



*Implementing Environmental Strategies:  
Utilizing Data Driven Approaches to Address Underage Drinking*


Presented by:  
Sgt. Tony Marsh, Mesa County Sheriff's Office  
Susan Redmond, Evaluation Liaison, Colorado Prevention Partners

## *Implementing Environmental Strategies: Utilizing Data Driven Approaches to Address Underage Drinking*

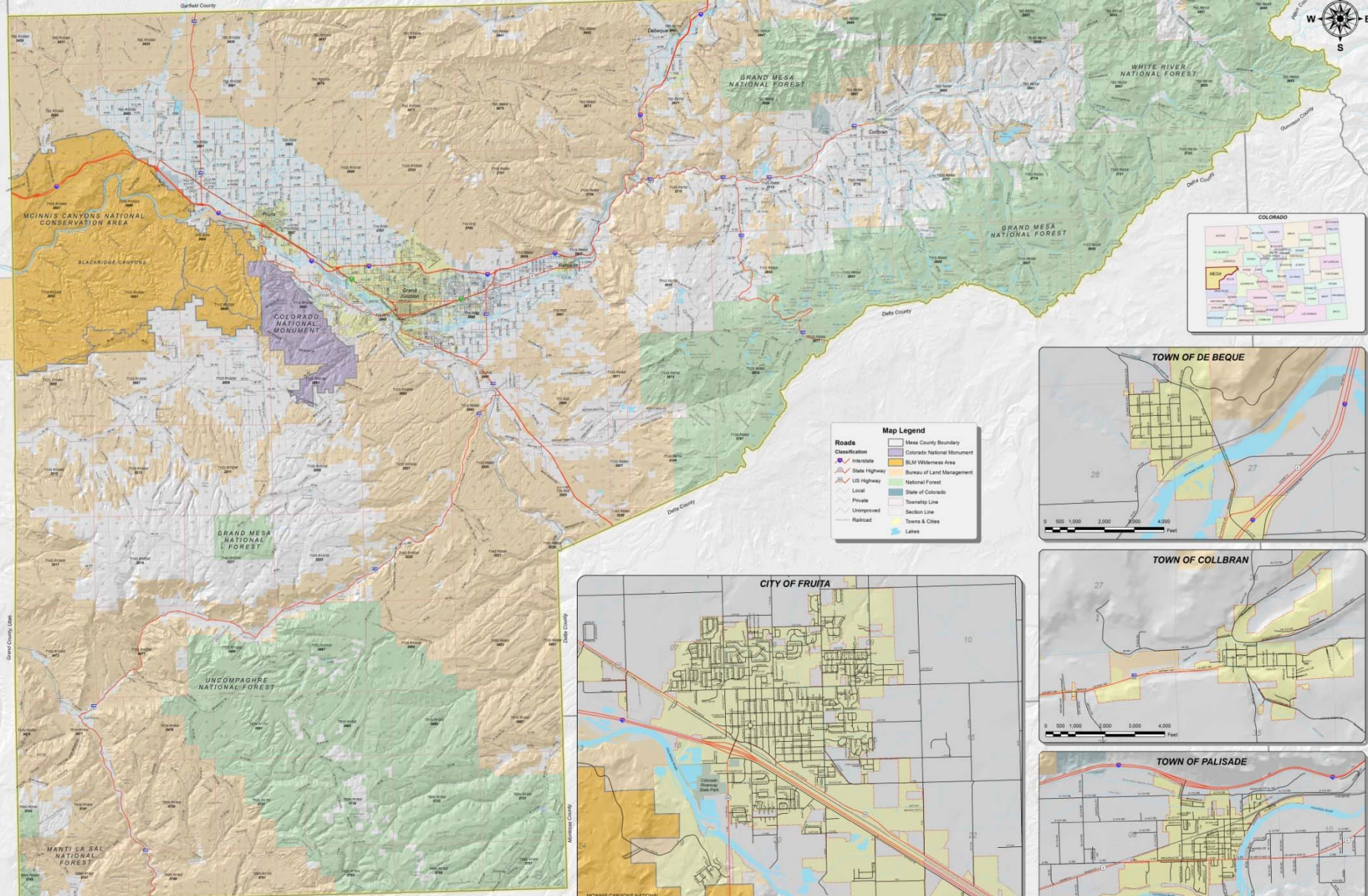
Objectives – Presenters Will;

- 1) Describe operational planning with state liquor enforcement and local law enforcement agencies in targeting adults and business in the provision of alcohol to minors.
- 2) Illustrate collaborative relationships with District Attorney's Office and interagency policy changes eliminating traditional gaps in judicial outcomes enabling greater accountability of punitive sanctions for offenders.
- 3) Describe key elements and data used to create successful media campaign focusing on community awareness of underage drinking, education of enforcement activities and a Call to Action solicitation.

