

Underage Drinking Enforcement Training Center

Monthly Resource Alert

August 2010



11720 Beltsville Drive ■ Suite 900 ■ Calverton, MD 20705 ■ Toll Free 877-335-1287

Please visit our enhanced website at www.udetc.org for the latest information on preventing underage drinking.

The 12th Annual National Leadership Conference is HERE!

This year's conference will be held at the Anaheim Marriott in Anaheim, California on August 18-20, 2010. We hope you have registered and are looking forward to seeing you there!! For complete details, visit www.udetc.org and click on the National Leadership Conference button on the right.

Success Stories: Delaware, Northern Mariana Islands, Washington and West Virginia

Delaware

Delaware Uses Data-driven Technology and Strong Partnerships to Combat Underage Drinking

The Delaware Office of Highway Safety (OHS) has used a data-driven approach to set up enforcement and awareness related to enforcing underage drinking laws. Strategies include enforcement, public awareness, and technology. A significant technological tool used in the comprehensive planning of enforcement efforts is the implementation of the Criminal and Highway Analysis and Mapping for Public Safety (CHAMPS) program. Recognizing the need for accurate location information regarding crashes, OHS and the Delaware State Police Department partnered to develop CHAMPS. The GIS-based mapping system maps crash locations and analyzes the crash data. This Web-based tool provides comprehensive crash analysis not previously available. The heightened visibility and response brought about by these data yielded measureable results. This success story shares how the use of data-driven technology and strong partnerships can bring about significant change.

Northern Mariana Island (CNMI)

CNMI's collaborations produce successful results in enforcement and policy efforts in preventing underage drinking

Through the EUDL program and the strong partnerships, the Commonwealth of the Northern Mariana Islands has accomplished a number of firsts. In 2009 they conducted their first set of compliance checks, revised their alcohol sale laws and on April 1st, Governor Benigno Fitial signed the proclamation of April 2010, as EUDL Awareness Month—the first proclamation specific to the prevention of underage drinking. The success for CNMI has been their strong enforcement and community partnerships. Their EUDL task force is composed of the Department of Public Safety, the Alcoholic Beverage and Tobacco Control Division, the Office of the Attorney General, the Division of Youth Services, and the Criminal Justice Planning Agency. This success story demonstrates how strong collaborations can create positive environmental change.

Washington

Washington's Liquor Control Board Adopts Alcohol Advertising Restrictions

Many communities struggle with the effect of alcohol advertisements on youth. These messages are often misleading and avoid mentioning the risks associated with alcohol use. Washington State's Enforcing Underage Drinking Laws program responded to the community's struggle with an "Action Kit" and a significant revision of Washington's Administrative code related to alcohol advertising. In March 2010, the Washington LCB adopted revised alcohol advertising rules that restrict outdoor alcohol advertising at licensed locations. The revised rules, effective April 3, 2010, are based on extensive public input requesting that the LCB restrict the size, amount, and location of alcohol advertising at liquor-licensed locations. Washington's success in limiting outdoor advertising is the result of widespread input and collaboration. This success story indicates the strength in relationships and sustained partnerships.

West Virginia

West Virginia Creates Change with an Enforcement-Judicial Collaboration

In August 2005, the City of Buckhannon, West Virginia started a program called B.A.S.I.C. (Behavior, Accountability, Service, Instruction, Choices), a diversion program designed to help those apprehended in underage drinking situations. The program offers first time offenders the opportunity to participate in an alternative program to jail or fines and allows their record to be erased when they complete the program. After completing the education portion participants complete 16 hours of community service. Officers follow-up to ensure long term learning and keeping youth on the right track. Simultaneously EUDL funded an increase in traffic patrols and media covered both the enforcement and diversion efforts. The program resulted in a 90% drop in youth drinking and driving since the inception of the program. This story shares how a partnership with judicial, law enforcement, city council and community leaders is significant in the sustainability of the program.

National Electronic Seminars

Please Note: There will not be an August audio call. Please check www.udetc.org for our September audio call!

