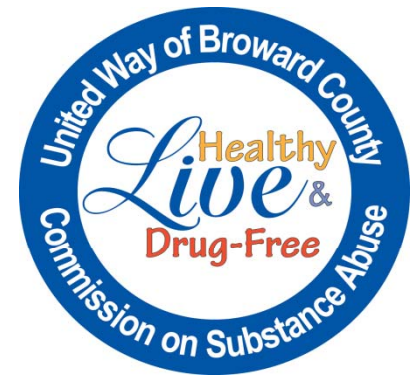


Multi-Strategic Approach to Combat Underage Drinking

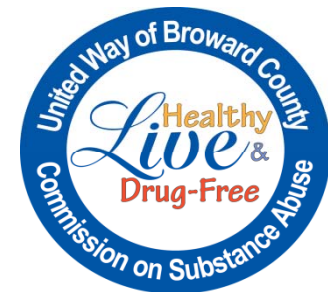
Oakland Park Project: One City's Story

Task Force to Address Underage Drinking
Broward County Commission on Substance Abuse
Fort Lauderdale, Florida
August 22, 2008
Nashville, Tennessee



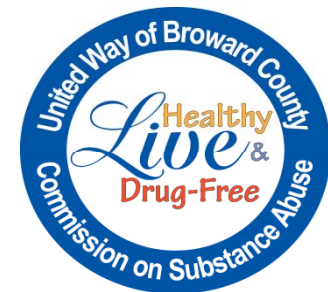
Presenters:

- **Larry Gierer, Commissioner**
City of Oakland Park, Florida
- **Norma Wagner, Chairperson**
Task Force to Address Underage Drinking
Broward County Commission on Substance Abuse
- **Patrick Roberts, Major**
Florida Division of Alcoholic Beverages & Tobacco
- **William Spodnick, Detective**
Fort Lauderdale Police Department



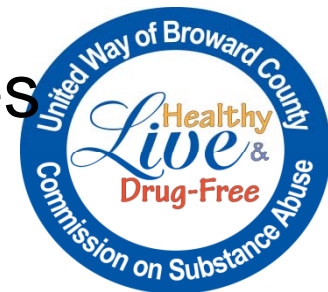
Learning Objective

- Understanding the significant impact that convenience stores present in illegal sales of alcohol to underage youth
- Recognizing the value of partnerships with local agencies and a broad spectrum of stakeholders
- Understanding the importance of comprehensive compliance checks and their effectiveness as a tool in combating underage drinking
- The development of a local ordinance that establishes specific requirements for implementing a merchant education/certification program



Partnerships

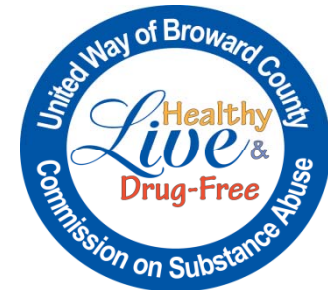
- Substance Abuse Coalition – lead organization
- Division of Alcoholic Beverages & Tobacco
- Local Law Enforcement Agencies
- School Staff – Prevention Programs
- Youth
- Parents and Other Adults
- Service Providers
- State Department of Health
- State Department of Children & Families



