comparison data (annually)
- Sheriff compliance checks
- Lack of staff training and staff turnover contribute to decreased knowledge
- 2012 – out of 212 businesses checked, 76.89% were in compliance and did not sell
- Number of liquor licenses issued and placement of them
- Scan community events
- Area grocery stores have started wine tastings.
- Most locations have high quantity displays with beer caves.
- Two new wineries opened in Stark County.
- Number of festivals/community events that serve alcohol
- Sunday beer sales by more licensed stores
- Number of community events that don’t serve alcohol
- Sunday beer/wine sales revenue comparable to weekday and Saturday sales
- Number of stores with liquor license in 2012 compared to last 5 years
- Track liquor licenses issued for Stark County

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Collect more data on the relationship between the Stark County high school football culture and millennial use.

Plans to collect that data and/or evidence:

- Asking local Police Chiefs' Association for arrest data related to fake IDs.
- Mortality report: Stark County Sheriff's Office comparison data (annually)
- Environmental scans

Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:

There is the issue of compliance checks in the community. The number of venues that are out of compliance has dropped. However, concerns around retail include more stores with higher possibility of inconsistency with compliance checks; store clerk's failure to consistently check identification and cashier's (under the legal drinking age) lack of training; new beer caves are becoming popular in grocery stores; and preoccupation with celebratory events.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
ID Issues	2012 – out of 212 businesses checked, 76.89% were in compliance and did not sell to a minor which is up from 2010 data indicating 65.98% from 97 businesses checked. Lack of staff training and staff turnover contribute to decreased knowledge penetration.
Supporting Evidence	Sheriff compliance checks
Density	Area grocery stores have started wine tastings. Most locations have high quantity displays with beer caves. Two new wineries opened in Stark County. Many drive thrus sell alcohol.
Supporting Evidence	Anecdotal evidence
Characteristics	Grocery stores in area do put lock caps on hard liquor bottles. Sell variety of beer, wine and hard liquor in variety of ounces. Area bars and restaurants have happy hour and discounts on larger quantities of alcohol.
Supporting Evidence	Anecdotal evidence, survey data, environmental scans
Employees	Local college with liquor license would sell to underage students. Underage cashiers at stores have sold to underage people.
Supporting Evidence	Anecdotal evidence, environmental scan
Product Placement	Area grocery stores have alcohol somewhat near the front of store. Area drive thru has alcohol prominently displayed. Local grocery store chain does have hard liquor in separate area with separate staff.
Supporting Evidence	Anecdotal evidence, environmental scan
Potential Sources for Alcohol	No response
Supporting Evidence	No response
Retailers	No response
Supporting Evidence	No response

Factors Related to Retail Availability that Contribute the Most to Availability	
Factor 1: Marketing	
Whom does this affect/occur with?	
	General population as seen on television commercials, sporting events, festivals, restaurants, grocery stores, night clubs, and print and social media
Who allows this?	
	General population
When does this occur?	
	Ubiquitous but increased during event blasts, happy hour, sales ads, and large social gatherings.
Where does this occur?	
	Sporting events, festivals, restaurants, grocery stores, night clubs
How does this occur?	
	Print and social media as well as word of mouth
Under what conditions is this allowed to happen?	
	No certain conditions allow this marketing to happen.
Factor 2: Several local colleges	
Whom does this affect/occur with?	
	Local college young adults and off-campus friends
Who allows this?	
	Local college campuses and businesses
When does this occur?	
	Year-round
Where does this occur?	
	Local colleges, night clubs, grocery/liquor stores, social events, and house/apartment
How does this occur?	
	Interest in celebration and reducing stress, alcohol available in the community to be brought into parties and other social situations.
Under what conditions is this allowed to happen?	
	Same as above for where and how it occurs.

Social Availability Factors

Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Environment: More social gatherings (i.e. parties off campus) with lack of campus security oversight; of age/older friends buying for underage friends.
- Acceptance: Accepting attitudes toward alcohol use during occasions and special events even with underage youth.

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

- Local law enforcement responding to community complaints at college parties.
- Level of infraction on student facing consequences related to off campus party incident.

