

# Partnering at the Local Level: Strategies for Success

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# Overview of Discussion

- **Project Extra Mile**
- **Why Address Underage Drinking**
- **Strategies and Successes**
- **Involving Advocates**
- **Final Thoughts**

# Project Extra Mile

- Network of coalitions covering most of state
- Single focus: underage drinking prevention – illegal, unhealthy, unacceptable
- Began in 1995 in Omaha – now funded under EUDL/Enforcing Underage Drinking Laws program (OJJDP) and public health partnerships primarily

# National Beginnings

- One of five demonstration sites
- Omaha, Austin, Detroit, Salt Lake City, Richmond, VA
- Collaboration: National Highway Traffic Safety Administration, **NHTSA**, and National Association of Governor's Highway Safety Representatives – now **GHSA**

# Project Extra Mile

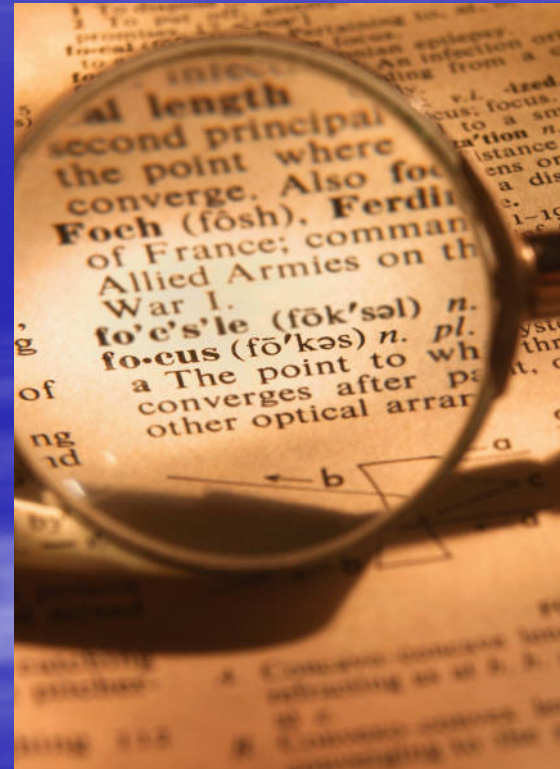
- Established as a not-for-profit, 501(c)(3) in 1997
- Governed by a Board of Directors – approximately 20-25% are youth
- Coalition meets monthly; work groups less frequently

# Our Mission Statement

*To create a **community consensus** that clearly states that underage alcohol use is **illegal, unhealthy, and unacceptable.***

# Identified Areas of Focus

- Policy initiatives
- Enforcement collaborations
- Media advocacy
- Education and awareness efforts
- Involvement of youth



# **ENVIRONMENTAL PREVENTION**

## ***A New Way of Thinking About Youth Alcohol Use***

***Environmental prevention removes the focus from individual behavior and attempts to impact the larger environment.***



# What Makes Us Different?

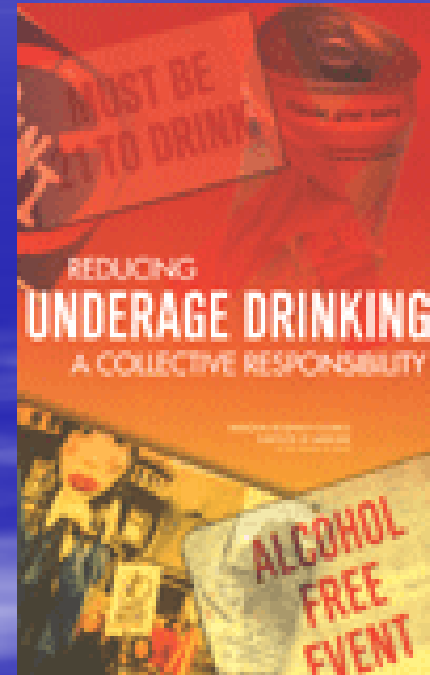
- **Leadership – integrity in all areas**
- **Courage – willingness to go first**
- **Tenacity – determined, unrelenting effort**
- **Professionalism – being tough respectfully**
- **Mission driven – laser-like focus**
- **Action and success = involvement and commitment**

# Guiding Beliefs

- We work as *hard* as we can, as *fast* as we can, for as *long* as we can
- Better to be effective for a short amount of time than to be mediocre, lukewarm, ineffective, for a really long time
- Our job – as adults – is to *stand in the gap* for children

# THE WHY

- On September 10, 2003, the National Academy of Sciences delivered this landmark report to Congress regarding recommendations for effective and necessary strategies to prevent underage drinking.