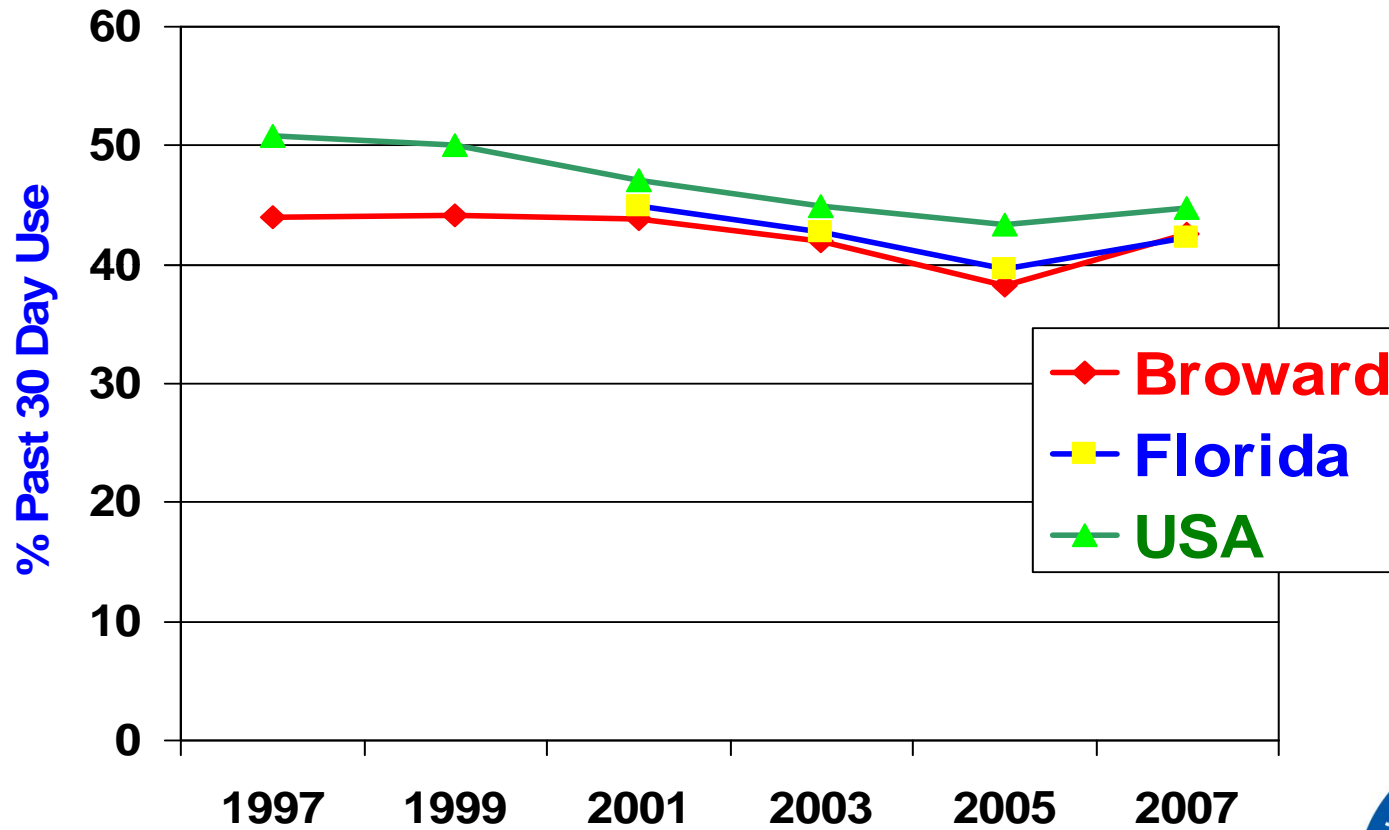
Importance of Data

- National vs. State vs. Local
- Data Driven Decision-Making
- National studies show that convenience stores are the primary location for youth access to alcohol, second only to the family home
- Alcohol distributors report that convenience stores are their number one source for the distribution and sale of alcoholic beverages

