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# **NETWORKING FOR SUCCESS:**

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## **OJJDP Nationwide Underage Drinking Initiative:**

### **Inventory of Promising Enforcement Projects**

**May 2001**

**Police Executive Research Forum**

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# OJJDP Nationwide Underage Drinking Initiative

## ***FOREWORD***

Sponsored by the Office of Juvenile Justice and Delinquency Prevention (OJJDP), the Combating Underage Drinking program supports the nation's firm desire to reduce youth access to alcohol. So far, this vital program has shown a great deal of police commitment and initiative.

At the outset of any such program, participants expend significant effort in trial-and-error learning and experimenting with various strategic approaches. Agencies involved in similar activities can gain much by sharing their ideas on project problems and solutions.

The purpose of this document is to identify promising initiatives that show leadership among law enforcement and regulatory executives, primarily at the state and local levels. The project summaries that this document contains represent a low-cost means by which agencies can learn, on their own, what their peers are doing to reduce youth access to alcohol. This informal technical assistance can later be supplemented by more formal technical assistance, which OJJDP can provide through the Police Executive Research Forum and other organizations.

Project directors who receive funds through the OJJDP underage drinking initiative should review this document, identify

projects that conduct activities similar to their own, and get in touch with their peers by way of the contact information provided at the end of each summary. Such networking will enrich the learning and experimentation so necessary to the development of effective initiatives geared toward reducing youth access to alcohol.

If readers gain program ideas and learn how to overcome the obstacles that such programs inevitably face, the document will have met its objective.

Police Executive Research Forum

## OVERVIEW

The OJJDP Nationwide Underage Drinking Initiative's *Inventory of Promising Enforcement Projects* is designed to serve as a reference for police chiefs seeking to implement or add to a youth alcohol program in their communities. The information in this inventory was compiled by the Police Executive Research Forum from state and local police departments responding to a survey of alcohol enforcement initiatives.

This inventory describes youth alcohol initiatives offered on the national, state and local level. Included in the program summaries is information on the type of program offered, period of program operation, source of program funding, and the impact of the alcohol enforcement initiatives. From experience implementing and operating the programs, the highlighted departments offer recommendations to others interested in starting a similar initiative.

In addition, many program descriptions include the contact information of program directors and organizations that have conducted impact evaluations on the initiatives. Agencies interested in establishing or refining a program are encouraged to contact these individuals for further information on how the initiatives were planned, implemented, and perhaps even modified based on feedback from their communities. Evaluation contacts can provide further information on the actual impact of the program.

To help readers find programs relevant to their needs, this compendium also includes a matrix that describes types of alcohol initiatives and programs that offer that type of initiative. Finally, resources that departments

may find particularly helpful when seeking to implement an alcohol enforcement program are offered. Overall, the summaries, program matrix, and resource section are all intended to aid police chiefs in selecting appropriate initiatives and ease the adoption of the initiative by using the experience of departments that have implemented similar programs in the past.

Please keep in mind that programs and departments in this compendium include both successful and not-so-successful program initiatives. Recommendations from these departments, program impacts, and reasons for program continuation or discontinuation should be considered before implementing your jurisdiction's youth alcohol enforcement initiative.

# PROGRAM MATRIX

The tables that follow list 10 different activities that are geared toward preventing

youth access to alcohol. The tables also show which programs perform those activities. Page numbers are included for convenience.

	National and Statewide Programs													
Activity	Page	Americans for Responsible Alcohol Access	California	Illinois #1	Illinois #2	Louisiana	Nebraska	New York	Ohio	Oregon	Pennsylvania	Texas	Virginia #1	Virginia #2
Legislative action	11, 20, 23	●								●			●	
Public awareness and education activities	11, 16, 18, 19, 21, 23, 24	●				●		●	●		●		●	●
Youth-directed education	19, 21, 22								●		●	●		
Education and training of alcohol licensees and employees	13, 14, 15, 21, 23		●	●	●						●		●	
Licensee compliance checks and enforcement	14, 17, 18, 23			●			●	●					●	
Outreach to other government agencies	13, 20		●							●				
Focus on public nuisances	13, 16, 24		●			●								●
Focus on drunk driving	13, 16, 19		●			●			●					
Law enforcement directed at preventing youth from buying alcohol	15, 17, 19				●		●		●					
Training and resources for law enforcement officers	13, 20, 23		●							●			●	

	Local Programs											
Activity	Page	Alabama: ABC Board	California: Alameda County Sheriff's Office	California: Anaheim Police Dept.	California: Chico Police Department	California: El Cajon Police Department	California: Los Angeles County Sheriff's Dept.	California: Modesto Police Dept.	California: Oakland Police Dept.	California: Petaluma Police Department	California: Sacramento County Sheriff's Dept.	California: Sacramento Police Dept.
Legislative action												
Public awareness and education activities	29						•					
Youth-directed education	25, 27, 29		•		•		•					
Education and training of alcohol licensees and employees	12, 29, 30, 31, 32, 33, 34	•					•	•	•	•	•	•
Licensee compliance checks and enforcement	26, 30, 31, 32, 33, 34			•				•	•	•	•	•
Outreach to other government agencies												
Focus on public nuisances	29, 30						•	•				
Focus on drunk driving	27, 32, 34				•					•		•
Law enforcement directed at preventing youth from buying alcohol	28, 32					•				•		
Training and resources for law enforcement officers	29, 33, 34						•				•	•



	Local Programs												
Activity	Page	California: San Diego Police Department	California: Santa Ana Police Department	Colorado: Arapahoe County Sheriff's Office	Colorado: Arvada Police Dept.	D.C.: National Capital Coalition to Prevent Underage Drinking	Florida: Collier County Sheriff's Department	Illinois: Carbondale Police Department	Illinois: Wood Dale Police Department	Iowa: Iowa State University Department of Public Safety	Louisiana: Baton Rouge	Maryland: Montgomery County	Massachusetts: Policing Partnership Problem-Solving Community
Legislative action	39, 45					•						•	
Public awareness and education activities	33, 39, 42, 45, 46		•			•			•			•	•
Youth-directed education	35, 39, 40, 41, 42, 45, 46	•				•	•	•	•			•	•
Education and training of alcohol licensees and employees	35	•											
Licensee compliance checks and enforcement	35, 36, 37, 38, 41	•	•	•	•			•					
Outreach to other government agencies	43									•			
Focus on public nuisances	35	•											
Focus on drunk driving	38, 40, 41, 43, 44				•		•	•		•	•		
Law enforcement directed at preventing youth from buying alcohol	35, 36, 37, 38, 41, 42, 43, 44, 46	•	•	•	•			•	•	•	•		•
Training and resources for law enforcement officers													

	Local Programs										
Activity	Page	Massachusetts: Foxborough Police Department	Nebraska: Lincoln Police Department	New Mexico: Wolf Pack	New York: Task Force on University and Community Relations	New York: Underage Drinking Initiative	North Carolina: Winston-Salem Police Dept.	Pennsylvania: Lancaster County Safe Communities Program	South Dakota: Bismarck Police Dept.	Texas: Strategic Nuisance Abatement Program	Texas: West Texas A&M University Police Dept.
Legislative action											
Public awareness and education activities	47, 50, 51, 53	•			•	•		•			
Youth-directed education	47, 48, 49, 50, 51, 52, 53, 54, 56	•	•	•	•	•	•	•	•		•
Education and training of alcohol licensees and employees	50, 51				•	•					
Licensee compliance checks and enforcement	47, 51, 55	•				•				•	
Outreach to other government agencies	50, 55				•					•	
Focus on public nuisances	49, 50			•	•						
Focus on drunk driving	48, 52					•	•				
Law enforcement directed at preventing youth from buying alcohol	47, 48, 53	•	•					•			
Training and resources for law enforcement officers											

# *NATIONAL AND STATEWIDE PROGRAMS*

## *Americans for Responsible Alcohol Access: Coalition Against Direct Shipment of Alcohol to Minors*

This coalition was established to stop the illegal direct shipment of alcoholic beverages to teenagers via Internet and phone ordering. Coalition members and supporters call attention to this new form of bootlegging, educate state legislators about it, and urge them to pass laws that make enforcement easier and provide for stiffer penalties. The coalition makes available a large number of sample press releases and news articles.