## *About us: Mesa County, Colorado*

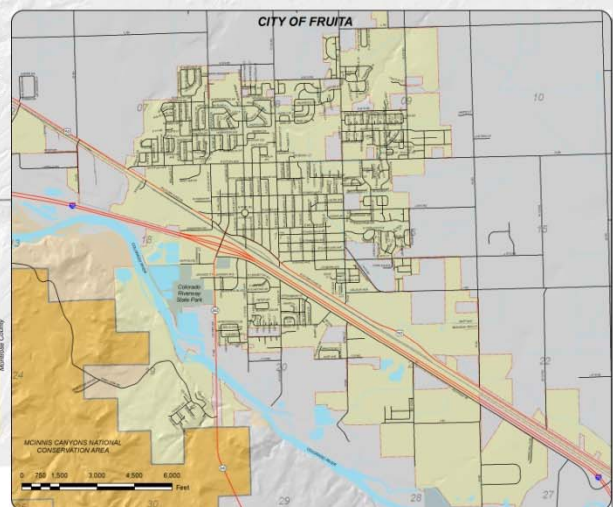
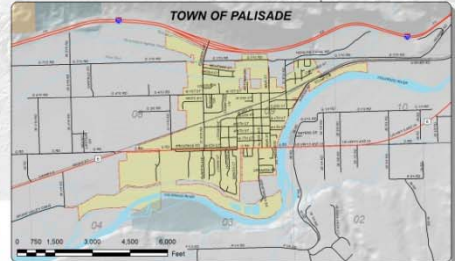
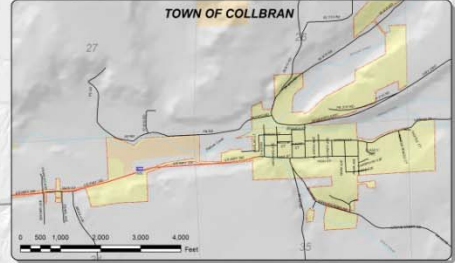
- 
- Located on the western border of Colorado
  - Encompasses 3,309 square miles
  - Population approx. 130,000 County Wide
  - Approximately 72% is open public land (primarily U.S. Forest Service and Bureau of Land Management.)
  - Central Urban area surrounded by rural and wilderness areas
  - Creates unique challenge in patrolling and policing.

# Mesa County, Colorado



**Map Legend**

	Interstate		Mesa County Boundary
	State Highway		Colorado National Monument
	US Highway		BLM Wilderness Area
	Local		Bureau of Land Management
	Private		National Forest
	Unimproved		State of Colorado
	Railroad		Township Line
	Lakes		Towns & Cities