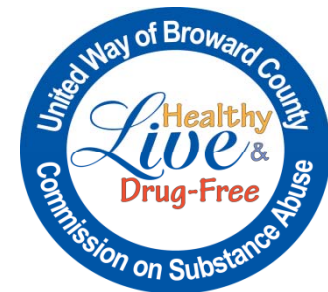
Visit: www.drugfreebroward.org



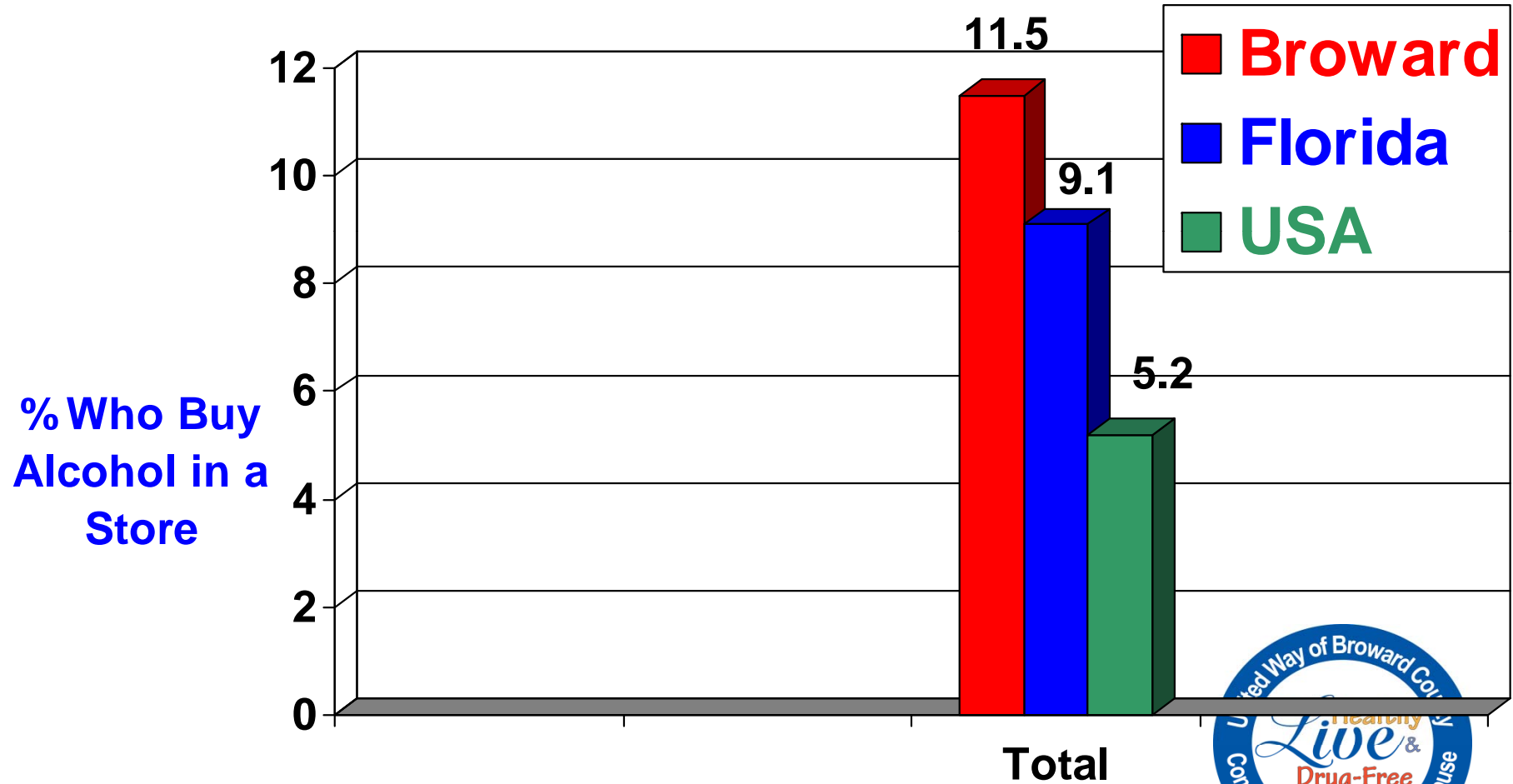
Current Alcohol Use Among High School Students



Source: Centers for Disease Control and Prevention: Youth Risk Behavior Surveillance