Plans to collect that data and/or evidence:

Environmental scans, anecdotal evidence, focus groups with different groups in the community

Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:

Social drinking and availability of alcohol at parties are viewed as a normative and acceptable event. There are more parties off campus and less security oversight.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
18-25 year olds getting priority substance from...	Older Friends (21+) selling/buying to underage
Supporting Evidence	Survey data, compliance checks
18-25 year olds attending gatherings with large amounts of the priority substance...	Social drinking is seen as a norm, happy hour specials, tailgating events
Supporting Evidence	Environmental scan, survey data

Factors Related to Social Availability that Contribute the Most to Availability	
Factor 1: Acceptance	
Whom does this affect/occur with?	
General population	
Who allows this?	
General population	
When does this occur?	
During social gatherings such as parties (holiday, office, birthdays), tailgates/special occasions, encouraged by bars and restaurants (happy hours), general normative attitude toward alcohol use	
Where does this occur?	
Homes, bars, restaurants, events	
How does this occur?	
There is a generally accepting attitude toward alcohol use in the community during special occasions, even with underage youth.	
Under what conditions is this allowed to happen?	
During special events, happy hours, football games	
Factor 2: Environment	
Whom does this affect/occur with?	
General population	
Who allows this?	
General population	
When does this occur?	
Social gatherings in the community such as tailgates and festivals create an environment that deems alcohol consumption a norm.	
Where does this occur?	
Community events	
How does this occur?	
The environment leads to an acceptance of alcohol in the community, even with underage youth.	
Under what conditions is this allowed to happen?	
During large events in the community	

Promotional Factors

Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Tailgating: the number of activities promoting use
- Number of stores at malls that sell clothing lines promoting alcohol use
- Increased store ads/promotions especially around HOF festivities
- Media attention and community acceptance of promotion practices during local sporting events (i.e., high school football playoffs)

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Again, because Stark County is also nationally known as a “high school football” county, the YPM Coalition has reason to believe that high school students may be tailgating at college events, however, we don’t have enough evidence of the population of Stark County students enrolled at this time from the “XYZ University” survey data.

Plans to collect that data and/or evidence:

- Survey research
- Focus Groups
- Environmental scans

Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:

There has been an increase in local retailers to increase demand through obtaining liquor licenses and marketing beer caves products created on site, and placement of alcoholic beverages near deli; seafood; or butcher/meat section where lines are formed. There is increased consumer attention/support towards promotional ads displayed at sporting events.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Local Promotion	<p>Grocery stores often have sales on beer and wine and are located in the front of the store by “milk and bread” aisle. All townships in Ohio have the ability to sell alcohol - no more “dry” communities. Most community events have alcohol available that is usually placed close to food vendors, such as at township fairs.</p>
Supporting Evidence	Anecdotal evidence, survey data, environmental scans
National Promotion	<p>Alcohol is strongly promoted at national events like football Hall of Fame activities and tailgating. There are social media games targeted at alcohol on Facebook. Clothing lines such as Urban Outfitters promote drinking in their casual wear targeted at teens and young adults. Music industry promoted towards youth and young adults and “drink what the star/celebrity drinks.”</p>
Supporting Evidence	Anecdotal evidence, survey data, environmental scans
Other	<p>Store ads are increasingly placed near the produce, seafood and meat sections; promotion of beer caves on site; promotion of larger quantity purchases; media attention and community acceptance of promotional practices during local sporting events (i.e., high school football playoffs)</p>
Supporting Evidence	Anecdotal evidence, survey data
Other	<p>We are nationally known as the “Football Hall of Fame City”; promotional/media ads increase during the planning and actual behavior for the weeklong events.</p>
Supporting Evidence	Environmental scan

Factors Related to Promotion that Contribute the Most to Availability	
Factor 1: Local promotions	
Whom does this affect/occur with?	
	Community, consumers
Who allows this?	
	Community
When does this occur?	
	Promotion of special marketing campaign, holiday specials, alcohol store item special at local retailers
Where does this occur?	
	In-store ads, media via print or commercial
How does this occur?	
	Media attention and community acceptance of alcohol ads, number of stores that promote beer caves
Under what conditions is this allowed to happen?	
	The increased number of promotional practice that encourages alcohol use
Factor 2: Increase in liquor licenses	
Whom does this affect/occur with?	
	Community, consumers
Who allows this?	
	Community
When does this occur?	
	Promotion of special marketing campaign, holiday specials, alcohol store item special at local retailers
Where does this occur?	
	Store ads, media via print or commercial
How does this occur?	
	The promotion demands attention to market alcohol, beer caves are placed near the front of the store, near deli, meat counter where lines are formed.
Under what conditions is this allowed to happen?	
	Increase in local retailers obtain liquor licenses