To print a hard copy of this month's Resource Alert visit:

www.udetc.org/documents/ResourceAlerts/ResourceAlert0810.pdf

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Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

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Delaware Uses Data-driven Technology and Strong Partnerships to Combat Underage Drinking

The Delaware Office of Highway Safety (OHS), the Governor's appointed agency for administering the Enforcing Underage Drinking Laws (EUDL) block grant, has used a data-driven approach for many years to set up enforcement and awareness related to enforcing underage drinking laws. Overall strategies include enforcement, public awareness, and technology. A significant technological tool used in the comprehensive planning of enforcement efforts is the implementation of the Criminal and Highway Analysis and Mapping for Public Safety (CHAMPS) program. Recognizing the need for complete and accurate location information regarding crashes, OHS and the Delaware State Police Department partnered to develop CHAMPS. The GIS-based mapping system maps crash locations and comprehensively analyzes the crash data. The system uses crash data from automated crash reporting systems used by all of the State's law enforcement agencies. This Web-based tool provides comprehensive crash analysis not previously available. OHS used the system extensively in conducting problem identification for its FY 2009 EUDL planning.

CHAMPS allows users to query different types of crashes (i.e., alcohol related) and break down the fatality or injury status of victims by age (i.e., 16 to 20); it also sets parameters including location (city, county, and/or municipality) day of the week, and time of day. With CHAMPS, EUDL enforcement grantees can identify clusters visually in problem areas and obtain hard data so that they can target problem areas with enforcement efforts determined empirically rather than intuitively. This analysis saves resources for law enforcement agencies by clearly identifying those locations that are both problem areas and *not* problem areas. FY 2009 and 2010 EUDL grantee applicants are required to demonstrate that they know how to use the SMART system for strategic planning and response. OHS conducts data analysis on alcohol-related crashes involving 15- to 20-year-olds. This data analysis and mapping allows applicants to see the areas

where there are alcohol-related crash problems involving minors. For example, the fast-growing Delaware municipality, Middletown, showed a data cluster of youth-involved alcohol-related crashes. This once sleepy town recently boomed with development, and only in the last 4 years got its own police force. Through the CHAMPS analysis, OHS identified Middletown as one of the hot spots for underage drinking issues and forged a new partnership with its police department to address these issues. Another area confirmed through data analysis was the University of Delaware. With data now available, OHS can reach out to Campus Police for assistance. Before the availability of CHAMPS, identifying and responding to these "problem spots" would have taken much longer or would not have occurred.

The strategic, heightened visibility and response brought about by these data yielded measureable results. In just one year, from 2008 to 2009, there was a **32 percent** reduction in the number of youth aged 15 to 20 found to be driving while intoxicated—a drop from 405 offenders in 2008 to 318 in 2009. Included in these data was a decrease in the percentage of youth involved compared to total arrests for driving under the influence. This occurred during a period of increased enforcement efforts, including sobriety checkpoints and saturation patrols. OHS will continue to use this important mapping tool to drive a targeted distribution of fiscal resources and hopes to see even larger gains in the reduction of alcohol-impaired-driving crashes among youth in the future. This success story shares how the use of data-driven technology and strong partnerships can bring about significant change.

For further information, contact:

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CNMI’s collaborations produce successful results in enforcement and policy efforts in preventing underage drinking

With only 2 years of funding, the Commonwealth of the Northern Mariana Islands (CNMI) has made tremendous progress with their Enforcing Underage Drinking Laws (EUDL) program. A major success for CNMI has been its strong enforcement and community/agency partnerships. Their EUDL task force is composed of the Department of Public Safety (DPS), the Alcoholic Beverage and Tobacco Control (ABTC) Division, the Office of the Attorney General, the Division of Youth Services, and the Criminal Justice Planning Agency.

The task force has been vigilant in conducting compliance checks. In December 2009, CNMI conducted a consistent series of compliance check operations; The CNMI task force has currently checked more than 54 off site licensed establishments on Saipan, resulting in 9 arrested cashiers arrested and their establishments cited for violations. The task force is now planning for more regular compliance check operations during the summer (both on-site and off-site alcohol licensees) to deter underage drinking at the end of the school year. All establishment cases are forwarded to the Attorney General’s Office for prosecution and go through an administrative hearing regarding the suspension of their alcohol licenses. Establishments visited were all given either a pass or fail notice of compliance with the law. *This is the first time that violators have been arrested as a result of compliance check operations.* “We hope that now businesses will realize that underage drinking is an issue we take very seriously, and that we are here to enforce the law,” Sergeant Joe Saures of DPS said. “As a matter of fact, one of the violating establishments has decided to surrender its alcohol sales license.” CNMI’s ABTC Division offers free training on enforcing responsible alcohol sales that is tailored for licensees and employees.

This new collaborative partnership developed in the CNMI has resulted in several other CNMI firsts. It reviewed the alcohol sale laws—the current Alcohol Beverage Control Act was enacted in 1962. There have been no major changes to the law since 1962, and the task force felt fees and penalties must be increased to keep retailers accountable. They made significant recommendations and revisions to the new Alcohol Beverage Control Act that will strengthen penalties and impose stiffer fines for violating retailers.