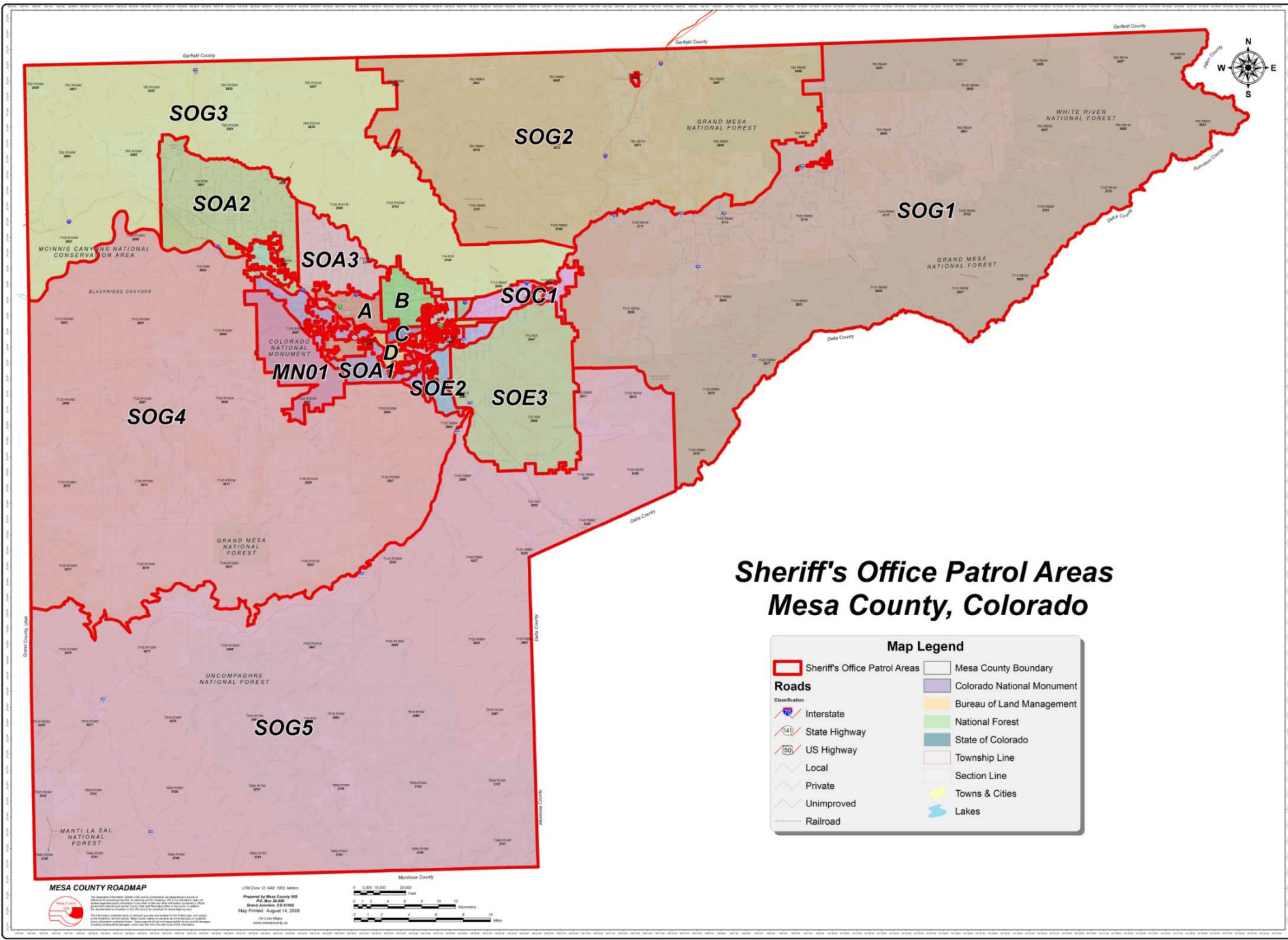
**MESA COUNTY ROADMAP**

The Department of Planning and Economic Development is pleased to provide this map of Mesa County, Colorado. The map is a compilation of data from various sources and is not intended to be used as a legal document. The map is a compilation of data from various sources and is not intended to be used as a legal document.

UTM Zone 12, NAD 1983, Metric

Prepared by Mesa County GIS  
 GIS Unit  
 Grand Junction, CO 81502  
 Map Printed: August 14, 2008  
 On Line Maps  
 www.mesacounty.org





# Sheriff's Office Patrol Areas Mesa County, Colorado

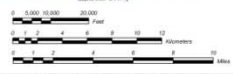
**Map Legend**

Sheriff's Office Patrol Areas	Mesa County Boundary
<b>Roads</b>	Colorado National Monument
<b>Classification</b>	Bureau of Land Management
Interstate	National Forest
State Highway	State of Colorado
US Highway	Township Line
Local	Section Line
Private	Towns & Cities
Unimproved	Lakes
Railroad	

**MESA COUNTY ROADMAP**

The Sheriff's Office Map is not a warranty or representation of any kind. It is provided as a service to the public. The Sheriff's Office is not responsible for any errors or omissions. The Sheriff's Office is not responsible for any damages, including consequential damages, arising from the use of this map. The Sheriff's Office is not responsible for any claims, including claims for damages, arising from the use of this map. The Sheriff's Office is not responsible for any claims, including claims for damages, arising from the use of this map.

UTM Zone 12, S40 1983, Meters  
 Prepared by Mesa County GIS  
 GIS Unit  
 Denver, Colorado, CO 80202  
 Map Printed: August 14, 2008  
 On Line Maps  
 www.mesacounty.gov



# Operational Planning



- 1) Planning starts approximately 1 month prior to a scheduled event (identify contact)
- 2) Discussion with other agencies re: identifying scope of operation for target area (trouble spots)
- 3) Obtain confirmation from other local law enforcement agencies on the # of officers they can provide
- 4) Modify template depending on operation (airplane/desert patrol, shoulder taps, party patrol)
- 5) Send out Ops plan ahead of time (allows agencies to review and make modifications)
- 6) Meet at designated Command Post approx. 45 minutes prior to operation start time to discuss plan in detail (proper use of ICS)

One reason for a good plan!!