### **Period**

December 1997 to present.

### **Funding**

The program is funded by the Wine and Spirits Wholesalers of America.

### **Impact**

The coalition has increased awareness of the problem through extensive media coverage and has encouraged legislative activity at the state and federal level.

### **Evaluation**

The program has not been formally evaluated.

## **Recommendations for Similar Programs**

- Understand that teens are very resourceful in seeking alcoholic beverages. Efforts to deter them must be equally resourceful.
- Be realistic in your expectations.
- Understand that the media have been saturated with alcohol and drunk-driving stories. They are looking for new angles.

### **Contact**

Barry McCahill, Executive Director  
Americans for Responsible Alcohol Access  
818 Connecticut Avenue, N.W., 2<sup>nd</sup> Floor  
Washington, DC 20006  
Phone: (202) 216-9300 or (888)660-ARAA  
Fax: (202) 289-1327  
E-mail: [araa@his.com](mailto:araa@his.com)

## *Alabama*

### ***ABC Board: Youth Outreach to Alcohol Retailers***

Youth work with a local coalition to address alcohol, drug, and tobacco issues. A primary focus is working within the merchant community to bridge the gap and combine efforts on both sides of the sales counter. Trained youth participants visit the alcoholic beverage merchants to provide free point-of-sale materials and ask that the merchants be vigilant in preventing sales of restricted products to their peers. These youth also provide periodic training programs for the merchants and their employees on risk-reduction procedures for illegal sales. The youth are trained by ABC board personnel, who also give them the materials to distribute to merchants.

#### **Period**

1994 to present.

#### **Funding**

The program is funded by several grants. The ABC board provides support through its operating budget.

#### **Impact**

So far, interviews with youth and merchants have been favorable.

#### **Recommendations for Similar Programs**

- Youth must drive any initiative.
- Community denial can prevent program success.
- All parties to the problem must be involved in working toward the solution.

#### **Contact**

Jan V. Byrne, Education Coordinator  
State of Alabama ABC Board  
2715 Gunter Park Drive, West  
Montgomery, AL 36109  
Phone: (334) 260-5406  
Fax: (334) 260-5457

# California

## *Alcohol Enforcement Programs*

The State of California has developed or institutionalized a number of leading-edge programs that target or affect underage drinking:

- ***LEAD (Licensee Education on Alcohol and Drugs)***. This is a free, voluntary prevention and education program for retail licensees and their employees and for license applicants. It provides effective and educationally sound training on alcohol responsibility and state law.
- ***GALE (Grant Assistance to Law Enforcement)***. The California Department of Alcoholic Beverage Control works with local law enforcement agencies (1) to develop effective, comprehensive, and strategic approaches to eliminating the crime and public nuisance problems associated with problem alcoholic beverage outlets and (2) to institutionalize those approaches within the agencies.
- ***IMPACT (Informed Merchants Preventing Alcohol-related Crime Tendencies)***. The main objective of this prevention and education program is to teach licensees how they can help reduce alcohol-related crimes, such as sales to minors and obviously intoxicated persons.
- ***ROSTF (Retail Operating Standards Task Force)***. This task force uses a systematic, proactive strategy to address public nuisance problems at point-of-sale locations on a community-wide basis.

- ***Every 15 Minutes***. An award-winning program developed by the Chico (California) Police Department through a GALE grant, this program brings together a broad coalition of interested local agencies with the goal of reducing alcohol-related traffic fatalities among youth.

## **Contact**

Jay R. Stroh  
Director  
State of California Department of Alcoholic  
Beverage Control  
3810 Rosin Court, Suite 150  
Sacramento, CA 95834  
Phone: (916) 263-6900  
Fax: (916) 263-6912

# *Illinois*

## *Compliance Testing*

Illinois maintains a statewide program of compliance testing of all alcohol retailers once or twice a year. The program uses 19-year-old decoys who have been age-tested with adult shoppers selected at random. Inspections are done by a non-uniformed inspector, and citations are issued by each county's state's attorney when a sale occurs. For educational purposes, borrowed IDs are used if ID is requested. The state has produced an excellent monograph, "Compliance Checks and Other Enforcement Methods to Deter Underage Drinking."

### **Period**

1996 to present.

### **Funding**

The state government uses funding from the National Highway Traffic Safety Administration to contract for 1,100 inspections per year at \$21 each.

### **Impact**

The state's buy rate has fallen from 33 percent to 10 percent, and confiscation of false IDs during inspections has doubled. Surveys show that only 10 percent of all alcohol consumed by 18- to 20-year-olds is purchased by minors and that false ID use is low in most areas.

### **Evaluation**

The testing program has been evaluated by program staff through personal interviews of students at eight high schools and four universities around the state.

### **Recommendations for Similar Programs**

- Use 19- or 20-year-olds who have been age-tested for sting enforcement.
- Contract out inspections to hold down costs.
- Test or inspect all licensees twice yearly.
- Use false IDs on inspections as an educational tool to improve detection and confiscation.

### **Contact**

Thomas E. Radecki, J.D., M.D., Research Director  
Doctors and Lawyers for a Drug-Free Youth  
705 W. Oregon  
Urbana, IL 61801  
Phone and fax: (217) 328-3349

## ***Operation Straight ID***

Operation Straight ID provides free training to liquor retailers regarding why and how to check IDs and spot fake IDs. Cops in Shops is also offered to retailers, resulting in several hundred arrests each year.

## **Contact**

Paul Froehlich  
Manager of Special Projects  
Illinois Secretary of State Police  
405 Mannheim Road  
Bellwood, IL 60104  
Phone: (708)338-7561  
Fax: (708) 338-550

## **Period**

1994 to present.

## **Funding**

Operation Straight ID is funded by an ongoing, annual \$100,000 grant from the U.S. Department of Transportation.

## **Impact**

In fiscal year 1998, over 8,200 persons were trained and hundreds of fake IDs were seized. In jurisdictions where training is required or encouraged and where consistent enforcement occurs, the proportion of businesses selling alcohol to decoys without carding them has declined sharply. Pre-training and post-training tests given to those receiving the training shows an increase in knowledge about carding.

## **Recommendations for Similar Programs**

- Recognize the importance of both education and enforcement. Together they have a greater impact on youth alcohol use prevention than either approach separately.

# Louisiana

## Alcohol Enforcement Programs

Statewide efforts in Louisiana focus on education and enforcement. Funding has been raised to increase the number of officer hours dedicated to enforcing underage alcohol-related violations. Even more spending, however, has been directed at strategies focusing on education. A major component of the educational strategies has been networking and forming partnerships with other agencies and organizations that share common goals with the Louisiana Highway Safety Commission. Below is a summary of some of the commission's larger programs:

- **School Assembly Programs.** By providing motivational speakers, education and awareness material, and other presentations on youth and traffic safety topics, the commission meets needs not being satisfied locally.
- **Taking a Stand! Louisiana Youth Conference.** An annual conference for state high school students and local advisors educates teens about various aspects of traffic safety and underage drinking and assists with the formation of school-based organizations such as SADD (Students Against Destructive Decisions, formerly known as Students Against Driving Drunk).
- **U-Drink, U-Drive, U-Walk.** This program was developed to provide awareness and education regarding the state's .04 percent blood-alcohol content law for persons under 18.
- **Substance Abuse Prevention and Education Resource (SUPER).** This early intervention program works to prevent alcohol- and drug-related problems in at-risk youth.
- **Think First.** This speakers' bureau addresses the problem of head and spinal cord injuries resulting from traffic crashes. The program offers age-appropriate speakers who have suffered injuries.
- **Students and Teachers Experiencing Progress in Safety (STEPS).** These annual regional seminars provide training for adult and student volunteers on techniques and programs for increasing awareness of traffic safety issues.
- **TeamSpirit.** This year-round, community-based youth leadership development program empowers youth to take an active role in reducing traffic crashes, promoting seat belt use, and preventing underage drinking and the use of other drugs.

## Contact

Karen Sanders, Program Manager  
Department of Public Safety, Louisiana Highway  
Safety Commission  
P.O. Box 66336  
Baton Rouge, LA 70896  
Phone: (504) 925-6976  
Fax: (504) 922-0517  
E-mail: ksanders@dpsmail.dps.state.la.us



# *Nebraska*

## *Retail Compliance Checks*

The Nebraska State Patrol is the enforcement arm for the Nebraska Liquor Control Commission. As such, it conducts underage alcohol compliance checks targeting retail outlets on a regular basis, often in cooperation with local agencies. In addition, investigators conduct Cops in Shops-style operations as time and resources permit.

