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**OJJDP's 13th National EUDL Leadership Conference:
Law Enforcement Award Submissions now being accepted!**

Every year at the National EUDL Leadership Conference (NLC), we present awards to a law enforcement agency and a sworn law enforcement officer/agent whose commitment and action has resulted in notable accomplishments in at least three specific areas supporting underage drinking law enforcement. Nomination forms must be submitted by May 1st and can be found by going to the below links:

<http://www.udetc.org/documents/NLC2011/OfficerAward.docx>
<http://www.udetc.org/documents/NLC2011/AgencyAward.docx>

This year's NLC, "Spotlighting Community Solutions to Underage Drinking", will be held August 10th-12th, in Orlando, FL at the Rosen Shingle Creek Hotel. We invite you to visit the UDETC website: www.udetc.org and click on the NLC icon to register and learn more. We look forward to seeing you there!

SUCCESS STORIES: IOWA and KANSAS

Iowa's collaborative efforts result in the development of a statewide Law Enforcement/Retailer Training tool

Iowa's Enforcing Underage Drinking Laws (EUDL) funding is allocated to their eight judicial districts based on child population. In 2010 the Iowa EUDL coordinator received information about an effective statewide Alcohol Policy Builder Tool called WorkAlert being used by the state of Maine. After reviewing Maine's WorkAlert tool, Iowa was impressed by the tool and the potential reach for Iowa. The EUDL task force thought that this innovative tool could support and promote responsible alcohol sales in Iowa. Using Maine's tool as a model, Iowa developed the Iowa's Alcohol Law Enforcement/Retailer Training (I-ALERT) tool designed to support retailers in reducing youth alcohol consumption. This success story supports the effectiveness of collaboration across agencies.

Lawrence, Kansas develops a collaborative coalition of law enforcement and community business owners to combat the challenge of Fake Identifications.

Kansas, like many states, has experienced challenges with underage youth using fake or fraudulent forms of identification to purchase alcohol. Kansas has six major universities, increasing the enforcement challenge of addressing the use of false identification (ID) by minors. With the emphasis on the need to address the fake ID problem in their communities, a coalition of law enforcement and community business owners was developed in the City of Lawrence. The new coalition developed a campaign called "Fake ID 101". This success story

shares the components of the campaign and indicates the positive results of collaborative partnerships.

NATIONAL ELECTRONIC SEMINARS

April 2011

Logic Models and Workplan Development

Date: Thursday, April 21, 2011

Time: 3:00-4:15 p.m. ET

Speakers: Dr. Robert Saltz, Pacific institute for Research and Evaluation

Yogi Berra said, "If you don't know where you're going, how are you gonna' know when you get there?"

He makes a good point! How do we make sure we know where we are going with our underage drinking prevention and enforcement efforts? Logic Models are tools being used increasingly by coalitions and organizations and recommended by funders in the prevention field. A program logic model is defined as a picture of HOW your coalition does its work, including the theory, assumptions and research that underlie its choice of activities.

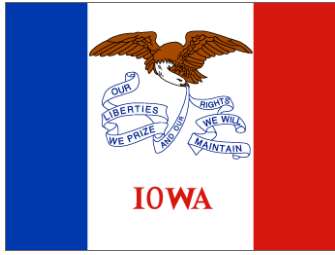
Dr. Bob Saltz will present a comprehensive logic model of underage drinking that is supported by extensive research into both the underlying cause of underage drinking and the science based strategies to respond to those variables. He will discuss recent experiences in applying this model to California communities many may find that all or part of the PIRE logic model, developed by a team of PIRE researchers, helpful in developing or fine tuning your change modeling and work plan. Dr. Saltz will answer your questions about logic models and translating research to practice to effectively combat underage drinking.

Visit www.udetc.org/audioconferregistration.asp to register.

To print a copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0411.pdf

Did You Know?

The Alcohol Policy Information System (APIS), a project funded by the National Institute on Alcohol Abuse and Alcoholism, has updated its state-by-state alcohol policies? Many of these changes are consistent with the goal of reducing underage drinking. The update reports developments in 29 current APIS policy topics, for the period 1/2/2009 through 1/1/2010. There were 34 policy changes across the APIS topics during this period. Visit the APIS website: <http://www.alcoholpolicy.niaaa.nih.gov/>



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

April 2011

Iowa's collaborative efforts result in the development of a statewide Law Enforcement/Retailer Training (I-ALERT) tool

Iowa's funding from Enforcing Underage Drinking Laws (EUDL) is uniquely allocated to the eight judicial districts based on child population. Discussions began after Iowa's Criminal and Juvenile Justice Planning (CJJP) Division met with the Iowa State Patrol (ISP) in May 2010, where they discussed potential statewide efforts. Because of their work on underage drinking, the next step was enlisting the support of its members. Iowa's EUDL taskforce consists of members from the Iowa State Patrol (ISP), Department of Human Rights, Governor's Traffic and Safety Bureau, Juvenile Court Systems, and Office of Drug Control Policy. The task force was developed to identify statewide efforts that would be most effective in the enforcement of underage drinking laws.