FRIDAYPAGE.COM

# *Get Creative with Resources*

## *Airplane Patrol (Trouble Spot)*

- Advantages
  - Can see large areas
  - Can cover large areas not seen from ground
  - Less man power is needed to cover the large area
  - Media loves this (good for getting our message out and public relations)
- Limitations
  - Difficult to tell the difference between campers and actual underage drinking parties
  - Sometimes difficult to give directions to officers (need GPS)
  - Large parties are hard to disperse in safe manner (underage persons typically get into vehicle and take off through the desert)

# Example: Operational Plan

UNCLASSIFIED

Copy 1 of 4 copies  
Mesa County Sheriff's Office  
Location: 215 Rice Street  
Grand Junction, Colorado 81501

Operation Name: "Mesa County High School Party Patrol"

Medical Facility: St Mary's Hospital 970-244-2273

Incident Commander: Lt. Jim Fogg

Desert Sections Chief: Deputy Keith Chadd

House Party Sections Chief: Deputy Paul Hicks

## 1. SITUATION:

- a. Consumption of alcohol by underage individuals is a significant problem throughout the State of Colorado. The Mesa County Sheriff's Office has received a grant from the State of Colorado to combat this problem. An effective investigative tool to detect minors consuming alcohol and adults providing alcohol to minors is to conduct saturation party patrols throughout Mesa County. These desert parties and house parties may contain juveniles under 21 years of age who are consuming alcoholic beverages. These parties may also contain adults over age 21 possibly supplying alcohol to underage persons.

## 2. MISSION.

- a. On May 16, 2008 local law enforcement agencies will conduct a saturation party patrol in urban, desert and rural areas of Mesa County by using area law enforcement officers and aircraft to stop consumption of alcohol by underage persons.

3. EXECUTION. The intent of operation "Mesa County High School Party Patrol" is to respond to each desert party and house party reported during the times of 2130 hours and 0200 hours on 05/16/08. Success will be gauged by 100% of tasked law enforcement officers and equipment deploying on time to the correct location and performing the assigned operation safely. The end stated goals are the operation accomplished without any injuries or unreasonable resource expenditures.

(1) Concept & Methodology of Operation "Mesa County High School Party Patrol"

- a. Deployment: Officers will meet at 2100 hours at the WestStar Aviators Lobby, 2810 Aviators Way, for briefing in preparation for final movement to their assigned objective.

UNCLASSIFIED

UNCLASSIFIED

- b. At approximately 2130 hours the CSP airplane will leave the airport and fly to the Westwater area. The airplane will continue flying east checking several areas for large gatherings of people (headlights and/or man made fires. The airplane will continue east checking the desert north of I70, Little Park Road, Cactus Park and the Sunnyside area on the Grand Mesa (if time permits). Rural Area Deputies will respond to the Grand Mesa/Sunnyside area and wait for the arrival of the airplane.

- c. If a party a desert party is observed the pilot will radio the information to Deputy Keith Chadd. An unmarked patrol vehicle will be sent to the area of the party to gain information on the following: # of people, the specific person(s) supplying the alcohol and also the best entry point(s) for law enforcement.

- d. Lt. Fogg will determine the number of officers to respond to the party. If the party is small the remaining officers may be sent to house parties.

- e. The airplane will return to the hanger if no parties are observed or when the mission is completed.

- f. Deputy Hicks will communicate with dispatch in reference to all party calls (City and County).

- g. The operation will conclude at approximately 0200 hours or when released by I.C.

## h. Equipment basic:

1. Division Ride A-long Form (Media)
2. 4 Portable Breath Detectors (PBT's) and breath tubes
3. Evidence sheets (seizing of alcohol and kegs)

## 4. VEHICLE ASSIGNMENTS

### (1) Desert Party Patrol Vehicles

- a. State Patrol SUV's
  - # 1 - Two State Troopers
  - # 2 - One State Trooper, 1 MCSO Deputy

- b. MCSO SUV
  - # 1 - One MCSO Deputy, 1 other LEO
  - #2 - (Unmarked) 2 LEO's

### (2) Rural Area (Grand Mesa)

UNCLASSIFIED

# Example: Operational Plan

UNCLASSIFIED

- a. MCSO SUV's
  - #1 - One Rural Area Deputy
  - #2 - One Rural Area Deputy

### (3) House Party Patrol Vehicles

- a. MCSO Sedan
  - #1 - One Colorado Liquor Enforcement Agent, 1 other LEO
- b. CO State Liquor Sedan
  - #1 - One Colorado Liquor Enforcement Agent, 1 other LEO

### 5. COMMUNICATION

- a. All communication with the airplane will be via SO Tac and directed through Deputy Keith Chadd. Deputy Chadd will relay this information to the area desert cars via SO Tac and direct them to the parties. (Deputy Chadd will have a portable 800 Megahertz radio in his car to communicate with Captain Clark)
- b. All communication with house party patrol cars will be on SO Tac.
- c. Deputy Chadd and Deputy Hicks will communicate with Lt. Fogg via SO Tac.