The Nebraska State Patrol also offers educational programs to retail outlets and the public. Those programs, which cover alcohol laws, risks, and use behavior, are provided upon request.

## **Contact**

Sergeant Martin J. Costello  
Alcohol/Tobacco Enforcement Coordinator  
Nebraska State Patrol  
P.O. Box 94907  
Lincoln, NE 68509-4907  
Phone: (402) 471-2571  
Fax: (402) 471-2814

## *New York*

### ***Underage Driver Identification Program***

A statewide, specialized ABC enforcement program known as the Underage Driver Identification Program specifically targets the 16- to 20-year-old age group. It is an education and enforcement program in which the New York State Police conduct ABC compliance inspections. Enforcement efforts are geared to reducing the number of alcohol-related traffic crash fatalities and injuries involving underage youth.

#### **Period**

December 1996 to present.

#### **Funding**

The Underage Driver Identification Program is funded through operating funds and federal grants.

#### **Recommendations for Similar Programs**

- Build partnerships with agencies and organizations that share your goals.
- Combine a strict enforcement policy with a comprehensive education and public information effort.
- Emphasize the human aspect as opposed to reporting numbers.

#### **Contact**

Superintendent James W. McMahon  
New York State Police  
Building 22  
1220 Washington Avenue  
Albany, NY 12226-0001  
Phone: (518) 457-6721  
Fax: (518) 485-7505

# Ohio

## ***Alcohol Enforcement Programs***

The Liquor Enforcement Unit is responsible for enforcement, education, and prevention programs regarding the underage use of alcohol. The unit has four programs that target underage alcohol use:

- ***Cops in Shops.*** Plainclothes officers are randomly placed inside and outside participating retail stores to deter illegal purchases of alcohol, apprehending minors who attempt to purchase alcohol as well as persons who attempt to make purchases for them.
- ***None for Under 21.*** This is a statewide campaign designed to memorialize Ohio's youth killed in alcohol-related traffic crashes. This annual, one-week program reminds students that if they are under 21 and consume alcohol, they are breaking the law.
- ***Sober Truth.*** This program is designed to educate students about the state's liquor laws as they relate to minors. The program works to increase students' knowledge about alcohol and its effects and to encourage responsible decision making regarding the use of alcohol.
- ***SADD (Students Against Destructive Decisions).*** Since 1981, Ohio has been involved in the sponsorship of SADD programs in the schools. SADD, a peer leadership group, is dedicated to preventing underage drinking and drug use by focusing attention on the potentially life-threatening consequences of destructive decisions.

## **Funding**

Liquor Enforcement Unit programs are funded by National Highway Traffic Safety Administration grants, confiscated funds, donations, and the operating budget.

## **Contact**

Janet Mead  
Communications Office  
Ohio Department of Public Safety  
P.O. Box 182081  
Columbus, OH 43218-2081  
Phone: (614) 466-4344  
Fax: (614) 752-8410

# ***Oregon***

## ***Coalition to Reduce Underage Drinking***

The Oregon Coalition to Reduce Underage Drinking provides assistance and support to local jurisdictions for creating and enforcing youth alcohol policies and laws.

### **Period**

June 1997 to present.

### **Funding**

The coalition received \$1 million from the Robert Wood Johnson Foundation.

### **Impact**

The program is evaluated on a process basis. It is considered successful when new laws or ordinances related to decreasing alcohol access are passed.

### **Evaluation**

The program has been evaluated by Elizabeth Justiniano of the University of Minnesota, (612) 625-8875.

### **Recommendations for Similar Programs**

- Go to the target group and find out where the problem lies.
- Instead of implementing programs that address the problem one on one, conduct initiatives that will affect a large group.
- Involve the whole community in the process.

- Find out why laws are not being enforced. Then do your best to change that situation.

### **Contact**

Nina Robart  
Project Director  
OCRUD  
4233 S.W. Corbett Avenue  
Portland, OR 97201  
Phone: (503) 244-5211  
Fax: (503) 827-3902

# Pennsylvania

## Alcohol Enforcement Programs

Pennsylvania has a number of statewide education and prevention efforts:

- **L.C. Bee Program.** L.C. Bee is the alcohol education mascot of the Liquor Control Board (LCB). He teaches young children the facts about alcohol. He visits schools with his “bee keeper,” who explains the effects of alcohol on the body. L.C. also sings and dances with the children.
- **Pennsylvanians Against Underage Drinking (PAUD).** Formed in 1996, this broad-based coalition was formed to reduce underage drinking and related alcohol problems through environmental policy changes. Six regional coalitions have been developed to implement specific plans and strategies.
- **Responsible Alcohol Management Program (RAMP).** This program helps licensees and their employees better understand and apply responsible alcohol management practices. In workshops, the attendees learn how to identify minors and fake IDs, how to avoid serving visibly intoxicated persons, how designated driver programs work, and how to reduce risk and liability.
- **Alcohol Awareness Poster Program.** The LCB has sponsors this education and prevention program in which students in kindergarten through 12<sup>th</sup> grade create posters designed to discourage their peers from drinking. Approximately 20 percent of all schools

participate in this program. Winners receive awards, and some of the posters are reprinted and distributed.

- **High School Journalism Contest.** Just initiated is a contest challenging high school journalists to write articles for their school publications concerning underage drinking. It is hoped that by participating the students will become more aware of the dangers of underage drinking and will help educate their classmates.
- **School Displays.** The LCB offers free-standing displays to schools to remind youth of the risks associated with underage drinking. The displays go to junior high schools and high schools for one-week periods.
- **College Grants.** The LCB has just started offering small grants to colleges in the state to help them create campus–community coalitions to fight alcohol problems. The coalitions must take an environmental change approach and include a diverse representation from the college and the community.

## Funding

These programs are funded by the Bureau of Alcohol Education, which is funded by proceeds from the sale of wine and spirits and by private grants.

## Contact

William Poe  
Supervisor, Bureau of Alcohol Enforcement  
Pennsylvania Liquor Control Board  
Northwest Office Building, Room 602  
Harrisburg, PA 17124-0001  
Phone: (717) 705-0859  
Fax: (717) 783-2612  
E-mail: [wpoe@lcb.state.pa.us](mailto:wpoe@lcb.state.pa.us)

# *Texas*

## ***Project SAVE***

Project SAVE (Stop Alcohol Violations Early) is a statewide, school-based alcohol prevention program developed by the Texas Alcoholic Beverage Commission. This interactive program is offered to students in fourth through ninth grades. The students learn appropriate skills by making lists of reasons not to drink, performing realistic peer-pressure scenarios, viewing videos, discussing behaviors, and working through situational problems. The program is taught by specially trained peace officers.

### **Period**

September 1997 to present.

### **Funding**

Project SAVE is funded through the general revenue fund.

### **Impact**

In fiscal year 1998, over 183,000 students were exposed to the program. They increased their program content knowledge by an average of 49 percent.

### **Evaluation**

The program has been evaluated by Kappie Bliss and Associates, Austin, Texas, (512) 343-7801.

## **Recommendations for Similar Programs**

- Target multiple areas of the community to create lasting changes in the students' environment.
- Evaluate your program for short- and long-term effects and to insure that program content is timely, relevant, and based on factual data.
- Develop local coalitions to avoid duplicated efforts and ensure blanket coverage.
- Use pre-packaged programs and tailor them to meet your needs.

### **Contact**

Rolando Garza, Director of Human Resources  
Texas Alcoholic Beverage Commission  
P.O. Box 13127  
Austin, TX 78711  
Phone: (512) 206-3218  
Fax: (512) 206-3350  
E-mail: r.garza@tabc.state.tx.us

# *Virginia*

## ***Retail Compliance***

The Virginia Department of Alcoholic Beverage Control is working to ensure legal compliance by establishments that serve or sell alcohol. Year 1 involved direct mail and public service announcements to the establishments and the public. Year 2 includes education and training of licensee employees, training for enforcement agents, and enforcement operations using underage buyers.