*Reducing Underage Drinking: A Collective Responsibility*

# Why Address Underage Drinking?

- Every day, 5,400 young people under 16 take their first drink of alcohol. *CAMY, 2006*
- Every day, three teens die from drinking and driving. *NHTSA, 2004*
- At least six more youth under 21 die each day from non-driving alcohol-related causes: homicide, suicide, drowning. *CDC, 2001*
- More than 7 million underage youth (12-20) reported binge drinking in past 30 days in 2004. *Monitoring the Future, 2005*

# Why Address Underage Drinking?

- **By age 14, more than half of children who reported using any alcohol in the past month also reported binge drinking in that same month.** *IOM Report, Background Papers, 2003*
- **Ninety-two percent of the alcohol consumed by 12- to 14-year-olds is consumed when binge drinking.** *PIRE, 2002*
- **Adolescent binge drinkers are more likely to binge drink in early adulthood. More than one-half of males who were binge drinkers at 17-20 were binge drinkers at 30-31, compared to less than 20% of those who were not adolescent binge drinkers.** *Pediatrics, 2004*

# Why Address Underage Drinking?

- In Nebraska, fatal and injury crash rates have fallen for 16-20 year olds from 2.2 per 1,000 licensed drivers (1997) to 1.6 in 2004. *Nebraska Office of Highway Safety*
- Underage drinkers become the adult drinking drivers of tomorrow – the hard-core drinking drivers.

# STRATEGIES

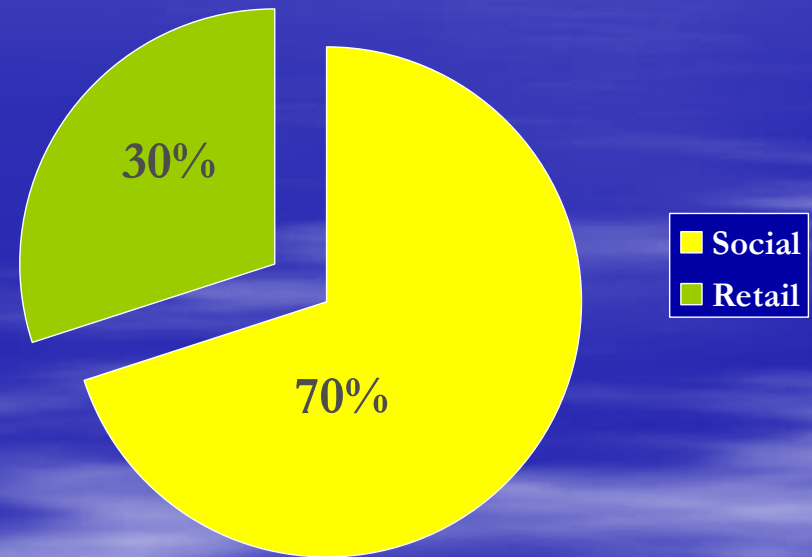
## Youth Alcohol Enforcement Efforts



- Compliance checks
- Saturation patrols
  - Neighborhoods, parks, and alcohol outlets
- Sobriety checkpoints
- Shoulder taps
- Source investigations

# Youth Alcohol Enforcement Efforts

- Two types of sources of alcohol for youth under 21:
  - Retail (30%)
  - Social (70%)
- Enforcement collaborations that target both the retail and social availability of alcohol to minors are the most effective.