Pricing Factors

Pricing: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Pricing at sports bars near campuses compete for purchases and have prize giveaways.
- Happy hours
- More grocery stores promote wine tasting at grocery stores. Promote specials (i.e., “10 for 10” price)
- Discounted alcohol on “discontinued wines”

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Sunday beer/wine sales revenue comparable to weekday and Saturday sales

Plans to collect that data and/or evidence:

- Survey research
- Environmental scans
- Focus groups

Based on the data gathered on promotion, these are the concerns around pricing that might contribute to priority substance use in the community:

There may be local retail management’s lack of awareness around pricing and negative consequences. There has been an increase in local grocery stores that have built beer caves and separate check outs for beer and wine sales. Also, the store layout has now placed specialty priced alcohol beverages near produce and seafood sections. Also, discontinued wines are now discounted near high traffic areas or where lines are formed (i.e., meat/butcher section) and items are more noticeable and/or easily brought to consumer’s attention.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Drink Pricing	Pricing at sports bars near campuses compete for purchases and have prize giveaways or “beer tasting clubs” (i.e., leather jacket with company logo as prize); happy hours; more grocery stores promote wine tasting at grocery stores featuring specials.
Supporting Evidence	Environmental scans, anecdotal evidence
Container Pricing	More grocery stores sell bottles at “10 for 10” price. Discounted alcohol on “discontinued wines”
Supporting Evidence	Anecdotal evidence, environmental scans
Other (Proprietary Licensing)	More stores now sell beer/wine on Sunday; increased liquor licensing drives competition.
Supporting Evidence	Environmental scans

Factors Related to Pricing that Contribute the Most to Availability	
Factor 1: Marketing	
Whom does this affect/occur with?	
	General public, local college students
Who allows this?	
	Business owners, general public
When does this occur?	
	Weekends, Thursdays
Where does this occur?	
	Local "liquor" stores, popular local sports bars and grilles
How does this occur?	
	Print and social media as well as word of mouth. Cater to themes, holidays, events
Under what conditions is this allowed to happen?	
	Price, menu specials that attract customers to the food first, then to the alcoholic drink specials on various nights.
Factor 2: Accessibility	
Whom does this affect/occur with?	
	Young adult and adult consumers
Who allows this?	
	Retail management, employees, friends
When does this occur?	
	Daily
Where does this occur?	
	Retail locations
How does this occur?	
	Retailers set prices, consumers purchase sale items.
Under what conditions is this allowed to happen?	
	It is at the discretion of the retailer to promote items.
Factor 3: Cultural acceptance	
Whom does this affect/occur with?	
	Community, consumers
Who allows this?	
	Stark County's culture is known as the "Football City" or "Hall of Fame City" and celebratory events have increased and festivities are accompanied by alcohol and accommodating behaviors. Social norms are often times not challenged.
When does this occur?	
	Often increases during high school football season/playoffs, "Hall of Fame Week" event, house/private parties.
Where does this occur?	
	Tailgating, house/private parties, community parades
How does this occur?	
	Celebratory events are expected during sporting events.
Under what conditions is this allowed to happen?	
	Tailgating and parties are encouraged.

Organizational-Level

Capacities

Organizations currently implementing prevention strategies for priority substance:

Quest Recovery and Prevention Services

Opportunities for SPF SIG coalition to work with these organizations:

The organization has representation on the Coalition. As we continue to build capacity, we can collaborate on model programming and education and awareness campaigns.

Types of prevention strategies currently being implemented for the priority substance in the community:

Quest identifies “quality, evidence-based prevention programming at schools throughout Stark County (school-based programs).”

Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:

Work with the Health and Wellness office to provide program partnerships with entering freshmen and active campus community groups and build capacity and awareness campaigns.

Gaps

Gaps in prevention programming for the priority substance:

There are few agencies in the surrounding campus community offering prevention programs or that are specific to this millennial population.

Ways the SPF SIG coalition can fill these gaps:

Work with the Health and Wellness office to provide program partnerships with entering freshmen and active campus community groups to build capacity and awareness campaigns.