In 2010, the Iowa EUDL coordinator received information about an effective statewide Alcohol Policy Builder Tool called "WorkAlert" being used by the state of Maine. *WorkAlert* was developed to support Maine's statewide prevention efforts. This easy-to-use online tool (operated through a Web site) helps retailers develop a policy while also providing immediate resources for educating employees through Web site links. *WorkAlert* allows users to create a policy to either post and/or review with their employees.

After reviewing Maine's *WorkAlert* tool, Iowa was impressed by the tool's components and the potential reach for Iowa. The EUDL coordinator and ISP thought that this innovative tool could support and promote responsible alcohol sales in Iowa. Attractive to Iowa's EUDL task force was the tool's ability to be collaborative (involved employees' input), to be customized (included guidelines and enforcement) and to be efficiently disseminated across the State. So as not to reinvent the wheel, Iowa used Maine's *WorkAlert* to develop its alcohol policy builder tool, called "IALERT."

Iowa's Alcohol Law Enforcement/Retailer Training (I-ALERT) tool was designed to support retailers in reducing youth alcohol consumption and is used in *all* fourteen patrol districts. Iowa's online alcohol policy tool is a standalone site from which involved departments can link to their agencies' Web pages. Iowa's Alcoholic Beverages Division has written and modified specific sections of the Iowa code to include on the Web site, and the tool provides guidelines to establishing in-store policies for retailers. With the provided guidelines, users can create a policy to either post and/or review with their employees. The "cooler cling," is a special component that includes the fines for selling to minors. It was designed by CJJP, ISP, and a prevention agency (Helping Services). The Alcoholic Beverages Division also offered the use of mobile advertising on one of its vehicles to promote responsible sales and compliance to underage drinking laws.

This success story supports the effectiveness of collaboration across agencies. Jeanne Foster and Steve Michael (CJJP) and Major Rich Kinseth (ISP) drafted the policy for the tool, and others contributed by offering suggestions for media campaigns, public service announcements, partnerships, and other related areas to maximize efforts. The I-ALERT tool, which is maintained by CJJP's Information Technology staff and the EUDL coordinator, will be available on the Iowa's Web site at www.ialert.iowa.gov.

For further information contact:

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The views expressed in this document do not necessarily represent the views of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDETC) and are solely of the author/source.



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April 2011

Lawrence, Kansas, develops a collaborative coalition of law enforcement and community business owners to combat the challenge of Fake Identifications.

Kansas, like many states, has experienced challenges with underage youth using fake or fraudulent forms of identification to purchase alcohol. Kansas has six major universities, increasing the enforcement challenge of addressing the use of false identification (ID) by minors. The availability of high-quality desktop publishing makes it easy for underage Kansans to locate a producer of fake ID cards or create one on their own. The penalties in Kansas are significant: the possibility of jail time and a fine of \$2,500.

In the City of Lawrence, law enforcement and community business owners came together to form a coalition to address the fake ID problem in their communities. The partners included the Kansas Department of Revenue, Alcoholic Beverage Control Division, Douglas County Sheriff’s Office, Lawrence Police Department, the University of Kansas Public Safety Office, the New Tradition Coalition, Rick’s Place, Wayne and Larry’s, and Johnny’s, with administrative oversight provided by the Kansas Traffic Safety Resource Office.

The new coalition first brought awareness of the problem and a zero-tolerance message to the community (home of the University of Kansas) where underage drinking and the production of fake IDs are prevalent. They developed a campaign called “Fake ID 101”, which was adapted from Arizona’s Fake ID 101 poster concept and consisted of Education, Enforcement and Media. Underwriting was provided by the Kansas Department of Transportation with EUDL funds. The first campaign was conducted during the spring 2010 semester, and the second during the fall 2010 semester.

The education portion of the initiative included a student and campus component and a retailer component, for which a training of servers was held for local businesses. A novel educational initiative involved the use of eight large sandwich boards placed outside popular bars with posters that clearly stated what constituted false identification and the legal consequences for its use. One thousand smaller copies of the poster were distributed to any public place in Douglas County where students might see them. The enforcement component was a collaborative effort of all four area law enforcement agencies: Kansas Alcohol Beverage Control, Lawrence Police Department, Douglas County Sheriff’s Office, and the University of Kansas Public Safety Office. The media component distributed news releases to the local television, radio stations (including information in both the Lawrence Journal World and the

University of Kansas newspapers with blogs being written on both Web sites.) The fall media effort was distinguished by the addition of a social media campaign where Facebook advertising was purchased that targeted persons aged 16 to 20. In just the first hour, there were 640 clicks.

These efforts represented a couple of firsts: The first time the four enforcement agencies worked together with a common goal; and the first time an agreement was reached enabling Kansas University law officers to engage in enforcement activities off-campus in support of other area enforcement agencies.

