GUIDE, Inc.

750 South Perry Street, Suite 310
Lawrenceville, GA 30046
678-377-4131
www.guideinc.org

What We Do:

GUIDE, Inc. is a nonprofit substance abuse prevention agency in Lawrenceville. We utilize evidence-based strategies related to Communities Mobilizing for Change on Alcohol (CMCA) for influencing community level change across Gwinnett County. Our primary focus is the reduction of underage drinking among 9 -20 year olds.

We concentrate our efforts on

- reducing retail availability (through compliance checks, administrative penalties, warning signage and advocating for mandatory handler's permits and training for all employees who serve and/or handle alcohol);
- reducing social availability (through support of Social Host Liability and various public awareness campaigns); and
- changing community norms related to underage drinking (through social norms campaigns).

Who Is Involved:

GUIDE works with a wide range of organizational and individual community partners who provide support, advocacy and leadership to the strategies we implement. These partners represent the diversity of Gwinnett County and include the organizations such as the Gwinnett County Board of Commissioners, Gwinnett County Public Schools, Gwinnett Coalition for Health and Human Services, CETPA and Center for Pan Asian Community Services. Individual partners with whom we work represent a variety of sectors including business, civic, education, faith, parks and recreation, healthcare, government, law enforcement, media, non-profit, youth and parents.

How We Know It Works:

According to the Gwinnett Coalition for Health and Human Services Youth Health Survey, the percentage of high school youth who indicated that they have used alcohol in the last 30 days **decreased** from 21.8% in 2010 to 19% in 2014. This means that **4 out of 5** high school students in Gwinnett County **choose NOT to drink**.

In 2010, 47% of high school students indicated that they "strongly agree" that alcohol use is harmful. In 2014, **53%** responded that they "**strongly agree**" with this statement. When the **perception of harm increases, underage alcohol use decreases.**