Policy-Level

Policy issues, based on gathered data that may contribute to consumption of the priority substance within the community:

- Liquor store and bar and grille owners in the IHE ██████████ Stark County, Ohio
- State, local and IHE ██████████ Stark County, Ohio data on policy levy influences are indicated on the table below.
- Enabling by police, courts, families

Policy		Number of Infractions (arrests, etc.)		
Policy Level: State, local or IHE	Description	2007	2008	2009
State	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Age 21 and over	8,664	5,272	7,851
State	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Under 21	498	757	428
Local	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Age 21 and over	342	388	318
Local	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Under 21	72	68	63
State	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Alcohol-related crashes (All ages)	15,024	14,425	13,426
Local	ORC 4511.19 - OVI Operating vehicle under the influence of alcohol or drugs - Alcohol-related crashes (All ages)	517	518	478
IHE	"XYZ University" Alcohol Policy (see Appendix III) - On campus violation	Data not provided	Data not provided	6
IHE	"XYZ University" Alcohol Policy (see Appendix III) - In campus housing violation	Data not provided	Data not provided	0
IHE	"XYZ University" Alcohol Policy (see Appendix III) - In or on a non-campus building or property violation	Data not provided	Data not provided	1
IHE	"XYZ University" Alcohol Policy (see Appendix III) - On public property contiguous to campus violation	Data not provided	Data not provided	10

Factors Related to Policy Issues That Contribute to Consumption in Your Community	
Factor 1: Local bar and grille; liquor store compliance	
Whom does this affect/occur with?	
Community residents living on or near campus	
Who allows this?	
Community	
When does this occur?	
Daily; outings	
Where does this occur?	
Local bar and grille; liquor store	
How does this occur?	
Lack of consistent compliance with policy	
Under what conditions is this allowed to happen?	
Minimal oversight or consequence of non-compliance	
Factor 2: Campus policy: Institute of Higher Education (IHE) Stark County, Ohio	
Whom does this affect/occur with?	
Campus students and faculty	
Who allows this?	
Community	
When does this occur?	
Social gatherings, private parties, tailgating	
Where does this occur?	
On-campus and off-campus housing, community housing where enrolled students	
How does this occur?	
Campus community minimal monitoring ability	
Under what conditions is this allowed to happen?	
Social norms associated with partying and consumption	

Cultural Competence

Millennials (Generation Next)

Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**
There are no prevention programs that are specific to the Millennial population on campus or around the community.
- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**
Quest Recovery and Prevention Services
- **Sources for program information:**
Community scan of organizations, focus groups, and survey data

Expertise:

Individuals with Expertise Working with Millennials		
Name	Agency	Contact Information
	"XYZ University",	
Kristen Petrilla	Director of Adolescent Services and Corporate Compliance at QUEST Recovery Services	KristenP@questrs.org

- **Ways local expertise can be tapped into for the SPF SIG process:**
Tap their expertise in the capacity building and planning phases. Their expertise can be tapped by inviting key figures to be part of the coalition and by meeting with the organizational leaders/key decision-makers to garner support of the coalition and asking for their input and to promote a reciprocal partnership. Present the survey research data to the organization to begin dialogue about new programming ideas and community needs to be met.
- **Sources for expertise information:**
Community scan of organizations, focus groups, and survey data

Gaps:

- **Perceived gaps in prevention programming for Millennials:**
There are few experts in the Stark County community working specifically with Millennials. Either the programs are non-existent or are not exclusive to the substance/need or the target age.
- **Ways these gaps were identified:**
Community scan of organizations, focus groups, and survey data have garnered data that reflects agencies that are available in the community, but are not exclusive to the need or the target age.
- **Ways to close these gaps:**
Their expertise can be tapped by inviting key figures to be part of the coalition and by meeting with the organizational leaders/key decision-makers to garner support of the coalition and asking for their input and to promote a reciprocal partnership. Present the survey research data to the potential stakeholder's organization to begin dialogue about new programming ideas, collaboration, and community needs to be met.

Sub-Target/Underserved Population

Stark County will not implement the SPF with a sub-target/underserved population.

