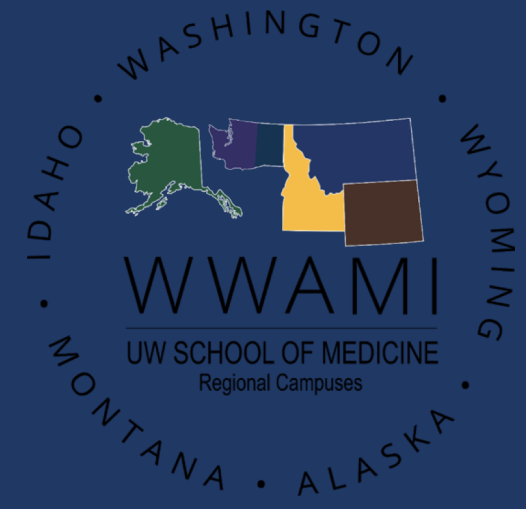


Mitigating Alcohol Abuse in the Boomtown Economy of Douglas, WY



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Hypothesis: A community health campaign is an effective strategy to reduce alcohol consumption among transient energy industry employees

Background:

- Douglas is an energy boomtown of 6,350
- Many employees of the energy industry are temporary transient workers with families outside of Converse County
- Excessive Drinking Rate: 20%
- Rate of Alcohol Impaired Driving Deaths: 27%



Memorial Hospital of Converse County - Medical Office Building:
Location of Primary Care Services for Douglas and tri-county area

Public Health Concern:

- County health statistics reported higher than average excessive drinking and alcohol impaired driving deaths.
- Solutions for Life (SFL) discussed high enrollment of court ordered alcohol education courses.
- Public Health officials, clinic employees, and SFL identified a large amount of transient energy industry employees living in transient housing and seeking alcohol education.

Literature Review

- Community health campaigns in rural locations are effective means to reduce alcohol consumption.
- Tailored interventions towards transient employee populations are effective in modifying harmful health behaviors.
- An effective approach to change cultural understanding of alcohol consumption is through individual changes.
- Local governments can avoid negative crime and shifting culture effects of an energy boom by providing adequate social services to energy industry employees.



The North Platte River winds its way through Douglas, WY

Community Profile Asset

- SFL is a state subsidized, mental health resource agency.
- Many patients from the local clinic are referred to SFL for treatment.
- SFL offers the following programs: DUI Classes, Substance Abuse Assessments, Intensive Outpatient Therapy.
- SFL's collaboration with energy corporations could be a preventative strategy to promote services and resources prior to legal charges force intervention.

Conclusion

- SFL is a community asset that identified the consequences of alcohol abuse in Douglas, WY.
- An asset based approach with existing community services can help empower community interventions.
- Resources must promote and provide proactive assistance prior to negative community outcomes.
- SFL, energy corporations, and the local community can support interventions that inform cultural understanding of alcohol consumption.
- During WRITE a partnership with energy corporations will be established to implement alcohol education and provide resources to employees.