### **Period**

October 1997 to September 1999.

### **Funding**

The effort is funded by a National Highway Traffic Safety Administration grant of \$39,000 over two years.

### **Evaluation**

On completion, the program will be evaluated by Shawn Walker, Virginia Department of Alcoholic Beverage Control, (804) 213-4569.

### **Contact**

Maureen Earley  
Education Coordinator  
Virginia Department of Alcoholic Beverage Control  
P.O. Box 27491  
Richmond, VA 23261-7491  
Phone: (804) 213-4754  
Fax: (804) 213-4415  
E-mail: [mbearly@abc.state.va.us](mailto:mbearly@abc.state.va.us)

## ***Limousine Driver Alcohol Awareness***

Representatives from the Virginia Department of Alcoholic Beverage Control, Department of Motor Vehicles, State Police, and Department of Education, along with the Virginia Limousine Association, developed a program to address enforcement, education, and liability regarding limousine drivers' responsibilities while transporting minors. An outline for limousine drivers was developed, as was a pledge to be signed by the association's membership. Also included was a public relations campaign and enforcement targeting limos.

### **Period**

October 1997 to September 1999.

### **Funding**

The program was funded through a National Highway Traffic Safety Administration grant of \$54,000 over two years.

### **Impact**

The initial pilot in the Richmond area resulted in 26 arrests. The program is currently being expanded statewide. A post-program analysis will be conducted.

### **Evaluation**

On completion, the program will be evaluated by Shawn Walker, Virginia Department of Alcoholic Beverage Control, (804) 213-4569.

## **Recommendations for Similar Programs**

- Ask yourself how the new initiative will fit with the rest of your programs.
- Determine if there is enough support for the program. If not, how can you get it?
- Market the program. You need to tell everyone about it.

### **Contact**

Maureen Earley  
Education Coordinator  
Virginia Department of Alcoholic Beverage Control  
P.O. Box 27491  
Richmond, VA 23261-7491  
Phone: (804) 213-4754  
Fax: (804) 213-4415  
E-mail: [mbearly@abc.state.va.us](mailto:mbearly@abc.state.va.us)



## ***LOCAL PROGRAMS***

### ***California***

#### ***Alameda County Sheriff's Office: Alcohol Education in Schools***

Working with local police agencies and the county's Council for the Prevention of Drinking and Driving (formed in 1983), the Alameda County Sheriff's Office provides alcohol education in the schools. This is done through the DARE program as well as at annual "Sober Graduation" assemblies, which address the issues and consequences of alcohol use and driving.

#### **Period**

1990 to present.

#### **Funding**

Efforts are funded through operating budget funds, donations, and local grants.

#### **Impact**

Since the program started, there have been no graduation-related youth DUI arrests and no alcohol-related collisions or fatalities on graduation nights.

#### **Evaluation**

The program is being evaluated by the Council for the Prevention of Drinking and Driving, 21192 Hesperian Blvd., Hayward, CA 94541.

#### **Contact**

Sergeant Donald Buchanan  
Alameda County Sheriff's Office  
15001 Foothill Blvd.  
San Leandro, CA 94579  
Phone: (510) 667-3600  
Fax: (510) 667-3626

## ***Anaheim Police Department: ABC Decoy Operations***

Five to six times a year, the Anaheim Police Department conducts ABC decoy operations. Decoys aged 18-19 are sent into ABC-licensed locations with police supervision to attempt to purchase alcoholic beverages. If they are able to make a purchase, enforcement action is taken against the offender and the licensee.

### **Period**

Ongoing.

### **Funding**

This program is funded through the operating budget.

### **Impact**

The more frequently the program is operated, the more impact it has. The police department sees a percentage decline in sales to minors and increased compliance by the licensees.

### **Recommendations for Similar Programs**

- Educate youth in the schools as well as through the media.
- Educate the licensees and sales staff.
- Increase the penalties for offenders.
- Streamline the administrative process against the licensee and stiffen the penalties for violations.
- Stop alcoholic beverage advertisements aimed at teens.

### **Contact**

Investigator Lisa Galvin  
Anaheim Police Department, Vice Detail  
P.O. Box 3369  
Anaheim, CA 92803  
Phone: (714) 765-1465  
Fax: (714) 778-5784

## ***Chico Police Department: Every 15 Minutes***

The “Every 15 Minutes” program is a cooperative effort between the police department, a local hospital, and the school district. This two-day program involves speakers at an assembly and the re-creation of a fatal traffic collision. In addition, a student is removed from class every 15 minutes to symbolize the fact that a person is killed in an alcohol-related collision every 15 minutes. The entire student body then attends the “collision scene” with the victims. This successful program has been replicated by several other agencies. The department’s 1996 program evaluation report is an excellent source document.

### **Period**

1996 and 1998.

### **Funding**

The 1996 program was funded by a \$2,000 state grant and matching local contributions. The expanded program in 1998 received a \$4,000 state grant and matching local contributions.

### **Impact**

Survey findings and qualitative feedback from participants showed concurrence among most students, parents, and school personnel that this program is an extremely worthwhile prevention activity that should be repeated and replicated in other communities.

### **Evaluation**

The 1996 program was evaluated by Duerr Evaluation Resources, (916) 893-3734.

### **Recommendations for Similar Programs**

- Build a coalition to develop your program.
- Obtain youth involvement in your program.

### **Contact**

Trish Beckman  
Community Services Officer  
Chico Police Department  
1460 Humboldt Road  
Chico, CA 95928  
Phone: (530) 895-4706  
Fax: (530) 895-4994

## ***El Cajon Police Department: Cops in Shops***

The department used a Cops in Shops approach, placing two plainclothes officers in off-sale establishments, posing as employees. Two different strategies were used. One approach was to place one officer inside the business and the other outside, in a position to apprehend any minors who attempted to make a purchase. The other approach used both officers inside the business. There was heavy press coverage at the beginning of the program, and signs were placed in all off-sale establishments indicating that clerks may be police officers.

### **Period**

March 1995 to July 1997.

### **Why Discontinued**

The program was not cost-effective because of the demographic makeup of the city.

### **Funding**

The program was funded through an initial one-year grant from the state ABC and then through the department's operating budget.

### **Impact**

The program was not as effective as anticipated—only two citations were issued during 12 separate operations. Another nearby agency ran the same program at the same time with much higher results in beach and college areas. El Cajon has neither of those draws.

## **Recommendations for Similar Programs**

- Consider whether your program is appropriate for the demographics and activities of your jurisdiction.

### **Contact**

Lieutenant Larry Wood  
City of El Cajon Police Department, Community Policing  
100 Fletcher Pkwy.  
El Cajon, CA 92020  
Phone: (619) 441-1561  
Fax: (619) 444-9347

## ***Los Angeles County Sheriff's Department: Combating Sales to Underage Purchasers***

The Los Angeles County Sheriff's Department created innovative programs that dealt with alcohol-related problems, particularly the sale of alcoholic beverages to underage youth. The effort had six objectives:

- Train enforcement personnel.
- Identify problematic ABC locations.
- Conduct regular training and inspections for licensees and employees, and also conduct decoy enforcement.
- Conduct quarterly task force-style enforcement operations at selected problem locations.
- Establish a permanent report tracking system between the agency and the local ABC office to identify problems in a timely manner.
- Publicize positive outcomes from the program.

Their department's GALE grant application and final report are excellent examples of such documents.

### **Period**

January 1995 to June 1997.

### **Why Discontinued**

Loss of funding.

### **Funding**

The effort was funded by a California State Department of Alcoholic Beverage Control Grant Assistance to Law Enforcement

(GALE) grant of \$100,000. Local matching funds totaled \$20,585.

### **Impact**

This very successful program had a number of positive impacts, including a drastic reduction in sales to minors, over 300 establishment inspections, and seven license revocations with eight others pending at the time of the final report.

### **Evaluation**

The program was evaluated by Jerry Jolly, California State Department of Alcoholic Beverage Control, (916) 263- 6900.

### **Recommendations for Similar Programs**

- Use the media to publicize positive outcomes of the program.
- Work with other agencies and community groups that have similar goals and objectives.
- Provide training to licensees and employees on ABC laws and pertinent local ordinances.
- Involve the schools in any training effort targeting school-age youth.