Appendix I: Organizational-Level Assessment Tools

Agency Name:	Quest Recovery and Prevention Services	Contact:	Kristen Petrilla LICDC, OCPS II
Address:	1341 Market Avenue North, Canton, Ohio 44714		
Phone:	(330) 453-8252	Email:	kristenp@queststrs.org
Resource Type:	Program		
Resource Name:	Quest Works		
Resource Description:	With current economic times, people are struggling to find employment. People who are unable to provide a negative pre-employment drug screen are having even greater difficulty obtaining employment. Quest Works is a program designed to provide education and urine drug screens to people who are in need of employment. Once they complete the program, they have a certificate and negative urine drug screen to show potential employers and to show their commitment to being drug free and employable.		
Target Population:	A majority of participants are transitional aged youth, age 18-25		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	X
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family			
Community	To provide employable people who can assist the community in economic recovery.		
School			
Individual/Peer	To provide education and support to those in need to assist them in being productive members of society.		
Implementing Agency:	Quest		
Number Reached Annually:	150		
Duration:	30 days		
Frequency:	Once a week		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	X
Alternative Activities		Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other	
Satisfaction	X		
Evidence-Based:	Yes		
Agency List Containing the Program:			
NIDA	X	DOE	
CDC		Drug Strategies	
CSAP	X	OJJDP	
Has Implementing Agency Evaluated Outcomes:	No	If 'yes', describe below:	
Geographical Area Served:	Stark and Carroll Counties		
Culturally Competent:	Yes	If 'yes', describe below:	
All Quest programs are taught by qualified professionals who have received cultural competency training and are designed to best serve the demographic of the region they are located in.			

Appendix II: Additional Organizational-Level Information

(PROGRAMS AND RESOURCES ON CAMPUS THAT SUPPORT ALCOHOL PREVENTION)

“XYZ University”

This review outlines the programmatic activities instituted and administered by the “XYZ University” during 2010-2012 academic years.

Measuring Policy and Program Effectiveness

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

The “XYZ University” strives in many ways to educate the college and community about alcohol and other drugs and raise awareness of their potential dangers. The university also offers intervention efforts with individuals who are abusing or are at risk of abusing alcohol or other drugs.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Other services available to individuals include:

	F10	S11	F11	S12
[REDACTED]	X	X	X	X
[REDACTED]				
[REDACTED]	X	X	X	X
[REDACTED]				
[REDACTED]	X	X	X	X
[REDACTED]				
[REDACTED]	X	X	X	X
[REDACTED]				
[REDACTED]	X	X	X	X
[REDACTED]				

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The "XYZ University" presented and/or participated in the following services and programs to address AoD concerns to the student body as a whole:

	F10	S11	F11	S12
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]				
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]				
[REDACTED]	[REDACTED]		[REDACTED]	
[REDACTED]	[REDACTED]			

■ [REDACTED]	■		■	
■ [REDACTED]	■		■	
[REDACTED]				
■ [REDACTED]	■			
■ [REDACTED]	■		■	
[REDACTED]		■		
[REDACTED]	■		■	
[REDACTED]				
[REDACTED]	■		■	
[REDACTED]				
[REDACTED]	■		■	
[REDACTED]	■			
[REDACTED]		■		
[REDACTED]		■		■
[REDACTED]	■		■	
■ [REDACTED]	■		■	
■ [REDACTED]	■			
[REDACTED]	■	■	■	■
[REDACTED]		■	■	■
[REDACTED]		■		
[REDACTED]	■			
[REDACTED]	■		■	
[REDACTED]	■		■	
■ [REDACTED]	■			
■ [REDACTED]	■			
■ [REDACTED]	■			
■ [REDACTED]	■		■	
■ [REDACTED]	■		■	
■ [REDACTED]			■	■

[illegible]

[REDACTED]		■		
[REDACTED]	■		■	■
[REDACTED]	■	■	■	■
[REDACTED] [REDACTED] [REDACTED] [REDACTED]	■	■	■	■
[REDACTED] [REDACTED]	■	■	■	■

Small Group Programming

The "XYZ University" presented and/or participated in the following services and programs to address AoD concerns in small group programming:

	F10	S11	F11	S12
[REDACTED]	■	■	■	■
[REDACTED] [REDACTED]	■	■	■	■
[REDACTED] [REDACTED]	■	■	■	■
[REDACTED] [REDACTED]	■		■	
[REDACTED] [REDACTED]	■		■	
[REDACTED]				■
[REDACTED] [REDACTED]	■	■	■	■
■ [REDACTED] [REDACTED]		■	■ ■	■
• [REDACTED]		■		
■ [REDACTED]		■		
■ [REDACTED]	■		■	■
■ [REDACTED]	■			
■ [REDACTED]			■	
• [REDACTED]	■			

