Communities Mobilizing for Change on Alcohol (CMCA)

Communities Mobilizing for Change on Alcohol (CMCA) is a SAMHSA model program that utilizes community-organizing strategies to reduce youth access to alcohol by changing community policies and practices. Initiated in 1991, CMCA has proven that effectively limiting the access to alcohol of people under the legal drinking age not only directly reduces teen drinking, but also communicates a clear message to the community that underage drinking is inappropriate and unacceptable.

CMCA employs a range of organizing techniques to address legal, institutional, social, and health issues in order to reduce youth alcohol use by eliminating illegal alcohol sales to youth by retailers and obstructing the provision of alcohol to youth by adults.

HOW IT WORKS
CMCA can be implemented in virtually any rural, suburban, or urban community. The program involves motivating community members to seek and achieve changes in local public policies and in the practices of community institutions that can affect youth’s access to alcohol. CMCA offers resource materials to help your community organize these efforts.

BENEFITS
• Mobilizes communities to make institutional and policy changes
• Has proven results in limiting youth access to alcohol
• Improves the health and well-being of the community
• Builds an evidence base for practice and implementation by changing the physical and social environments will have lasting and sustainable change
• Increases responsible outlet/merchant practices
• Engages multiple stakeholders who then become knowledgeable and involved in creating healthier communities by decreasing access and pro-consumption environments

PROGRAM DEVELOPER
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The Youth Leadership Institute is the official NATIONAL TRAINING PROVIDER for CMCA
OUTCOMES
CMCA intervention results show:

- Alcohol merchants increased age-identification checking and reduced propensity to sell to minors
- Older teenagers (18 to 20 years old) reduced provision of alcohol to other teens and the likelihood to try to buy alcohol or drink in a bar
- Significant decline in arrests for driving under the influence of alcohol among 18– to 20–year-olds

CMCA TRAINING & CONSULTATION PACKAGES
Customized training & consultation services are available to communities that are interested in implementing and sustaining the CMCA model.

The CMCA Training & Consultation Packages are designed to support communities from the initial piloting of the model program to the development of their community stakeholders and engagement in alcohol policy assessment and design. Communities can choose from either the initial 2-Day Foundation Training or the intensive 6-day Advance CMCA Training.

CMCA Overview Training Package
- 2-day Foundation Training
- 8-16 additional hours of phone or electronic consultation or technical assistance
- CMCA Foundation Overview Curriculum

  $5,000 plus travel expenses

CMCA ADVANCED Training Package
- 6 days of Advanced Training (3 Two-day sessions)
- 16-24 additional hours of phone or electronic consultation or technical assistance
- ADVANCED CMCA Training Curriculum

  $12,000 plus travel expenses

The actual costs of a community’s CMCA training & consultation services may vary depending upon the length and scope of work involved, as well as size of the community coalition.

To schedule a training or for more information please contact us:
Toll Free: 877-YLI-TRAIN • E-mail: training@yli.org

Or visit our website:
www.yli.org/training