### **Contact**

Captain Johnny G. Jurado  
Los Angeles County Sheriff's Department, East Los Angeles Station  
5019 East Third Street  
Los Angeles, CA 90022  
Phone: (323) 264-4151  
Fax: (323) 267-0637  
E-mail: [jgjurado@lasd.org](mailto:jgjurado@lasd.org)

## ***Modesto Police Department: Minor Decoy Program***

The Modesto Police Department's initial minor decoy program was part of a one-year grant. A major component was to provide education to the owners and operators of alcohol sales outlets as well as servers. For enforcement, minors were used to reinforce the education. Currently, the agency conducts periodic education seminars and uses decoys for specific complaints.

### **Period**

January 1995 to December 1995.

### **Why Discontinued**

The program grant was for one year. An expanded variation of the program continues.

### **Funding**

The program was funded through a portion of a \$100,000 state ABC grant to local law enforcement agencies.

### **Impact**

The effort resulted in greater public awareness and increased cooperation from the owners, operators, and servers.

### **Evaluation**

The program was evaluated by the state's Department of Alcoholic Beverage Control.

## **Recommendations for Similar Programs**

- Provide education for youth.
- Provide education for persons who are involved with the sale and service of alcoholic beverages.
- Keep programs available and ongoing.
- Provide effective, ongoing enforcement.

### **Contact**

Detective Dan Shipley  
Modesto Police Department  
P.O. Box 1814  
Modesto, CA 95353  
Phone: (209) 572-9541 or -9551  
Fax: (209) 572-0741

## ***Oakland Police Department: Decoy Operations and LEAD Training***

The Oakland Police Department combines enforcement through decoy operations with licensee education and training. After sales are made to a decoy, officers conduct a premises inspection to issue a warning and make suggestions for preventing the problem. Monthly LEAD (Licensee Education on Alcohol and Drugs) training is conducted by the local ABC office.

### **Contact**

Officer Carletta Garrett  
Oakland Police Department  
455 7<sup>th</sup> Street, Room B88  
Oakland, CA 94607  
Phone: (510) 238-7065  
Fax: (510) 238-3039

### **Period**

1993 to present.

### **Funding**

A \$600 annual fee from all licensees pays for a full-time officer and civilian. A second full-time officer and civilian are paid through the general fund.

### **Impact**

The number of sales to minors decreases during times when the operation is conducted.

### **Recommendations for Similar Programs**

- Include youth in the development of any program, recognizing environmental factors that affect their values and the acceptability of alcohol use.
- Use the DARE program at the junior high or middle school level.

## ***Petaluma Police Department: Alcohol Enforcement Team***

The Petaluma Police Department operated an alcohol enforcement team that provided training to licensees and employees, inspections, and enforcement through decoy operations, Cops in Shops, and DUI checkpoints. After the ABC grant, these operations were transferred to a serious traffic offender program grant project and to the Street Crimes Unit.

### **Period**

The ABC grant ran from January 1995 to June 1996. The highway safety grant ran from October 1996 to December 1998.

### **Why Discontinued**

The grant period ended. However, enforcement continues to a lesser degree.

### **Funding**

The program was funded through the state ABC grant and a highway safety grant.

### **Impact**

Enforcement reduced alcohol-related calls for service, and awareness was raised in the community and among officers and merchants. Numerous businesses saw administrative actions taken against them by ABC.

### **Evaluation**

The program was evaluated by the California Department of Alcoholic Beverage Control.

## **Recommendations for Similar Programs**

- Use decoy operations.
- Work cooperatively with merchants.
- Educate sellers and servers.
- Educate officers to increase their awareness and gain greater cooperation for the zero tolerance enforcement that is necessary.
- Develop action plans for handling alcohol parties in houses and open areas.

### **Contact**

Sergeant Matthew Stapleton, Petaluma Police  
Department, Street Crime Unit  
969 Petaluma Blvd. N  
Petaluma, CA 94952  
Phone: (707) 778-4477  
Fax: (707) 778-4476



## ***Sacramento County Sheriff's Department: Liaison with ABC***

This program provides a full-time liaison officer to work with the sheriff's department and the state ABC department. The officer provides training on enforcement operations and inspections, conducts background checks of liquor license applicants, and serves as a resource for officers on issues related to liquor licenses and licensed establishments.

### **Period**

1995 to present.

### **Funding**

The program was initially funded through a \$100,000 state ABC grant. It is currently funded through a COPS MORE grant.

### **Impact**

Enforcement has resulted in a decrease in alcohol sales to minors. Licensee training has resulted in greater awareness on the part of owners and their employees.

### **Recommendations for Similar Programs**

- Develop political support for your programs.
- Conduct a survey to determine needs before you start.
- Understand that public education and awareness are important to the success of every program.

### **Contact**

Detective Bettie Matranga  
Sacramento County Sheriff's Department  
711 G Street  
Sacramento, CA 95814  
Phone: (916) 874-5845  
Fax: (916) 874-5858  
E-mail: barton@jps.net

## ***Sacramento Police Department: Three-Part Program***

This program takes a three-pronged approach to dealing with the youth alcohol problem. It reduces the number of youth alcohol-related complaints to the department, provides education and training to officers and liquor establishment employees, and provides deterrence through enforcement. One officer is funded full-time to coordinate the agency's grant-related activities and conduct much of the work. Tactics included a minor decoy operation, establishment inspections, and task force-style enforcement details.

### **Period**

July 1997 to present.

### **Funding**

This program is funded by a state ABC grant of \$170,000 over two years.

### **Impact**

There has been a 40 percent reduction in DUI-related fatalities. Also, sales of alcohol to minors are reported to have decreased 80 percent.

### **Contact**

Erik G. Nygren  
ABC Liaison Officer  
Sacramento Police Department  
5303 Franklin Blvd.  
Sacramento, CA 95820  
Phone: (916) 277-6001  
Fax: (916) 455-6572

## ***San Diego Police Department: Five-Part Program***

This program initially consisted of four parts: zero tolerance presentations (“Looze the Booze”) in high schools, Cops in Shops, ABC ID lectures (teaching alcohol business employees how to detect counterfeit and borrowed IDs), and minor decoy operations. The program has been expanded to include IMPACT (Informed Merchants Preventing Crime-Related Tendencies), which consists of high-profile inspections of ABC-licensed businesses, along with tracking and follow-up on complaints about sales of alcohol to minors.

### **Period**

July 1997 to present.

### **Funding**

The program was initially funded through a grant from the California State Department of Alcoholic Beverage Control. Currently, there is no special funding.

### **Recommendations for Similar Programs**

- Use a minimum of two officers for any decoy or shop operation.
- Involve the DMV and ABC agencies in any education program. Doing so will spread out the work and will reinforce the message to the youth that “you will be caught.”
- Use local prevention groups for materials, ideas, etc. They want to help, and they share your goals.

- Be open-minded about how to approach youth education. Ask youth what keeps their attention during a class or presentation.

### **Contact**

Detective Kerry Mensior, San Diego Police Department  
1401 Broadway, M.S. 724  
San Diego, CA 92101  
Phone: (619) 531-2434  
Fax: (619) 531-2449  
E-mail: kmensior@hotmail.com

## ***Santa Ana Police Department: Cops in Shops and Decoy Operations***

The Santa Ana Police Department has a two-pronged enforcement program designed to deter minors from purchasing alcohol, adults from furnishing alcohol to minors, and retail stores from selling alcohol to minors. Cops in Shops uses plainclothes officers posing as employees in retail stores to detect and apprehend (1) minors who attempt to purchase alcohol or use false identification and (2) adults purchasing for minors. The decoy component uses underage volunteers who, working under the supervision of police officers, attempt to purchase alcohol at retail stores.

### **Period**

1995 to present.

### **Funding**

The program was funded in 1996 by a \$100,000 grant from the California Department of Alcoholic Beverage Control. The program is now funded through the local operating budget.

### **Impact**

This program has led to greater awareness on the part of the community and retailers. The initial enforcement actions and word of the program led to a reduction in citations issued at the program's end.

## **Recommendations for Similar Programs**

- Seek out other departments that have implemented a similar program. Learn from their experiences before implementing the program yourself.
- Have a funded budget that adequately provides for your needs, especially with regard to overtime expenditures.