# What Did We Do in the Omaha Metro Area?

- Encouraged participation and brought together ten Omaha area law enforcement agencies
- Planned and conducted collaborative, multi-agency compliance checks and selective enforcements
- Provided community support to give law enforcement the political permission to conduct operations



# Why Compliance Checks?

- Compliance checks are a vital component of a comprehensive, community effort to prevent underage alcohol use.
- Enforcement = prevention



# Compliance Checks – The Process

- **Team Planning**
- **NOHS Mini-Grant Application Process**
- **Recruitment of CI's**
- **Media Involvement**
- **Cooperating Individual (CI) & Officer Briefing**
- **Conducting the Checks**
- **Final Data Collection**

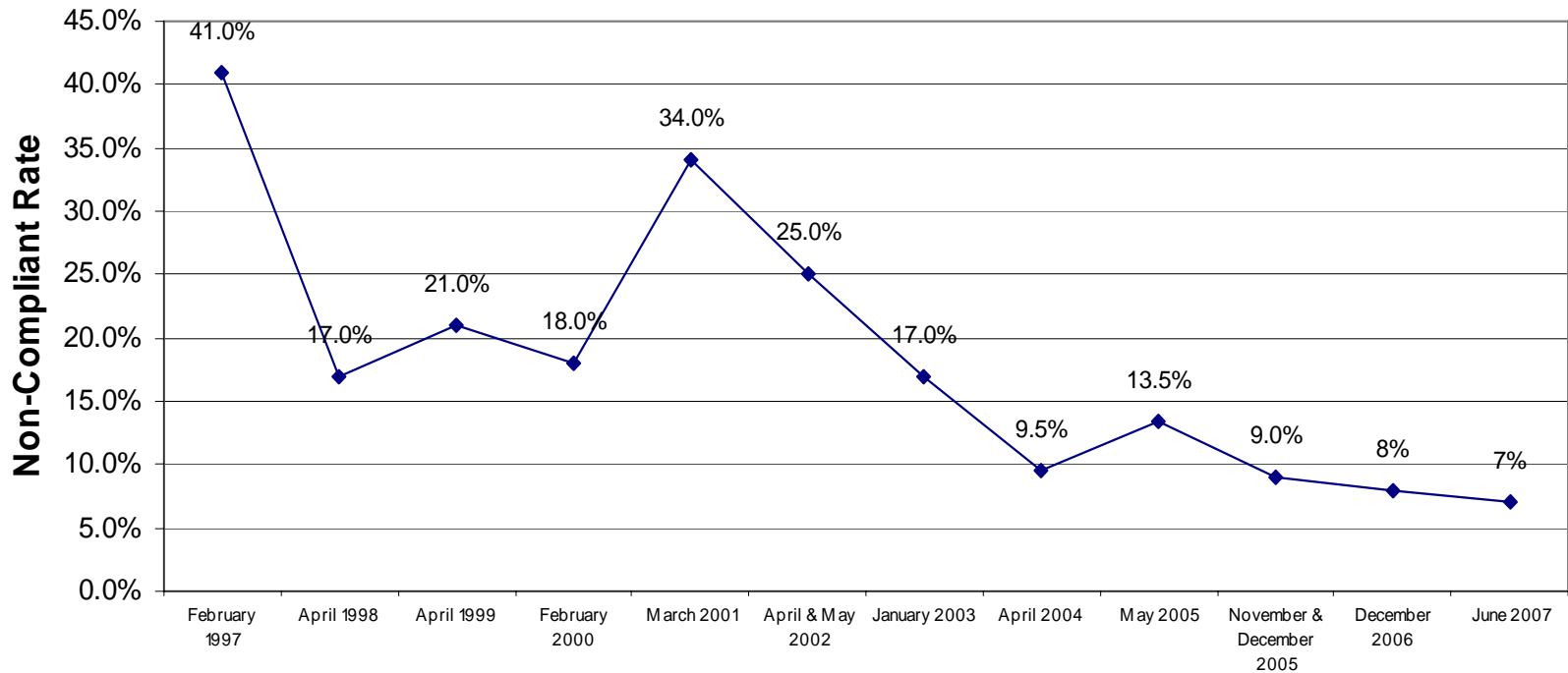
# Following the Compliance Checks

- **Media advocacy**
- **Administrative and court proceedings**
  - Working with Liquor Control Commission
  - Creating a community discussion regarding appropriate penalties for social and retail providers of alcohol to youth