### 6. CONTACT INFORMATION

Brian Turner (970)  
Brian Dyet (970)  
Jim Fogg  
Paul Hicks  
Keith Chadd  
Jeremy Balleweg  
Brian Prunty  
Adam Appelhanz  
Ben Carnes (970)  
John Hildebrand

### 7. SPECIAL CONSIDERATIONS

- a. Officers will make all reasonable attempts to release any underage person who have consumed alcohol to a parent or guardian.
- b. Officers will attempt to control all parties in an orderly fashion and to attempt to have vehicles exit the area through one specific point at a reasonable speed.

### 8. JUDICIAL DISTRICT:

UNCLASSIFIED

UNCLASSIFIED

- a. Mesa County Combined Court
  - 125 North Spruce
  - Grand Junction, Colorado 81501
  - Summons date, June 16 and June 23, 2008, at 8:15 a.m.


### b. Pleading

- 18-13-122 - Possession or consumption of ethyl alcohol by an underage person
- 12-47-901((1)(c) - Possession of liquor in public place (M2)
- 12-47-901(1)(a.5)(1) Selling alcohol to underage person (M2)
- 18-6-701 - Contributing to the delinquency of a minor (F4)

UNCLASSIFIED

# *Collaboration*

*Ask the question: What's really going on?*

- 
- We asked: What are the barriers that prevent us (law enforcement) from having a significant impact on enforcing underage drinking laws in our community?
    - District Attorney's Office may not pursue prosecution when the reports lack the pertinent and detailed information needed for proof beyond a reasonable doubt.
    - (Perception) Historically, officers may not want to pursue charges (misdemeanor and felony contributing charges) because they thought the DA office would either drop the charges or plead them down.

## *Examples of Barriers*

These are from a book called *Disorder in the American Courts*

1) **Attorney:** Doctor, before you performed the autopsy, did you check for a pulse?

**Witness:** No.

**Attorney:** Did you check for blood pressure?

**Witness:** No.

**Attorney:** Did you check for breathing?

**Witness:** No.

**Attorney:** So, then is it possible that the patient was alive when you began the autopsy?

**Witness:** No.

**Attorney:** How can you be sure, Doctor?


**Witness:** Because his brain was sitting in a jar on my desk.

**Attorney:** I see, but could the patient have still been alive, nevertheless?

**Witness:** Yes, it is possible that he could have been alive and practicing law.

## *Examples of Barriers*

These are from a book called *Disorder in the American Courts*



2) **Attorney:** What gear were you in at the moment of the impact?

**Witness:** Gucci sweats and Reeboks

3) **Attorney:** Now doctor, isn't it true that when a person dies in his sleep, he doesn't know about it until the next morning?

**Witness:** Did you actually pass the bar exam?

4) **Attorney:** The youngest son, the twenty one year old. How old is he?

**Witness:** Uh, he's twenty one.

5) **Attorney:** Doctor, how many of your autopsies have you performed on dead people?


**Witness:** All my autopsies are performed on dead people. Would you like to rephrase that?

6) **Attorney:** All your responses MUST be oral, OK? What school did you go to?

**Witness:** Oral

# *Collaboration*

*Ask the question: What is our part of the solution?*



- We collaborated with the DA's office to develop a form (cheat sheet) for officers to use during party patrols/liquor stings.
- We also collaborated with the DA's office and are developing a search warrant template for underage parties
- We listened when the DA requested the following for large gatherings to help with prosecution
  - Set up trailer with following equipment:
    - dry erase board (write down name, date of birth, crime, officer # and ticket #)
    - camera (photograph suspect with liquor in hand as well as dry erase board)

- DISTRICT / COUNTY COURT, MESA COUNTY, STATE OF COLORADO
- ACTION NUMBER 08SW \_\_\_\_\_
- Mesa County (Colorado) Sheriff's Department Incident 08L \_\_\_\_\_

• **SEARCH WARRANT**

• THE PEOPLE OF THE STATE OF COLORADO,

• TO: **ANY PEACE OFFICER IN THE STATE OF COLORADO, INTO WHOSE HANDS THIS WARRANT SHALL COME, GREETINGS:**

• WHEREAS, DEPUTY \_\_\_\_\_, a peace officer, has made Application and Affidavit for the issuance of an Search Warrant; and,  
• WHEREAS, the Application appears proper and in conformity with the provision of Colorado Rule of Criminal Procedure, 41(b) and (c), for the following described property, to wit:

\_\_\_\_\_  
\_\_\_\_\_

• Believed to be located or situated at:

\_\_\_\_\_

upon one or more grounds as set forth in Rule 41(b), Colorado Rules of Criminal Procedure, namely:

- (1) Which is stolen or embezzled
- (2) Which is designed or intended for use as a means of committing a criminal offense
- (3) Which is or has been used as a means of committing a criminal offense
- (4) The possession of which is illegal
- (5) Which would be material Which would be material evidence in a subsequent criminal prosecution in this state or in another state
- (6) The seizure of which is expressly required, authorized, or permitted by any statute of this state
- (7) Which is kept, stored, maintained, transported, sold, dispensed, or possessed in violation of a statute of this state, under circumstances involving a serious threat to public safety or order, or to public health

• The names of person(s) whose affidavits have been taken in support hereof are:

• **Deputy \_\_\_\_\_, Mesa County (Colorado) Sheriff's Office**

• and as I am satisfied that there is probable cause to believe the property so described is located on the person(s), premises, or in the vehicle(s) described above, YOU ARE THEREFORE COMMANDED to search forthwith the person(s), premises, or in the vehicle(s) described above for the property described, any time, night or day, and to make return of this Warrant to \_\_\_\_\_ within 10 days of the date hereof, and to deliver to the person from whom the property is taken, or from whose premises or vehicle the property is taken, a copy and receipt at the place from which the property is taken; and to deliver to the Honorable Judge \_\_\_\_\_ a written inventory of the property with the return of this Warrant.

• Dated this \_\_\_\_\_ day of \_\_\_\_\_, 200 \_\_\_\_ at \_\_\_\_\_ hours, Mesa County, Colorado.

• \_\_\_\_\_  
• Judge





61883 278  
THOMAS, FORREST  
DOB [REDACTED]  
MIP [REDACTED]  
BALLEWEG # [REDACTED]




#66 #61027  
JOHNS, CHEA  
MIP  
POWERS

20  
22-5105-  
BOX

# *Collaboration*

## *Ask the question: What else?*




Look for additional ways to strengthen the relationship and continue to strive towards success. In Mesa County, we...

- Meet with State Alcohol, local law enforcement and the DA's Office several times during the year.
- Secure involvement of prosecutors in liquor stings (get their buy in)
- We have had DA's walk with us during large events (Country Jam, Rock Jam)
- Communicate, communicate, communicate!!!!

# *Environmental Strategy: Community Education*

## *Is what we're doing working?*

- 
- Evaluate where you have been
    - “Keep our kids alcohol free: Pass it on”
      - Inconsistency in Ads
      - Lack of direction in message (Consequences for youth and adults, Health impacts, Brain Development, Long Term Impacts...etc.)
      - Lack of funds to provide adequate saturation
  - What’s changed?
    - Colorado Prevention Partnership Grant – Strategic Plan supported through Implementation Phase Funding
    - Collaboration with MCSO on 2 additional funding streams (LEAF Grant/EUDL Funds)
    - Build A Generation – Drug Free Communities Funding

*Environmental Strategy: Community Education*  
*How can we improve?*

**Next Steps:**


- **Hired Marketing Company**
  - Television Ads – Choose Not Booze
  - Youthisallthat.org Website
  - Print Media – Media Folders, Rack Cards, Post Cards, Fact Sheets, Stationary
- **Created a Communication Plan**
  - A strategic manner in communicating with the public
  - Asked ourselves: What do we want to convey to the public? Who are we talking to? What medium do we use? Will it be effective?

*Environmental Strategy: Community Education*  
*How do we know it will work?*

## Next Steps:

- **Pretesting Media Materials**
  - Story Board Television Ads – Choose Not Booze
  - Evaluate Website prior to launching
  - Evaluate Print Media – Media Folders, Rack Cards, Post Cards, Fact Sheets, Stationary
- Utilize Structured Focus Groups for feedback
  - both in our community and outside our community

*Environmental Strategy: Community Education*  
*What's Missing?*


- 
- We Have:
    - Youth Focus Group Data,
    - Health Kids Colorado Survey Data
    - Youth Risk Behavior Survey
    - Conducted Adult Focus Groups
  - Adult Perception Data
    - Created a Community Survey for Adults for the purpose of obtaining a baseline to see if there will be a change in perceptions over time