### **Contact**

Lieutenant Robert Helton  
Santa Ana Police Department/M-96, Special  
Investigations—Vice  
60 Civic Center Plaza  
Santa Ana, CA 92702  
Phone: (714) 245-8542  
Fax: (714) 245-8540

## *Colorado*

### *Arapahoe County Sheriff's Office: Zero Tolerance and Public Education*

This agency's approach to alcohol enforcement with juveniles includes aggressive patrol, street-level enforcement, sting operations, and diversion programs through the department and the District Attorney's Office. The Patrol Division has a zero tolerance approach to juvenile alcohol possession and consumption. Special events such as prom nights are staffed with school resource deputies, and alcohol awareness programs are presented prior to the events. Each spring the department sends out reminders to all retail outlets reminding them of the underage laws and then follows up with an operation using minor decoys.

#### **Period**

August 1993 to present.

#### **Funding**

The program is funded through the operating budget.

#### **Impact**

The number of large keg parties and house parties has decreased. However, the number of alcohol-related fatal crashes involving youth has not declined significantly.

#### **Recommendations for Similar Programs**

- Have an aggressive, zero tolerance enforcement effort.
- Use school resource officers for education and awareness programs.
- Consider the use of juvenile diversion programs for first-time offenders.

#### **Contact**

Captain Mark Campbell  
Patrol Division  
Arapahoe County Sheriff's Office  
5686 S. Court Place  
Littleton, CO 80120  
Phone: (303) 734-5105

## ***Arvada Police Department: Enforcement and Education***

The Arvada Police Department has undertaken a multifaceted, proactive approach to alcohol law compliance. The approach includes underage sting operations, Operation Keg Shadow (which discourages adults from providing kegs to minors), and aggressive DUI enforcement, including checkpoints. The department provides licensee training sessions and distributes a periodic newsletter for licensees, and it works closely with the local liquor licensing authority and the city prosecutor's office. The Arvada Police Department Liquor Enforcement Training Seminar manual is an excellent source document.

### **Period**

1995 to present.

### **Funding**

This program is funded through the operating budget only.

### **Impact**

The program has seen a significant reduction in alcohol sales to minors by retailers.

### **Recommendations for Similar Programs**

- Coordinate efforts between the police, the licensing authority, and the prosecutor.
- Establish a contact person or program leader in each functional group.

- Provide retailers with appropriate education before enforcement.

### **Contact**

Investigator Carla Bennett  
Arvada Police Department  
8101 Ralston Road  
Arvada, CO 80002  
Phone: (303) 431-3062  
Fax: (303) 431-3036

## ***District of Columbia***

### ***National Capital Coalition to Prevent Underage Drinking***

In this program, local high school youth meet four times a month to develop and implement plans to help prevent underage drinking. The coalition's activities have included attending leadership training, helping with conferences, creating newsletters, holding a prayer vigil, and testifying to city council and the U.S. Congress regarding pending alcohol and tobacco legislation.

Future plans include a mural project, public service announcements, and an alcohol-free outdoor festival. The coalition works on all policy initiatives regarding the use of alcohol and tobacco, including billboard, festival, and tax legislation.

#### **Period**

1997 to present.

#### **Funding**

The program has been funded by foundation grants of approximately \$56,500.

#### **Evaluation**

The summer program was evaluated by Lynette Lender, (202) 724-8105.

#### **Recommendations for Similar Programs**

- Exercise consistency in planning and executing events.

- Encourage youth involvement in all aspects of creation, planning, and execution of the program and its activities.
- Show enthusiasm about the program. Staff must be positive and engaged.

#### **Contact**

Nadine Parker, Project Director  
National Capital Coalition to Prevent Underage Drinking  
1875 Connecticut Avenue, N.W., Suite 732  
Washington, DC 20009  
Phone: (202) 265-8922  
Fax: (202) 265-8056 or -8924  
E-mail: [nccpud@erols.com](mailto:nccpud@erols.com)

## ***Florida***

### ***Collier County Sheriff's Department: Youth Education***

Youth relations deputies in the Collier County Sheriff's Department have a long history of providing educational programs in schools. The effort started with the Junior Deputy program presented to fourth graders. In 1993, DARE was added to teach fifth graders about drug and alcohol issues. Middle and high school students receive regular presentations on a variety of public safety issues from deputies assigned to the schools. The high school deputies concentrate on alcohol presentations at prom and graduation time to reinforce the message that drinking and driving can be deadly.

#### **Period**

1978 to present.

#### **Funding**

The program is funded through the operating budget.

#### **Recommendations for Similar Programs**

- Commit to the program once it starts.
- Obtain formal support for the program from as many community agencies and organizations as possible.

#### **Contact**

Sergeant Joe Williams or Lieutenant Tom Davis  
Collier County Sheriff's Department, Youth  
Relations Bureau  
3301 E. Tamiami Trail  
Naples, FL 34112  
Phone: (941) 793-9260  
Fax: (941) 793-9339



## *Illinois*

### ***Carbondale Police Department: Enforcement and Education***

The Carbondale Police Department conducts ongoing enforcement and education efforts in an effort to reduce underage alcohol consumption. In Carbondale, a university town, enforcement efforts are directed toward decoy operations, foot and other specialized patrols, and DUI. Education and prevention programs are conducted in cooperation with the university, and the police department has a representative on the city's Liquor Advisory Board.

#### **Period**

Ongoing.

#### **Funding**

The program is funded through the operating budget.

#### **Impact**

On average, the Carbondale Police Department makes 500 annual arrests for underage-related alcohol violations and 250 annual DUI arrests.

#### **Contact**

Lieutenant Stephen J. Odum  
Field Operations Division Commander  
Carbondale Police Department  
610 E. College, P.O. Box 2047  
Carbondale, IL 62902-2047  
Phone: (618) 457-3200 Ext. 449  
Fax: (618) 457-3204

## ***Wood Dale Police Department: Community Policing Juvenile Alcohol Initiative***

The Wood Dale Police Department's community policing juvenile alcohol initiative combines awareness, community education, prevention, enforcement, and community involvement. A Community Assistance Council made up of various community members meets monthly to discuss solutions to local social problems. It sponsors youth development programs and parent training programs, and it provides a means to evaluate current approaches to community problems. The partnership provides the police and the community with different perspectives and ideas for dealing with problems such as gangs, violence, and substance abuse.

### **Period**

1990 to present.

### **Funding**

The program is currently funded by two federal grants and one state grant totaling \$150,000, \$10,000 from the police department's operating budget, and other contributions and donations.

### **Recommendations for Similar Programs**

- Create a community partnership and share resources and information.
- Involve youth in decisions and program development.
- Review other programs and use ideas that fit your needs.

- Use community groups to get involvement and buy-in.
- Use community education to create awareness that involves parents, youth, and educators, especially to create an understanding of how and why enforcement is important.

### **Contact**

Chief Frank E. Williams  
City of Wood Dale Police Department  
404 N. Wood Dale Rd.  
Wood Dale, IL 60191  
Phone: (630) 766-2060  
Fax: (630) 766-9178

# *Iowa*

## ***Iowa State University Department of Public Safety: Alcohol on Campus***

The Iowa State University Department of Public Safety program focuses on alcohol use in the college campus environment. There is aggressive enforcement of DWI, public intoxication, and underage possession, including team enforcement with local agencies at large public events. In addition to traditional prevention activities, the university sponsors a summer alcohol/traffic safety conference for incoming freshmen to alter perceptions about college drinking. The school also includes alcohol-related information in its sexual assault prevention strategies.

### **Period**

1995 to present.

### **Funding**

The effort is funded through various university funds, gifts, and grants.

### **Recommendations for Similar Programs**

- Employ enforcement consistently.
- In education efforts, try to target one of the following themes: perceived risk, social acceptability, or perceived norms.
- Try to enhance the leadership skills and visibility of non-users or non-using groups.

- Particularly in the college setting, establish a strong partnership with those who manage the student living areas.