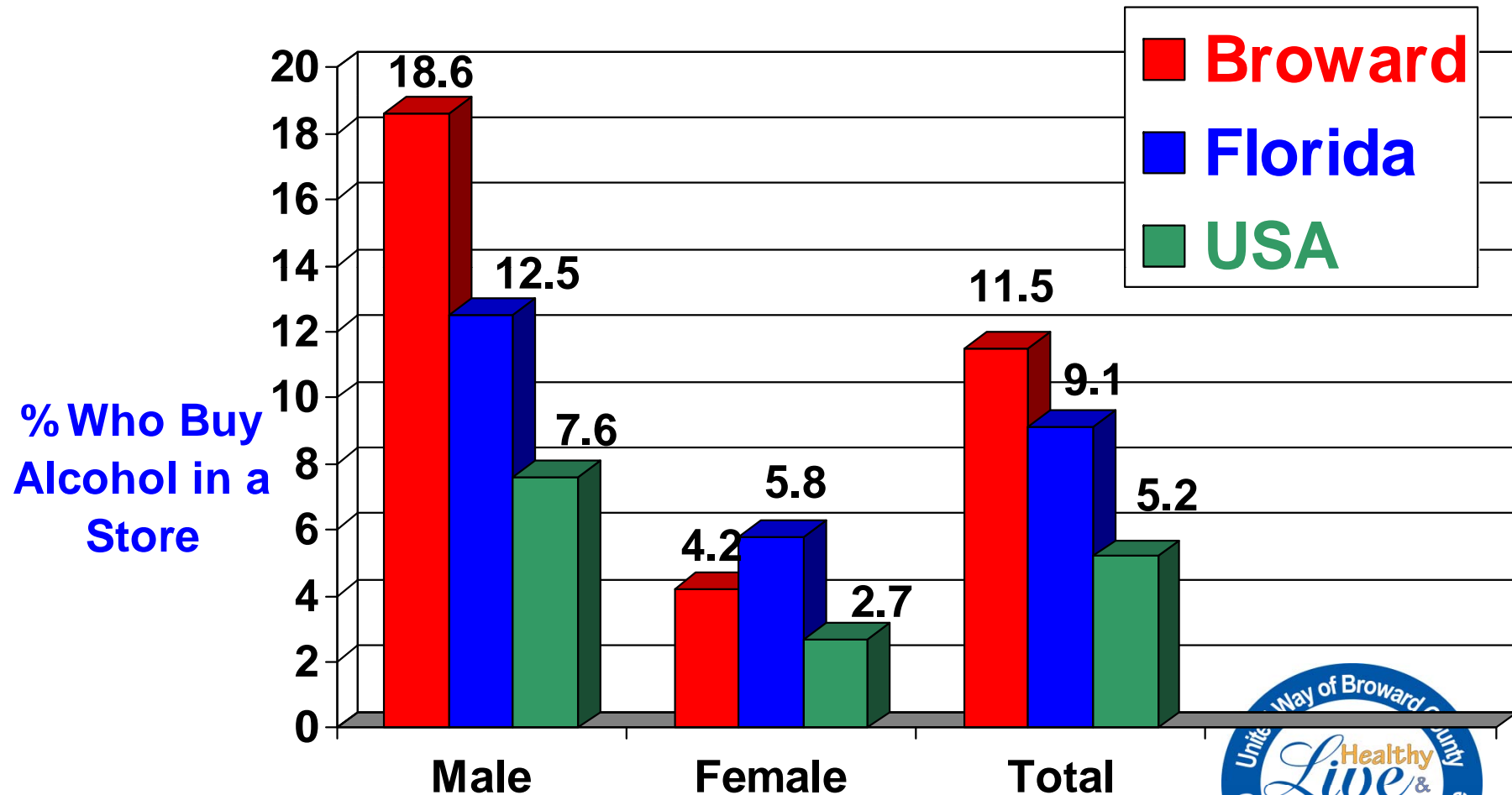
Percent of High School Current Alcohol Users Who Usually Buy Alcohol In a Store 2007



Source: Centers for Disease Control & Prevention: 2007 Youth Risk Behavior Surveillance



Percent of High School Current Alcohol Users Who Usually Buy Alcohol In a Store 2007

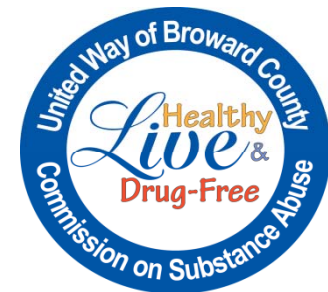


Source: Centers for Disease Control & Prevention: 2007 Youth Risk Behavior Surveillance



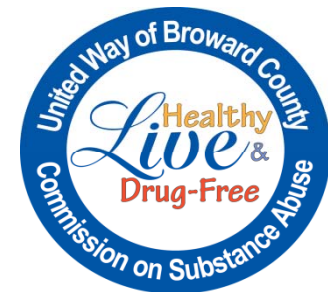
City of Oakland Park

- Oakland Park, “a hometown choice for excellence in people, public service, and community.” A vibrant and modern municipality located in the center of Broward County and adjacent to the city of Fort Lauderdale.
- Covers 8 square miles with a diverse population of over 42,000 people
- Primarily residential area with a large number of small businesses, including 64 convenience stores that sell alcoholic beverages
- A city focused on quality of life issues for it’s residents, business owners, and visitors



