A map of South Carolina showing county boundaries and names. The text is overlaid on the map.

All Over the Map: Growing Alcohol Enforcement Teams in South Carolina

A photograph of the South Carolina State Capitol building, showing its dome and classical architecture.

Michelle Nienhius, DAODAS

The South Carolina state flag, featuring a white palmetto tree and a white crescent moon on a blue field.

Michael George, PIRE

A photograph of three children, two boys and one girl, smiling and looking towards the camera.

Steven Burritt, PIRE

Presentation Agenda

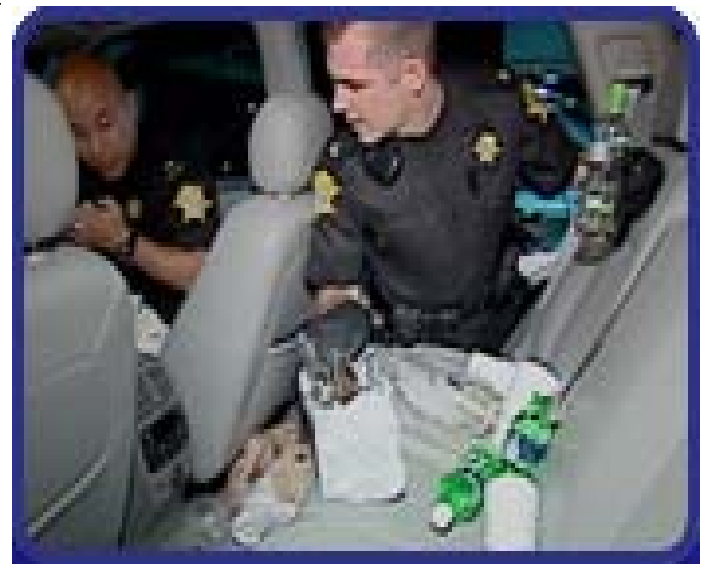
- **Overview of AET concept**
 - **History of AET in SC**
 - **Expansion of AETs and “Principles”**
 - **How the various AETs work (coordination, funding systems, operations, inter-county attention)**

Presentation Agenda

- **Training plan for officers and coordinators**
- **AET Liaison role**
- **Important partnerships**
- **Data tools/FY 2008 results**
- **Public/State House reaction**
- **Supporting effort: Parents Who Host**

Alcohol Enforcement Teams (AET)

- **Specialized Team**
(ideally a multi-jurisdictional, law enforcement effort)
- **Strong Prevention and Collaboration**
- **Utilize EUDL Best Practices**
- **Total Package Agreement**
 - enforcement
 - merchant education
 - public awareness
 - additional environmental strategies (e.g, party patrols, checkpoints, fake ID checks, etc.)



SCAET- What Do they Do?

SAVE LIVES!!



AETs- How did they come about?

- **SC been funding AETs for years through OJJDP EUDL Block Grant**
- **For past 2 1/2 years, funded 4 counties to set-up AETs with mentoring from experienced sites in Florence and Lexington/Richland**
- **Lessons learned were instrumental in teaching us how to expand AETs**

Program battles underage drinking

BY ADAM BEAL
Katie Haddock says to be sure you're not being a hero for underage drinking. She says she's seen a lot of people who get into trouble because they're trying to be heroes. She says she's seen a lot of people who get into trouble because they're trying to be heroes.

Spurrier censured

USC athletics officials plan to remain in Roundhouse area

SEC commissioner targets USC coach's reform remarks

Church planning 106-acre campus

Bible Project plans new Bible and church campus in Roundhouse area

CONSUMERS POINT
Highway project will include bus lanes, bike lanes

EASY WIN
Clemson cruises past La. Tech, 51-0

BY THE NUMBERS
130 People arrested for underage drinking
160 Charges filed

Police say teen was DUI at time of car-train crash

BY GARY WATSON
A 17-year-old Lexington High School senior was charged with driving under the influence of alcohol after his car crashed into a train on Interstate 77 last week.

S.C. searcher believes ivory-billed is out there

BY GARY WATSON
A South Carolina biologist believes he has found the elusive ivory-billed woodpecker, a species long thought to be extinct.

UNDERAGE DRINKING

A DEADLY MIX

Two men died inside a 2001 Ford Focus in Lexington, one was killed in a crash in August.

Early Aug. 13, two Lexington High students and a motorist killed in fatal crash

BY GARY WATSON
A fatal car crash in Lexington last August resulted in the deaths of two teenagers and a motorist.