### **Contact**

Charles Cychosz, Ph.D.  
Manager, Crime Prevention Research and Training  
Iowa State University Department of Public Safety  
151 Armory  
Ames, IA 50011  
Phone: (515) 294-4523  
Fax: (515) 294-0383  
E-mail: ccychos@iastate.edu

## ***Louisiana***

### ***Baton Rouge: Juvenile and Underage Drinking Enforcement Task Force***

The Juvenile and Underage Drinking Enforcement Task Force (JUDE) combines the enforcement efforts of the ABC Office, the sheriff's office, and the police department to concentrate enforcement efforts on nights and weekends to identify and target underage drinkers and the alcohol sources. Violators under 17 may attend an alcohol awareness program in lieu of court. Violators over 17 may pay a fine in lieu of going to court. The task force's 1997 annual report provides an excellent program overview.

#### **Period**

August 1993 to present.

#### **Funding**

The Juvenile and Underage Drinking Enforcement Task Force is funded through a varied amount of local government funding.

#### **Impact**

The program has resulted in reduced sales to minors, a reduced number of traffic crashes involving minors and alcohol, and a reduced number of traffic crashes involving fatalities and serious injuries involving minors and alcohol.

#### **Evaluation**

The program has been evaluated by the Louisiana Highway Safety Commission, (225) 925-6991, and the Louisiana Office of Alcohol and Tobacco Control, (225) 925-4070.

#### **Recommendations for Similar Programs**

- Identify and target the problem areas.
- Establish ABC regulations that punish license holders for selling to minors.
- Perform consistent, regular enforcement, or youth will not change their behavior.
- License the individuals who make the sales (clerks, bartenders, etc.) and provide for license suspensions for violations.

#### **Contact**

John C. Welborn, Jr., Assistant Director  
Office of Alcoholic Beverage Control and Gaming  
Enforcement  
P.O. Box 1471  
Baton Rouge, LA 70821  
Phone: (225) 389-3364  
Fax: (225) 389-7869  
E-mail: [jwelborn@ci.baton-rouge.la.us](mailto:jwelborn@ci.baton-rouge.la.us)

# *Maryland*

## *Montgomery County: Drawing the Line*

“Drawing The Line” is a multi-agency, public-private, comprehensive, county-wide program aimed at creating community consensus that underage drinking is illegal, unhealthy, and unacceptable. Based on social marketing principles and prevention research, Drawing The Line combines existing efforts and channels new initiatives to change young people’s environment. The program involves enforcement, education, activities, and sanctions.

### **Period**

April 1992 to present.

### **Funding**

For 1998, this project received approximately \$150,000 in federal and state grants.

### **Impact**

Binge drinking is lower. Field and hotel parties, as well as parent-hosted keg parties, have been virtually eliminated. Five new laws have been passed, including laws on keg registration, fake ID possession, and adult responsibility.

### **Recommendations for Similar Programs**

- Obtain and maintain support at the highest levels possible.
- Build a collaborative approach that includes all viewpoints.
- Realize that alcohol is a basic component of “real” crime; it is a public safety issue as well as a personal health problem.
- Base plans on a needs assessment, set realistic and measurable objectives, and establish a research-based implementation with adjustments and reassessment as needed.
- Make changes that will outlast the money spent.

### **Contact**

Nancy Rea, Coordinator  
Drawing the Line on Underage Alcohol Use  
8630 Fenton Street, 10<sup>th</sup> floor  
Silver Spring, MD 20910  
Phone: (301) 217-1123  
Fax: (301) 217-3054  
E-mail: [nancy@goccp-state-md.org](mailto:nancy@goccp-state-md.org)

## *Massachusetts*

### ***Community Policing Problem-Solving Partnership***

The Community Policing Problem-Solving Partnership comprises town officials, the police, landlords, business owners, students, residents, and representatives from three institutions of higher learning. The group was formed to look at a wide variety of issues found in a small college town. It found that alcohol-related matters seem to be at the root of many problems. As a result, the group first focused on underage and binge drinking. Through a variety of methods including education, awareness, and enforcement, the partnership has decreased the number of underage alcohol parties. On a limited basis, the partnership has used Cops in Shops as an enforcement tool.

#### **Period**

August 1997 to present.

#### **Funding**

The program received a U.S. Department of Justice grant for \$97,661, plus a \$1,000 grant for Cops in Shops.

#### **Recommendations for Similar Programs**

- Involve the entire community.
- Be proactive.
- Secure grant funds for the program.
- Use enforcement as a tool to educate the community.

#### **Contact**

Lieutenant Jeffrey J. Roy  
Amherst Police Department  
P.O. Box 711  
Amherst, MA 01004  
Phone: (413) 256-4011  
Fax: (413) 256-4018

## ***Foxborough Police Department: Youth Resistance to Alcohol, Training of Liquor Retailers***

The Foxborough Police Department has used a variety of programs to enhance youth resistance to alcohol use and to increase cooperation from liquor store owners. The department covers the dangers and consequences of alcohol use in its DARE programs and has trained liquor operators about their obligations. The department's community group, Foxborough Cares, also conducts compliance checks and education programs.

### **Period**

December 1993 to present.

### **Funding**

The program has received \$1,500 in community policing grants in the last two years.

### **Impact**

Although the youth population has grown, there have been fewer alcohol-related arrests and no alcohol-related youth traffic crash fatalities.

### **Recommendations for Similar Programs**

- Include parents, schools, liquor establishments, etc.
- Make alcohol arrests an enforcement priority.
- Involve the media.

### **Contact**

Chief Edward T. O'Leary  
Foxborough Police Department  
40 South Street  
Foxborough, MA 02035  
Phone: (508) 543-1212  
Fax: (508) 543-1243

## *Nebraska*

### ***Lincoln Police Department: Badges in Bars***

By assigning three officers on overtime to the downtown bar area of this college town in a program called “Badges in Bars,” the police department has worked to decrease the number of minors entering liquor establishments and purchasing alcohol. Working two weekends a month, the officers alternate between the 22 bars, one working in plainclothes, checking IDs at the door, and the other two standing nearby, ready to make arrests. Officers also give education presentations at the university’s new student orientation sessions. Although the program is no longer federally funded, the department still runs the operation several times a year.

#### **Period**

October 1994 to present.

#### **Funding**

The program was initially funded through a federal highway safety grant of \$9,000. It is now funded through the police department’s operating budget.

#### **Impact**

During the grant-funded period, arrests for underage alcohol violations increased and DWI arrests decreased. The department attributed those changes to increased awareness of the enforcement effort. Alcohol-related crashes remained constant.

#### **Contact**

Captain Joy Citta  
Lincoln Police Department  
233 S. 10<sup>th</sup> Street  
Lincoln, NE 68508  
Phone: (402) 441-7751  
Fax: (402) 441-8492  
E-mail: [lpd429@cjis.ci.lincoln.ne.us](mailto:lpd429@cjis.ci.lincoln.ne.us)



## *New Mexico*

### ***Dona Ana County: Wolf Pack***

Dona Ana County has formed a multi-agency task force known as the Wolf Pack, which responds to suspected youth alcohol parties on very short notice. Before its formation, alcohol parties were a big problem. The county is home to a university and has easy access to remote areas, and parties were resulting in murders, rapes, and assaults. The Wolf Pack has significantly reduced this problem through swift and thorough enforcement. Participating officers also give presentations to middle and high schools on underage drinking.

#### **Period**

February 1995 to present.

#### **Funding**

The New Mexico legislature enacted laws that allow the counties to receive annual funds from a liquor excise tax. The program received \$20,000 this year, and \$32,000 is allocated for next year. All funds are used for overtime.

#### **Impact**

The number of parties is greatly reduced, as evidenced by the number of complaint calls and activities found on patrol. No party-related fatalities have occurred since the program began.

### **Recommendations for Similar Programs**

- Determine your issues.
- Determine who needs to be involved in addressing the issue.
- Get the support of all involved parties.
- Obtain media support.
- In certain cases, the element of surprise is essential.

### **Contact**

Patsy Manzanares, DWI Coordinator, Dona Ana County Sheriff's Department  
125 W. Boutz  
Las Cruces, NM 88005  
Phone: (505) 647-7810  
Fax: (505) 647-7813

## *New York*

### ***Task Force on University and Community Relations***

The large number of complaints regarding off-campus student behavior led to the formation of the Task Force on University and Community Relations. The task force is composed of student leaders, university professional staff, police and fire department representatives, neighborhood association representatives, community leaders, tavern owners, and campus-area landlords. The group has developed a number of creative solutions to many common quality-of-life issues affecting students and the community. The task force educates students and landowners and has developed a coordinated response from city agencies to quality-of-life issues.