• [REDACTED]	■			
■ [REDACTED]			■	
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■ [REDACTED]				■
[REDACTED]	■	■	■	■
■ [REDACTED]	■			
■ [REDACTED]	■			
■ [REDACTED]	■	■	■	■
■ [REDACTED]	■	■	■	■
■ [REDACTED]	■	■	■	■
■ [REDACTED]			■	
■ [REDACTED]	■		■	
[REDACTED]	■	■	■	■
■ [REDACTED]			■	
• [REDACTED]		■		
■ [REDACTED]	■	■		
■ [REDACTED]	■	■		
■ [REDACTED]	■	■		
■ [REDACTED]	■	■		
■ [REDACTED]				■
[REDACTED]	■	■	■	■

Classroom & Training

The “XYZ University” presented and/or participated in the following classroom and trainings focused on AoD concerns:

	F10	S11	F11	S12
[REDACTED]	■		■	
[REDACTED]	■		■	
[REDACTED]	■		■	

[REDACTED]				
■ [REDACTED]	■			
■ [REDACTED]	■		■	
■ [REDACTED]				■
■ [REDACTED]	■		■	
■ [REDACTED]	■			
■ [REDACTED]		■	■	■
■ [REDACTED]		■		■
■ [REDACTED]	■	■		■
■ [REDACTED]	■	■	■	■
■ [REDACTED]			■	■
■ [REDACTED]				■
■ [REDACTED]				■
[REDACTED]		■		■
[REDACTED]	■	■	■	■
■ [REDACTED]	■	■	■	■
■ [REDACTED]	■	■	■	■
■ [REDACTED]	■		■	
■ [REDACTED]	■		■	
■ [REDACTED]	■		■	
■ [REDACTED]	■			
■ [REDACTED]	■		■	

Alternative Events

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

The “XYZ University” presented and/or participated in the following services and programs to address AoD concerns to the college and surrounding community:

	F12	S11	F11	S12
[REDACTED]	■		■	
[REDACTED]	■	■	■	■
[REDACTED]	■	■	■	■
[REDACTED]	■	■	■	■
[REDACTED]	■		■	
[REDACTED]			■	
[REDACTED]			■	
[REDACTED]	■		■	
[REDACTED]	■	■		
[REDACTED]	■		■	
[REDACTED]	■			
[REDACTED]			■	
[REDACTED]	■			■
[REDACTED]	■			■
[REDACTED]		■		■
[REDACTED]		■	■	■
[REDACTED]			■	
[REDACTED]				■

Administrative

	F10	S11	F11	S12
[REDACTED]	■	■	■	■

[REDACTED]	■	■	■	■
[REDACTED]	■	■	■	■
[REDACTED]	■	■	■	■
[REDACTED]	■		■	
[REDACTED]	■	■	■	■
[REDACTED]	■	■	■	■
[REDACTED]			■	
[REDACTED]			■	

Appendix III: Additional Policy Level Information

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466
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1. **Identify the main components of the system.** The system consists of a **client** and a **server**. The client is responsible for sending requests to the server, and the server is responsible for processing these requests and returning responses.

Country	Share of GDP
United States	10.2%
Germany	9.8%
France	9.5%
United Kingdom	9.3%
Italy	9.1%
Spain	8.9%
Japan	8.7%
Canada	8.5%
China	8.3%
India	8.1%
Brazil	7.9%
South Africa	7.7%
Russia	7.5%
South Korea	7.3%
Sweden	7.1%
Switzerland	6.9%
Netherlands	6.7%
Belgium	6.5%
Australia	6.3%
Portugal	6.1%
Poland	5.9%
Denmark	5.7%
Finland	5.5%
Israel	5.3%
South Korea	5.1%
Spain	4.9%
France	4.7%
Germany	4.5%
United States	4.3%
United Kingdom	4.1%
Italy	3.9%
Japan	3.7%
Canada	3.5%
China	3.3%
India	3.1%
Brazil	2.9%
South Africa	2.7%
Russia	2.5%
South Korea	2.3%
Sweden	2.1%
Switzerland	1.9%
Netherlands	1.7%
Belgium	1.5%
Australia	1.3%
Portugal	1.1%
Poland	0.9%
Denmark	0.7%
Finland	0.5%
Israel	0.3%
South Korea	0.1%