UNDERAGE DRINKING AND DRIVING FATALITIES

22 Lexington High School students arrested for underage drinking in Lexington, one was killed in a crash in August.

UNDERAGE DRINKING AND DRIVING FATALITIES

64 Lexington High School students arrested for underage drinking in Lexington, one was killed in a crash in August.

UNDERAGE DRINKING AND DRIVING FATALITIES

3,384 Lexington High School students arrested for underage drinking in Lexington, one was killed in a crash in August.

UNDERAGE DRINKING AND DRIVING FATALITIES

71 Lexington High School students arrested for underage drinking in Lexington, one was killed in a crash in August.

Game-day drinking concerns authorities

INSIDE
College football game-day drinking is a concern for law enforcement officials in Lexington.

Under the influence
{ Fighting underage drinking in the Midlands }

This mug of beer could land your teen in the hospital — or an early grave

S.C.'s underage-drinking laws lack clout

BY GARY WATSON
South Carolina's laws regarding underage drinking are weak and lack enforcement, according to a report from the National Institute on Alcohol Abuse and Alcoholism.

Underage drinking in spotlight

After two fatal crashes and new reports of a student's death, officials are focusing on underage drinking.

USC urges park and ride

University officials are encouraging students to use a park and ride lot to avoid driving on campus.

Pluto's demotion

Astronomers have voted to demote Pluto from the status of a planet.

Weak laws show lack of concern for underage drinking

Editorial
BY GARY WATSON
The State's editorial board believes that South Carolina's laws regarding underage drinking are weak and lack enforcement.

Focus on the dangers of underage drinking

BY GARY WATSON
Law enforcement officials are focusing on the dangers of underage drinking and the impact it has on society.

Belle of a sale benefits

BY GARY WATSON
A charity event in Lexington is raising money for a local organization.

Focus on the dangers of underage drinking

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Plans criticized

BY GARY WATSON
A plan to build a new facility in Lexington is being criticized by some residents.

USC urges park and ride

University officials are encouraging students to use a park and ride lot to avoid driving on campus.

Pluto's demotion

Astronomers have voted to demote Pluto from the status of a planet.

Prevention of Underage Drinking and Access to Alcohol Act of 2007

**Local deaths and other incidents involving
Midlands youth prompted the development and
passage of the Prevention of Underage Drinking
and Access to Alcohol Act of 2007.**



Prevention of Underage Drinking & Access to Alcohol Act of 2007

**Keg
Registration
Laws**

**Allowed
use of UC
for
purchases**

**Increased
Fines & Jail
time**

**Added
consumption
law**

**Added
Alcohol
Education
Program
Component
for
Solicitor's
Office**





UNDERAGE DRINKING

New law a boon to police

**Several
loopholes
that made
enforcement
more
difficult in
S.C. have
been
closed**

By ISHMAEL TATE
itate@thetate.com

More than 70 young people charged Saturday with underage drinking were caught in the cross hairs of a new law that makes it illegal for minors to try to buy or drink alcohol.

Effective July 1, the Prevention of Underage Drinking and Access to Alcohol Act of 2007 also increased fines and penalties for underage drinkers and for adults who provide them with alcohol.

The law closed a loophole that prevented police from arresting people younger than 21 who might have been drinking but didn't get caught with alcohol, said Kevin Grindstaff, enforcement programs coordinator with LRADAC.

Many charged Saturday are college-age, and the charges came the same weekend many students moved into Columbia-area dorms.

SEE DRINKING PAGE A12



CRACKING DOWN

The Prevention of Underage Drinking and Access to Alcohol Act of 2007:

Made it illegal for minors to try to buy or to consume alcohol, strengthening existing laws that addressed only possession and purchase of alcohol

Increased fines for underage drinking to \$465 from \$257 and/or 30 days imprisonment

Increased the term of suspension of a driver's license to 120 days from 90 days for a first offense

Required youth offenders to complete an alcohol intervention program, which must be a minimum of eight hours and cost no more than \$150

Increased fines for adults who provide alcohol to minors to \$672.50 from \$465 and/or 30 days in jail

Required all kegs sold in South Carolina to have registration tags

STOCK PHOTOGRAPH



Expansion of AET's Statewide

- **Behavioral Health Services Association (BHSA) requested \$1.6 million from legislature through DAODAS budget to expand AET to all 16 judicial circuits.**
- **DAODAS began the process in July '07 to allocate funds.**
- **Lead county BHSA authority in each circuit is responsible for coordination/ oversight. Lead agencies chosen by the authorities in that circuit, not DAODAS.**

Expectations of the AET Project

- **Form AETs in each circuit to implement evidence-based environmental strategies to reduce underage alcohol use and its harmful consequences.**
- **Enforcement coupled with active public education through prevention strategies is the most powerful methods to restrict use and access of alcohol by youth.**



Expectations (cont.)