#### **Period**

1989 to present.

#### **Contact**

Officer Fred Aliberti  
Albany Police Department  
Public Safety Building, Morton Avenue & Broad  
Street  
Albany, NY 12202  
Phone: (518) 458--5669  
Fax: (518) 458-5662

## ***Underage Drinking Initiative***

The Underage Drinking Initiative combines sales enforcement, vendor education and compliance, underage drinking and driving enforcement, and school-based victim impact panels. The program began with the publication of a pamphlet for middle school parents and with victim impact panels in which DWI crash survivors and victim family members addressed school assemblies. It progressed to the formation of SADD (Students Against Destructive Decisions, formerly Students Against Driving Drunk) chapters in each high school, which are now very active, and to various enforcement measures. The program now advertises on bus side-panels and kiosks. The program's brochure, "Choices," is available.

### **Period**

1989 to present.

### **Funding**

This year the program has raised \$17,000 through government and corporate sponsorship. The amount varies by year. Other support comes from operating funds.

### **Impact**

There has been a substantial decline in underage DWI arrests. Underage, alcohol-related crashes and fatalities are declining. SADD-based self-reporting forms are currently being analyzed.

## **Recommendations for Similar Programs**

- Involve a wide range of community groups and government organizations.
- Encourage student involvement through SADD or similar programs, and have students participate in the publicity and support the enforcement efforts.
- Involve the alcohol service industry in comprehensive training, and conduct effective enforcement.

### **Contact**

Denis Foley, Ph.D. , Albany County Stop-DWI  
Administrator  
Albany County Stop-DWI  
112 State Street, Room 1300  
Albany, NY 12207  
Phone: (518) 447-7706  
Fax: (518) 447-7789  
E-mail: dfoley1212@aol.com

## *North Carolina*

### ***Winston-Salem Police Department: Youth Alcohol Education***

The Winston-Salem Police Department purchased three pairs of Fatal Vision goggles, which visually simulate alcohol impairment. The department uses them as part of a training session provided to high school driver education classes as well as at special events, such as Project Graduation and Prom Promise, which are alcohol- and drug-free events offered for students to celebrate those special times safely. The program has been well received by students and faculty. It is the department's most requested program.

### **Contact**

Senior Police Officer D. Brian Pilcher  
Winston-Salem Police Department  
725 N. Cherry Street  
Winston-Salem, NC 27102  
Phone: (336) 773-7944  
Fax: (336) 773-7983  
E-mail: [dpilcher@ci.winston-salem.nc.us](mailto:dpilcher@ci.winston-salem.nc.us)

### **Period**

April 1998 to present.

### **Funding**

The program is funded through the department's operating budget.

### **Recommendations for Similar Programs**

- Make sure the school and the officers teaching are committed to the program.
- Establish a rapport with the students by communicating with them on their level.
- Use officers who have good public speaking skills and are very knowledgeable in alcohol-related topics.

# *Pennsylvania*

## ***Lancaster County: Safe Communities Program***

The Lancaster County Safe Communities Program combines enforcement and awareness. Enforcement is accomplished through a Cops in Shops program. The awareness component consists of education about the county's curfew law and underage alcohol violations.

### **Period**

January 1998 to present.

### **Funding**

The program has received \$78,000 from the Pennsylvania Department of Transportation.

### **Impact**

Cops in Shops reduced the number of underage persons attempting to purchase alcohol. The curfew program has not been in place long enough to determine its impact.

### **Recommendations for Similar Programs**

- Realize that public relations and awareness are key success components.
- Make sure all participating parties have the same goal.
- Before starting, get input from the target population and surrounding community.

### **Contact**

Felicity M. DeBacco  
Coordinator, Lancaster Safe Communities Program  
Lancaster County District Attorney's Office  
40 East King Street, 2<sup>nd</sup> Floor  
Lancaster, PA 17602  
Phone: (717) 299-8016 or (717) 291-4784, ext. 5000  
(voice mail)  
Fax: (717) 390-7729

## *South Dakota*

### ***Bismarck Police Department: Minor in Possession Program***

The goal of the Bismarck Police Department's Minor in Possession program is to educate youth and their parents about drug and alcohol laws, the consequences of illegal actions, attitudes, refusal models, etc. Referrals to the program are received from schools, law enforcement agencies, Juvenile Court, Juvenile Services, and parents. Those referred include juveniles who have been involved in drug- or alcohol-related incidents. A pre-assessment survey is used to identify the magnitude of the problem and determine a course of treatment.

#### **Period**

1987 to present.

#### **Funding**

The program relies on city and county funds, class fees, and donations.

#### **Recommendations for Similar Programs**

- Keep the program material current and consistent with not only the individual's needs but also society's needs and expectations.
- Make sure the program interacts with the students to ensure effective participation and understanding of class material.
- Provide adequate follow-up with class participants and their parents regarding any specific concerns.

- Involve the parents so they can reinforce class material in the family environment.
- Provide information on local, state, and federal laws pertaining to underage alcohol use.

#### **Contact**

Lieutenant Nick Severt  
Director, Police Youth Bureau  
Bismarck Police Department  
700 South 9<sup>th</sup> Street  
Bismarck, SD 58504  
Phone: (701) 221-7224  
Fax: (701) 221-7282

# *Texas*

## ***San Antonio Police Department: Strategic Nuisance Abatement Program***

The San Antonio health department is one of many participants in the San Antonio Police Department's Strategic Nuisance Abatement Program (SNAP) Unit. City, state, and federal departments and agencies come together to abate nuisance businesses in the city, many of whom sell alcoholic beverages to minors, through strict enforcement of codes, ordinances, and laws.

### **Period**

1995 to present.

### **Funding**

The program is funded by the police department's operating budget.

### **Impact**

Program success is measured by improved facility conditions and their effect on public health, increased knowledge by the business owner and operator of health requirements as outlined by code, decreased criminal activity at the location, and improved compliance with state liquor laws.

### **Recommendations for Similar Programs**

- Encourage good communication as well as a collaborative spirit among all participating agencies.

- Select well-trained staff with good communication skills.
- Participate in coalition-building groups.

### **Contact**

Darnell Michel  
Sanitation Services Manager  
San Antonio Metropolitan Health District,  
Environmental Health Division  
332 W. Commerce, Suite 101  
San Antonio, TX 78205-2489  
Phone: (210) 207-8853  
Fax: (210) 207-8039  
E-mail: [dmichel@ci.sat.tx.us](mailto:dmichel@ci.sat.tx.us)

***West Texas A&M University  
Police Department: Community  
Service by Youth Alcohol  
Offenders***

Texas law requires minors convicted of alcohol offenses to participate in community service. The West Texas A&M University Police Department worked with peer educators and the local justice of the peace to turn that community service into training and positive interaction with university students who do not use alcohol.

**Period**

1997 to present.

**Funding**

The program receives no special funding.

**Impact**

The program has succeeded in minimizing repeat offenses.

**Recommendations for Similar Programs**

- Conduct strong enforcement.
- Collaborate with all levels of the criminal justice system.
- Design a program that teaches as well as punishes.

**Contact**

Chief Eddie Wilson  
West Texas A&M University Police Department  
P.O. Box 60295  
Canyon, TX 79016  
Phone: (806) 651-2300  
Fax: (806) 651-2934  
E-mail: ewilson@mail.wtamu.edu



# ***EXEMPLARY REFERENCE MATERIALS***

Albany County STOP-DWI. “Choices” brochure.

Americans for Responsible Alcohol Access.  
A large number of news articles and press releases.

Arvada Police Department. Liquor Enforcement Training Seminar manual.

Baton Rouge Office of Alcoholic Beverage Control. “1997 Juvenile and Underage Drinking Enforcement Task Force Annual Report.”

California Department of Alcoholic Beverage Control. One-page fact sheets on seven of its programs.

Chico Police Department. 1996 Evaluation Report for “Every 15 Minutes” program.

Doctors and Lawyers for a Drug Free Youth. Monograph: “Compliance Checks and Other Enforcement Methods to Deter Underage Drinking.”

Los Angeles County Sheriff’s Department. GALE grant application and final report.

Louisiana Highway Safety Commission. One-page summaries of eight of its programs.