*Environmental Strategy: Community Education  
Community Adult Perception Survey*

Next Steps:


- Community Survey
  - Marketing Company Key to Outreach
  - Designed Survey Tool
  - Sent 10,000 surveys into community
    - 38 sites
    - Profession – Education, Medical, Construction, Consumer Products, Service Industry, Law Enforcement, Financial Sector, and co
  - Return rate of 29%

## *Environmental Strategy: Community Education Survey Results*

- 
- Overall, 89% reported they are very concerned or concerned about underage drinking in the community
  - 83% did not think it was acceptable for youth to consume any amount of alcohol.
  - 72% of adults believe it's easy for youth to obtain alcohol
  
  - 66% of adults reported that enforcement efforts related to adult arrests would be the greatest deterrent to providing alcohol to youth. Fines and Penalties came in at 65%.
  
  - 78.4% of adults reported that parents/guardians have the greatest influence in preventing their children from using alcohol
  - 64% of adults reported that elementary age is the most appropriate age to begin the conversation about underage drinking
  - 57.1% of adults reported television was the best medium to use, the next was radio at 42%

# *Community Survey Results Guides*


## *Marketing Strategy*



Create Suite of Materials including 6 TV Ads focusing on:  
Community Awareness, Law Enforcement & Call to Action Strategies

### **Community Awareness Ads**

Created January 2008

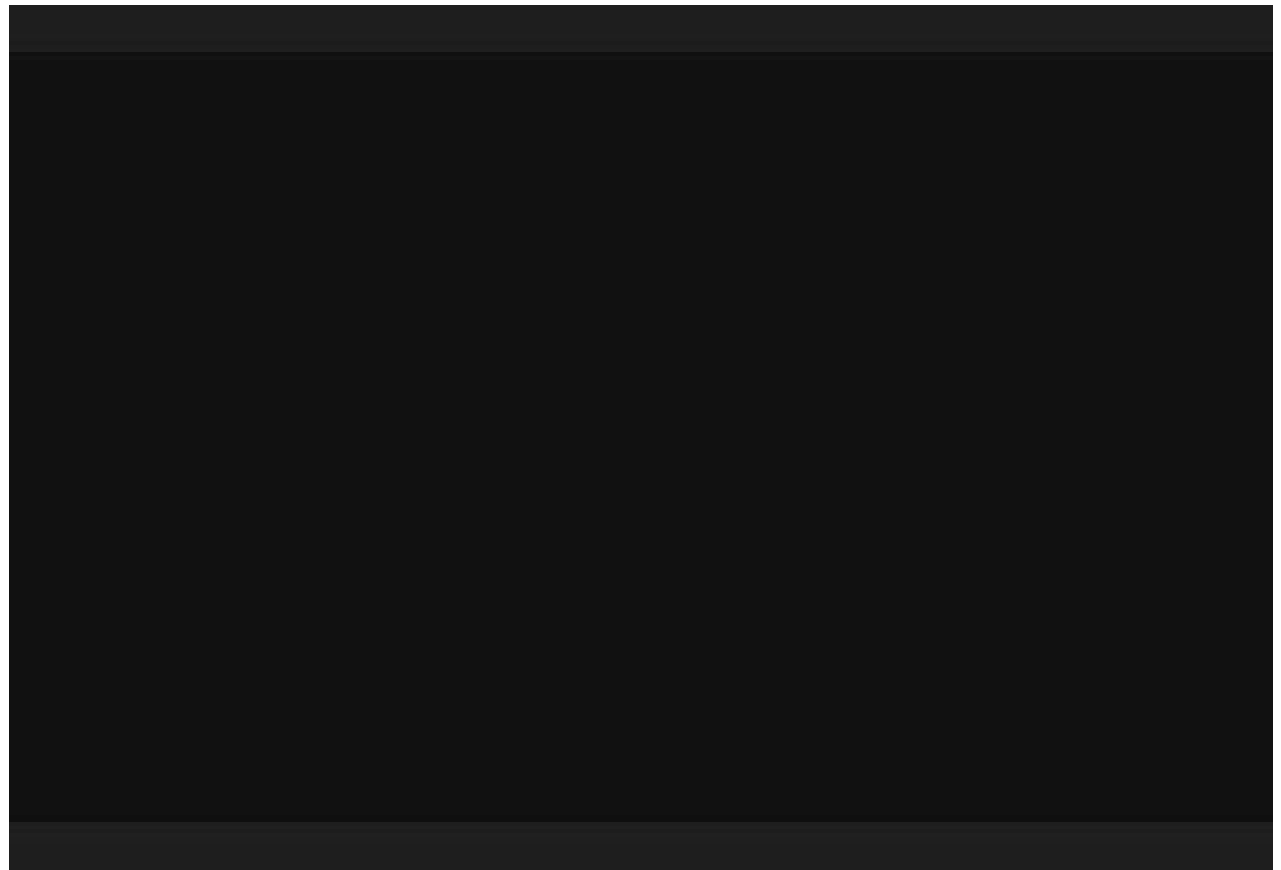
- Utilizing Local Youth for Voiceovers
  - Sending message of choosing healthy activities over drinking
- 