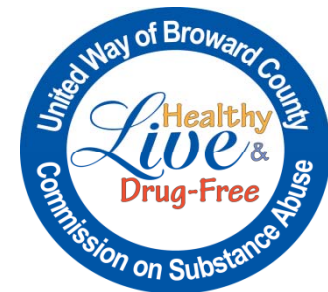
Florida State Statutes

- F.S. 562.11 (Sale)
- F.S. 562.111 (Possession)
- State statutes lack:
 - Flexibility (state statute vs. local ordinance)
 - Accountability (state court vs. local prosecution/benefits)
 - Certification & Education



Compliance Checks

- Definition of a Compliance Check
- Conducting a legitimate Compliance Check
 - Operational Planning
 - Use of investigative aides/criteria
 - Playing the role “Purchasing methods”
 - Role of Enforcement/Documentation
 - Reward/Penalty

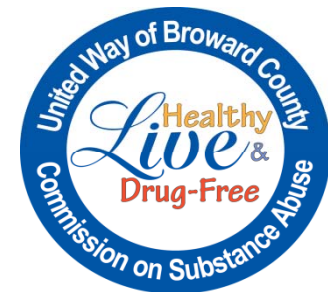


“Operation Cocktail to Disaster”

Most recent statewide enforcement results:

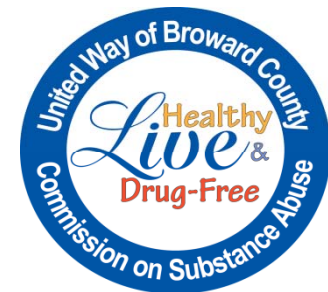
- Florida: 24% non-compliance
- South Florida: 52% non-compliance
- City of Oakland Park: 47% non-compliance

Source: ABT, May 2008



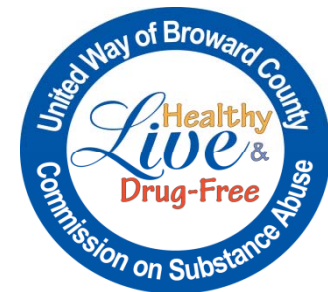
Enforcement

- Partnership of ABT & Local Law Enforcement
- Training to insure consistent implementation of compliance checks
- Tracking rates of compliance
- Penalties



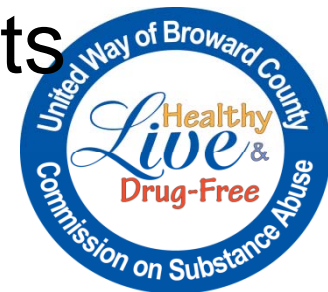
City of Oakland Park Ordinance

- Assessing and justifying the need to implement city ordinance based on compliance rates
- Presentation of findings to the City Commission
- Development of Ordinance
- Implementation/Evaluation
- Penalties



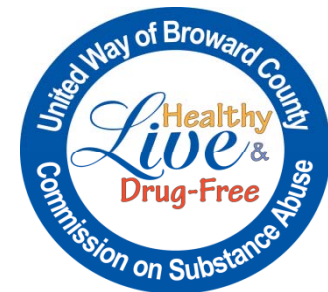
City of Oakland Park Ordinance

- Development of Ordinance
 - Merchant Education Program
 - Application process/fee structure/criminal background checks
 - Training of all retail vendors/operators
 - Certification program
 - Accreditation of establishments



City of Oakland Park Ordinance

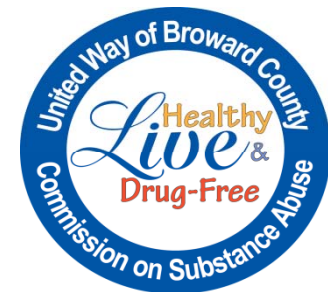
- Implementation/Evaluation
 - Monitoring certification compliance through inspections
 - Conduct alcohol sale compliance checks





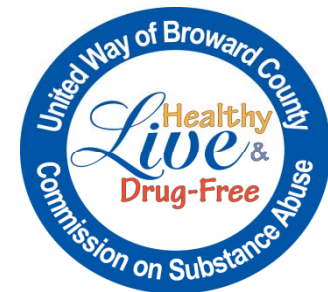
City of Oakland Park Ordinance

- Penalties
 - Fines for non-certification
 - Criminal violations
 - Administrative violations
 - Loss of license to sell



City of Oakland Park Ordinance

- Recognition
 - Acknowledge stores/clerks for being compliant
 - Certificates
 - Local publications
 - Gift Card to clerks



What is the Merchant Education Program?