- **All counties in the circuit will be served.**
- **One AET coordinator identified for circuit, should serve entire circuit equally.**
- **Strengthen partnerships between law enforcement and BHSA authorities.**
- **AET coordinator to oversee development of agreements between law enforcement agencies and the BHSA agencies.**
- **AET coordinator should provide training/technical assistance, information and collect data to be submitted to DAODAS.**

Financial Guidelines

- **Up to \$98,000 per circuit.**
- **At least \$49,000 of the funds must be contracted to law enforcement or spent on efforts directly related to their training and enforcement activities (supplies/materials, travel for training, etc).**



Financial Guidelines (cont.)

- **AET coordinator should be at minimum 75% FTE.**
- **Salary, travel, supplies, etc. for AET coordinator comes from prevention portion unless the coordinator is a law enforcement officer who does operations.**
- **Prevention/media efforts to support law enforcement activity must come from the remaining \$49,000.**



Michael George

**State Liaison, SC Alcohol
Enforcement Teams (SCAET)**

State AET Liaison Role

- Coordinate statewide & regional training
- Formulate & implement EUDL “best practices” among 16 circuit AETs
- Develop state & local law enforcement partnerships
- Provide technical assistance to AET circuits
- Collect enforcement & evaluation data from increased activity

Training role



- Generally officer capacity to enforce UDL is increased with training
- State criminal justice academy does not provide UDL information in 9-week Basic Academy
- No specialized training focuses on UDL
- South Carolina training patterned after national PIRE – UDETC training

Regional AET Training

- Implemented based on needs assessment
- In 2008, held 6 Regional 2-Day classes
- Trained 350 officers (includes additional PIRE training late in 2007)
- Obtained Advanced officer training credit through SCCJA



“Important” Partnerships

- **Lead alcohol & drug commission, partners**
- **South Carolina Law Enforcement Networks**
- **UDETC**
- **BHSA & MADD SC**
- **SC Sheriff’s Association**
- **SC Chiefs of Police Association**
- **SC Law Enforcement Officers**
- **SC Dept of Education**

Future Partnerships

- SC Parks, Recreation, & Tourism
- SC Dept. of Natural Resources
- Potentially any organization that has contact with youth that may be consuming alcoholic beverages



Steven Burritt

SC EUDL Project Manager



future.

Documenting the AETs

- Heavy emphasis on data
- General activities (dates, times, hours, etc.) recorded like all prevention activities
- Specific operations have forms
- Detailed database maintained by state

Operation Forms

- Compliance Checks
- Public Safety Checkpoints
- Party Dispersals
- Shoulder Taps
- Monthly Report
 - Successes
 - Other operations
 - Media contacts

What did we accomplish?

- Big numbers
- Major increases over prior years
- Harder to document “impact”, changes

Reactions to the “Splash”

- Every circuit got media coverage
- Only a few got “reaction” media, mostly due to high violation rates or busted parties
- Still working on managing our message
- Reaction reached the State House
 - “Steamed” legislator blocked underage drinking bill changes (some good, some bad)
 - Funding for other ATOD efforts almost at risk due to AET reputation

Supporting the AET Effort:

Parents Who Host, Lose the Most
Campaign Effectiveness:
2008 Post-Survey



The Campaign

- Ran two six-week flights: fall and prom season
- Used New York commercial
- \$300,000 in air time paid for, additional time leveraged
- Showed more than 16,000 times on network and cable



Post Online Survey

- Only parents of 12-19 year old allowed (other criteria)
- 297 respondents
- 6% margin of error on overall #s
- Average age 43
- Almost all White

Total Recall

- 63% definitely remember the ad
- 12% maybe remember
- 25% did not recall
- Those not recalling watch less TV and watch more cable

Getting the Message

- Almost everyone who saw it remembered exactly what the message was
- Open-ended responses clearly show people “get it” and get the message that you can “lose”

Impact

- 79% agree the information is helpful
- 84% think the info would keep adults from hosting alcohol parties
- 56% said the info led to a discussion with their kids
- 51% said the info led to a discussion with other adults

Perception of Consequences

- 89% believe it is likely they would get a ticket if they were caught giving alcohol to kids
- 71% believe it likely they would go to jail

Before/After

- Results show that those who only “somewhat agreed” or “unsure” of the ad’s messages initially moved substantially toward stronger agreement
- 54% of the initially “unsure” about supporting enforcement of adult providers came to agree
- Ad seemed to really change people’s opinions