# *Community Education: Enforcement Ads*

## **Enforcement Ads**

Created April 2008

- Educating the community about increased enforcement efforts related to underage drinking.
- Utilizing data about how teens access alcohol and informing adults about the legal consequences of adult provision.



# *Community Education: Enforcement Ads*

## **Enforcement Ads**

Created April 2008

- Educating the community about increased enforcement efforts related to underage drinking.
- Utilizing data about how teens access alcohol through liquor establishments and informing businesses about the legal consequences of Selling to minors.



# *Community Education: Call to Action Ad*

## **Call to Action Ads**

Created Aug. 2008

- Utilizing Data to inform the community about Developmental stages and youth perception of alcohol use .
- Providing strategies for parents to engage in a conversation, even at early ages about alcohol use.



# CHOOSE NOT BOOZE


## Campaign Kick Off

### Next Steps:

#### – Print Media, Website Introduction

- [www.youthisallthat.org](http://www.youthisallthat.org) (average of 2300 hits per month)
- 12,970 postcards mailed to Mesa County Households
- Choose Not Booze Community Awareness Rack Cards were distributed at 83 locations around Mesa County monthly
- 130 Choose Not Booze Community Awareness Commercials were running each month

*Environmental Strategy: Community Education*  
Choose Not Booze Campaign Evaluation

- 
- 4 Yes/No Questions asked
    - Did you receive a Choose Not Booze Postcard in the Mail?
    - Have you seen the Choose Not Booze Commercials on Television?
    - Did either the postcard or the commercial prompt you to visit the [youthisallthat.org](http://youthisallthat.org) website?
    - Have any of these **prompted you to have a conversation about Underage Drinking with someone?**
  - Divided evaluation in quarterly assessments
  - Random calls made to households/business


*Environmental Strategy: Community Education*  
Choose Not Booze Campaign Evaluation  
1<sup>st</sup> Quarter Results

- 1st Qtr – April 2008
  - 16.89% reported receiving a postcard
  - 35.13% reported seeing commercials. Television Commercials had the greatest response rate for the 1<sup>st</sup> quarter results.
  - 2.02% reported visiting the [youthisallthat.org](http://youthisallthat.org) website after seeing the commercial or receiving a postcard. (7,916 total hits)
  - **25.67%** reported the television ads, post cards or website **did prompt them to have a conversation with someone about underage drinking**

*Environmental Strategy: Community Education*  
Choose Not Booze Campaign Evaluation  
2nd Quarter Results

- 2<sup>nd</sup> Qtr – July 2008
  - 8.47% reported receiving a postcard
  - 49.15% reported seeing commercials. Television Commercials had the greatest response rate for the 1<sup>st</sup> & 2<sup>nd</sup> quarter results.
  - 20.33% reported visiting the [youthisallthat.org](http://youthisallthat.org) website after seeing the commercial or receiving a postcard.
  - **45.61%** reported the television ads, post cards or website **did prompt them to have a conversation with someone about underage drinking**

*Environmental Strategy: Community Education*  
*What Next?*

- 
- Continue with Evaluating Choose Not Booze Campaign
    - Continue until we have a year's worth of Campaign Evaluation Data.
    - Complete another Community Survey in the fall of 2009 (2 years later)
    - Healthy Kids Colorado Survey in Mesa County School Districts

# *Implementing Environmental Strategies: Utilizing Data Driven Approaches to Address Underage Drinking Review Objectives*

Objectives – Presenters Will;

- 1) Describe operational planning with state liquor enforcement and local law enforcement agencies in targeting adults and business in the provision of alcohol to minors.
- 2) Illustrate collaborative relationships with District Attorney's Office and interagency policy changes eliminating traditional gaps in judicial outcomes enabling greater accountability of punitive sanctions for offenders.
- 3) Describe key elements and data used to create successful media campaign focusing on community awareness of underage drinking, education of enforcement activities and a Call to Action solicitation.

*Questions?*

- 
- Please Complete Class Evaluation
    - Thank you