Enforcement operations were conducted during each of the campaigns. Enforcement during the spring campaign comprised five operations using traditional checks at bars, restaurants, and liquor stores, and surveillance of convenience stores. During the campaign, 54 businesses were covered and 252 law enforcement contacts were made resulting in 56 citations (e.g., minors in possession, use of false ID). Enforcement efforts were doubled to 10 operations in the fall, and the number of businesses monitored was increased to 62. All other things being equal, the fall efforts would be expected to double the number of enforcement contacts to 504 and the citations 112; yet the data collected from the fall effort resulted in even higher numbers—731 contacts and 193 citations. Key to this effort was the significant collaboration across agencies and an increased variety of enforcement tactics directed at taking enforcement where underage drinkers were. These additional tactics included:

- Game day neighborhood foot patrols;
- Traffic stops;
- Uniformed and non-uniformed deployment; and
- ID checks in bar lines by plainclothes officers.

This success story indicates the positive results of collaborative partnerships, effective policies (an agreement enabling KU law officers to participate in enforcement activities off-campus), and consistent enforcement efforts with effective media and education components.

For further information contact:

Ms. Norraine Wingfield, Kansas Traffic Safety Resource Office;
Phone: 1- 800-416-2522; E-mail: nwingfield@dcca.org,

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National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

2011 National Electronic Seminars Calendar

April 21, 2011 3:00 – 4:15 p.m. Eastern Time
Logic Models and Workplan Development

Yogi Berra said, “If you don’t know where you’re going, how are you gonna’ know when you get there?”

He makes a good point! How do we make sure we know where we are going with our underage drinking prevention and enforcement efforts? Logic Models are tools being used increasingly by coalitions and organizations and recommended by funders in the prevention field. A program logic model is defined as a picture of HOW your coalition does its work, including the theory, assumptions and research that underlie its choice of activities. It is a one page diagram that links your activities and processes to the outcomes you intend to produce – both short term and long term. The process of developing a logic model as a group – for example community coalitions and enforcement working together to create it – helps to ensure everyone is on the same page in a project. In our April National Electronic Seminar we will examine how logic models are constructed and how they relate to evaluation. Sample logic models will be shared.

May 19, 2011 3:00 – 4:15 p.m. Eastern Time
Party Crews: Coming Soon?

Dubbed the “Junior Varsity of Street Gangs”, communities and law enforcement agencies from Arizona to Michigan have been forced to devote resources to addressing this trend. Party crews are groups of teenagers who move from city to city setting up in vacant homes and businesses, warehouses, rural settings or even taking over smaller parties and making them their own. Inexpensive alcohol, music, and plenty of action. And it doesn’t end with cheap underage drinking. These events often turn violent and result in assaults and shootings. Are these events occurring in your community? Will you be taken by surprise when they do? The use of social networking sites and technology are key to the success of these parties but are also a tool that helps to intercept or prevent them. We will discuss the tactics that have been used to address “party crews” from law enforcement and communities who have experienced “party crew” activities and hear strategies and techniques that can be used to address the problem.

June 23, 2011 3:00 – 4:15 p.m. Eastern Time
Does Your College’s Underage Drinking Policy Get a Passing Grade?

College’s can play a significant role in preventing underage alcohol use and should be included in all comprehensive efforts to reduce underage drinking. Reducing underage drinking on college campuses is an important goal of school administrators because of the many negative consequences resulting from alcohol misuse. With most school years winding down in May and June it’s now an opportune time to consider the effectiveness of your school’s policy on underage youth access/consumption of alcohol. Many policies are dated or not as effective as they should be. Also worth reviewing is the enforcement of school policies. Evidence indicates that policies can only work if they are enforced-so effective policies will include partnerships with law enforcement. This audio call will discuss why is it important to have an alcohol policy, share sample policies, identify key components and outline the responsibilities and roles of both enforcement and communities. The presenters will discuss successful school polices that can be modeled to address the goal of healthier and safer campuses.



We want to hear from you!

Do you have an Underage Drinking Topic that would make a great National Electronic Seminar? Send us your suggestions at udetc@udetc.org and put ‘NES Topic Suggestion’ in the subject line!

For audio-conference registration information, please visit www.udetc.org

All programs provide opportunities for presentation, discussion, and sharing information. Telephone dial-in instructions and accompanying materials will be mailed to registrants two weeks before the audio conference.

To register for any of these free electronic seminars by phone, call toll-free 1-877-335-1287 extension 230

Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Logic Models and Workplan Development

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Dr. Bob Saltz will present a comprehensive logic model of underage drinking that is supported by extensive research into both the underlying cause of underage drinking and the science based strategies to respond to those variables. He will discuss recent experiences in applying this model to California communities many may find that all or part of the PIRE logic model, developed by a team of PIRE researchers, helpful in developing or fine tuning your change modeling and work plan. Dr. Saltz will answer your questions about logic models and translating research to practice to effectively combat underage drinking.

DATE

April 21, 2011

TIME

3:00–4:15 p.m. ET

PRESENTERS

Dr. Bob Saltz, Pacific Institute for Research and Evaluation, Calverton, Maryland
saltz@pire.org

REGISTER

Please register by using one of our automated options:

- **To register on our website**, please visit www.udetc.org and complete the online registration form, or
- **To register by phone**, please dial our toll-free number, 1-877-335-1287, extension 230, and follow the prompts.

Telephone dial-in instructions and accompanying materials for the audio conference will be mailed one (1) week before the call.