Training

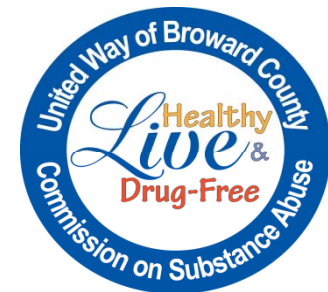
- Mandatory 3 Hour Training educating vendors on sales of alcohol & tobacco to underage persons
- Presenters include ABT agents and/or local law enforcement
- Partnership with local Safety Council for training facilitators and sites
- Application fee

■ Funding

- Support from State Agency – Department of Children & Families

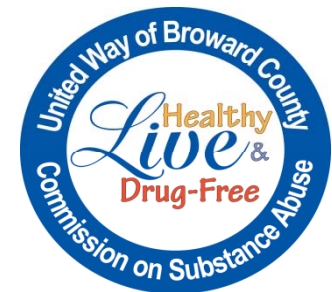
■ Outcome of Training

- Effective tool to increase compliance rates
- Create public awareness
- Certification of vendors/identification cards
- Accreditation of establishments/signage



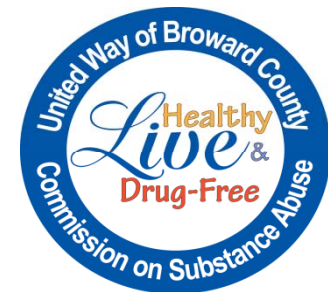
Partnerships with Distributors

- Non-traditional partnerships can have outstanding results
- Find Common Ground
- Mutually Beneficial
- Potential source of non-traditional funding



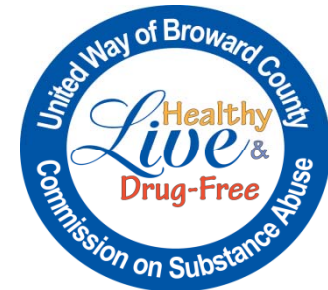
Project Goals


- Increase Compliance Rates
- Vendor Awareness
- Improve Quality of Life
- Bring everyone to the table



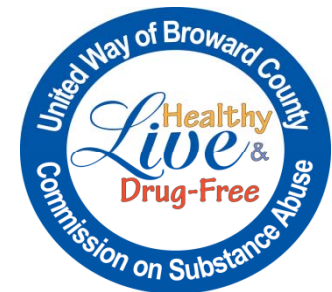
Overall Conclusions


- Improve quality of life in your community
- Important to recognize successes
- Success depends upon maintaining a sound compliance check program with ABT & local law enforcement
- Partnerships are critical to success
- Staying involved does make a difference!





Questions & Answers





Thank You for Your Attention

- **Norma Wagner, Director of Planning**
Phone: (954) 561-9681 E-Mail: nwagner@brhpc.org
- **Major Patrick Roberts, Alcoholic Beverages & Tobacco**
Phone: (954) 917-1346 E-Mail: patrick.roberts@dbpr.state.fl.us
- **Detective William Spodnick, Fort Lauderdale Police Department**
Phone: (954) 828-6633 E-Mail: bspodnick@fortlauderdale.gov
- **Commissioner Larry Gierer, City of Oakland Park**
Phone: (954) 772-8385 E-Mail: larryg@oaklandparkfl.org
- **Lt. Allan Hubrig, Broward Sheriff's Office**
Phone: (954) 561-6126 E-Mail: al_hubrig@sheriff.org
- **Rick Buckeye, City of Oakland Park Senior Planner**
Phone: (954) 630-4345 E-Mail: rickb@oaklandparkfl.org