# Compliance Check Results

## Project Extra Mile Alcohol Compliance Checks Douglas & Sarpy Counties



# Results

- **Over 5,000 license holders in Omaha area checked since 1997**
- **February 1997: 41% non-compliant rate**
- **Spring 2007: 7% non-compliant rate**
- **Local businesses adopted more stringent policies**
- **Compliant businesses checked ID almost 100%**

# **Long-Term Changes: Successes**

- **Efforts with Liquor Control Commission – revocation of licenses for worst violators**
- **Change in 911 system protocol – underage drinking party calls elevated**
- **Concerns voiced regarding alcohol-laced, pre-packaged gelatin shots in stores (Zippers)**
- **Work on Flavored Alcoholic Beverages or alcopops**

# What Is An Advocate?

- A person who pleads for a cause/idea
- One who speaks on behalf of another
- The defender of a cause

*And More . . .*

# Required Qualities . . .

- A keen sense of justice
- A depth of caring
- Knows his/her stuff
- Can be counted on and trusted
- Is respected and respectful
- Has courage
- Is a leader



***A measure of a man's worth  
is not where he stands on  
issues of comfort and  
convenience, but rather,  
where he stands on issues  
of challenge and  
controversy.***

*Martin Luther King, Jr.*

# **Not Required, But Helpful!**

- **Understands the ‘rules of engagement’**
- **Doesn’t take the work personally**
- **Is resilient – always ready for Plan B**
- **Brings consistency to a position**
- **Has a sense of humor**

# Enforcement = Prevention

- **YOU are part of your community's efforts to prevent underage drinking and drunk driving – a *natural* advocate**
- **Once an enforcement community understands its role in the larger community effort, there's no turning back**
- **Benefits far outweigh the challenges**
- **Win/win**

# Involving Advocates

## *Is There a Need?*

- **Basic question: what's in it for me/my department?**
- **Law enforcement isn't forced to 'own the problem'**
- **Media sees enforcement issues from a community perspective – expectation by community, removes negative focus**
- **Working with community, law enforcement more in tune with issues**

# **Involving Advocates**

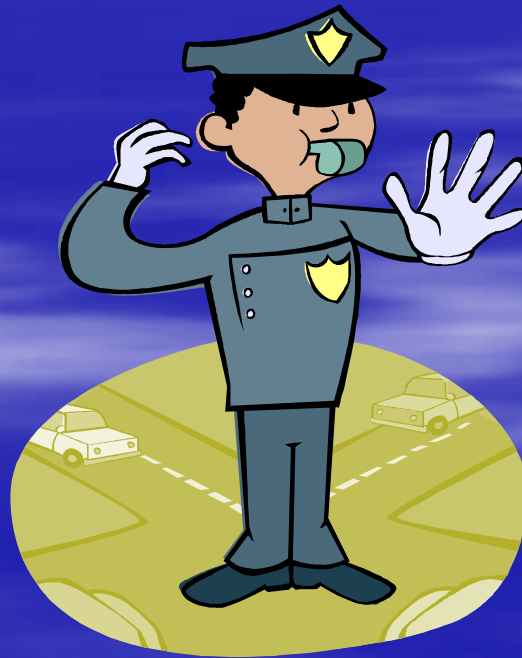
## ***Is There a Need?***

- **Advocates, particularly through a coalition, serve as a buffer for law enforcement**
- **Strong, effective advocates can give law enforcement the ‘political permission’ to do their job**

# Ways to Involve Advocates

- Writing news releases/advisories
- Liaison to media during enforcement ops
- Serve as neutral party during collaborative efforts with agencies
- Data collection and record keeping
- Highway safety reporting
- Notifying parents after large UAD parties
- Voice to the community about overall enforcement initiatives – good will

**Think 'anything not requiring a sworn officer.'**



# Final Thoughts . . .

- **This work is not for the faint of heart**
- **The search for a genuine, effective advocate is worth the effort**
- **Money isn't everything**

# Questions and Answers

**Thank You!**



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