
Creating Sustainability for Alcohol Enforcement Programs

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Objectives

- Gain an understanding of sustainability and its benefits.
- Identify the barriers to sustainability.
- Develop steps to insure sustainability.
- Identify funding sources.
- Identify and manage program resources.

Sustainability -

- **Sustain (verb)**

1. To keep up: keep going; maintain; prolong:
2. To hold up; support:
3. To bear; endure:

- **Sustainable (adjective)**

1. That can be sustained:

- **Sustained (adjective)**

1. Kept up without intermission or flagging:
2. Maintained uniformly; especially at a high pitch or level:

Why sustain the program?

- Program was started for a reason....why stop?
- Success of the program may lead to other enforcement issues that may need to be addressed.
- Reinforces the positive behaviors and encourages continued compliant behavior.
- Failure to continue may result in a renewal of the problem.
- Without sustainability, will the community be able to address other enforcement issues that arise?

Barriers to Sustainability

- Alcohol enforcement is not a priority for the officers or department.
- Politics involving the alcohol industry and the community.
- Resources are focused in other areas.
- Staffing issues may limit ability to enforce.
- Grant-based funding runs out, leaving no funding for program.
- Other funding and resource issues.

Steps to Sustainability

- Officer and departmental buy in...questions to ask.
 - What is preventing the officers and department from making this a priority?
 - How do alcohol issues impact the line officer?
 - Can focused enforcement efforts reduce problems associated with youth access?
 - If resources and funding were in unlimited supply, would alcohol enforcement become a priority?

Steps to Sustainability

- Community acceptance –
 - Has the community embraced the existing programs?
 - What information will be useful to the community?
 - What enforcement programs need sustaining and what are the benefits of those programs?

Steps to Sustainability

- Industry acceptance –
 - Through existing enforcement programs, has the industry changed the way they are doing business?
 - Have the results of the enforcement efforts led to a reduction problems at the business?
 - Has the level of professionalism by employees improved?

Steps to Sustainability

- Existing Program Evaluation
 - What have become the foundational enforcement and educational programs your community is using?
 - What is the desired level of enforcement needed to sustain the current level of compliance?
 - Is the current level of compliance meeting the desires of the community?
 - What is the optimum level of enforcement for the community?

Steps to Sustainability

■ Strategic Planning

- What are the overall goals for enforcing liquor laws and addressing youth access issues?
- Is there an anticipated change in policies that may need to be addressed through enforcement or educational programs?
- Identify and prioritize the enforcement and educational programs needed and estimate their costs.

Steps to Sustainability

- Strategic Planning
 - Identify the level of enforcement / education needed and determine overall costs.
 - Do funding levels support program levels?

Funding Resources

- What's available....
 - Building enforcement activities into the budget.
 - Liquor commissioner budget
 - Police department budget
 - Creating alcohol enforcement assignments or units.
 - Licensing fees....building enforcement into the licensing fee structure.
 - Allocating the licensee fines issued to support enforcement programs.
 - Charge for calls for service at problem locations.

Funding Resources

- As part of local fine structure, building in an enforcement allocation.
- DUI fine assessments directed at alcohol enforcement initiatives. Grants and mini-grants.
 - Local grants offered through foundations, etc.
 - Department of Transportation mini-grants
 - Enforcing Underage Drinking Laws grants
 - Specialized grants

Program Management

- Are we effectively managing the enforcement and educational programs?
- Are we conducting routine evaluation of our effectiveness?
- Are we looking at other policy issues that may need to be addressed?
- Is our program flexible enough to allow a change in enforcement or educational activities based on need or community demands?
- Have we established reasonable long term goals?



Underage Drinking Enforcement Training Center Contact Information

1-877-335-1287 toll free

Website - www.udetc.org

Email address - udetc@pire.org

Training Presented By:

Sgt. Scott A. Friedlein

Champaign Police Department

Alcohol Enforcement Unit

82 East University Avenue

Champaign, Illinois 61820

217-403-6914

[scott.friedlein@](mailto:scott.friedlein@ci.champaign.il.us)

ci.champaign.il.us