Inviting key leaders to participate in his efforts, Governor Benigno R. Fitial signed a proclamation on April 1 making April 2010 “Enforcing Underage Drinking Laws Awareness Month.” Additional activities were EUDL’s Youth Softball Tournament and Youth Conference that attracted more than 200 youth participants. During this month, Governor Fitial also urged all enforcement and partner agencies to be proactive in enforcing the laws, especially during busy times at the end of the school year.

This success story shares the strength in collaborative partnerships resulting in significant enforcement efforts and has identified necessary policy changes for the territory. While working towards strengthening the EUDL program, CNMI is also working towards expanding its efforts to the neighboring islands of Tinian and Rota.

For further information contact:

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Washington's Liquor Control Board Adopts Alcohol Advertising Restrictions

Many communities struggle with the effect of alcohol advertisements on youth. Alcohol advertisements often portray alcohol as fun and as a sign of prosperity and social popularity. These messages are misleading and avoid mentioning the risks associated with alcohol use.

Washington State's Enforcing Underage Drinking Laws (EUDL) program (through its statewide coalition, RUaD) responded to the community's struggle with an "Action Kit" and a significant revision of Washington's Administrative code related to alcohol advertising. The [Action Kit: Reducing Alcohol Marketing to Youth](#) was pilot-tested in five communities using EUDL funding and then widely distributed around the State. The RUaD Coalition Co-Chair, a member of Washington State's Liquor Control Board (LCB), saw an opportunity for that agency to enhance the public safety mission by revising its Washington Administrative Code related to alcohol advertising in response to the local request. Many meetings, policy drafts, and public hearings followed. The final public hearing was conducted on February 24, 2010, at the Washington LCB headquarters; the room was filled with students, professionals, and citizens who traveled from locations across the State to testify in favor of the proposed advertising rules. "This is the strongest outpouring of effort on a public policy issue that I've ever seen from the alcohol prevention community," said Michael Langer, the Washington State Coalition to Reduce Underage Drinking Co-Chair.

In March 2010, the Washington LCB adopted revised alcohol advertising rules that restrict outdoor alcohol advertising at licensed locations. The revised rules, effective April 3, 2010, are based on extensive public input requesting that the LCB restrict the size, amount, and

location of alcohol advertising at liquor-licensed locations. "Protecting children is the Board's number one priority," said LCB Chair Sharon Foster and Co-Chair of the Washington State Coalition to Reduce Underage Drinking "These new rules are a positive step forward in that regard." Among the revised alcohol advertising rules are:

- Limiting the *number* of alcohol advertising signs to four that are visible from the outside of a retail licensed premise, such as stores, bars, and restaurants;
- Restricting the *size* of alcohol signs visible from the outside of a retail licensed premise to 1,600 square inches; and
- Applying the retail rules to signage at civic events where alcohol is served, such as "beer gardens."

Washington's success in limiting outdoor advertising is the result of widespread input and collaboration from individuals and organizations across the State. The alcohol prevention community, which includes school and community-based organizations, has consistently listed limited advertising among its highest priorities. This success story indicates the strength in relationships and sustained partnerships.

For additional information, contact:

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Sources:

<http://liq.wa.gov/releases/pr100303-advertising-restrictions.aspx>

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West Virginia Creates Change with an Enforcement-Judicial Collaboration

In August 2005, the City of Buckhannon started a program called B.A.S.I.C. (Behavior, Accountability, Service, Instruction, Choices). B.A.S.I.C., a diversion program developed in response to a high number of citations issued to youth driving with a positive BAC, was designed to help youth apprehended for underage drinking. The program, funded by Enforcing Underage Drinking Laws (EUDL), came about because Officer Keith Rowan was concerned about youth in his town. Officer Rowan met with city judges, magistrates, State and city police, the sheriff’s department, prosecuting attorneys, and the city council with a strategy for educating every youth about the dangers of underage drinking when they were first stopped for driving with a positive BAC. He wanted a meaningful program that would give the court and law enforcement options when youth were apprehended for drinking and driving. Because of his efforts, a strategic enforcement and judicial collaboration was formed.

The B.A.S.I.C. program offers first-time young offenders (ages 16 to 21) an opportunity to participate in a program that can be an alternative to jail or fines and that would erase their records if they complete the program. The program is divided into three seminar sessions in which drinking is openly discussed: the first is a one-on-one conversation with an officer, and the next two are group sessions. Instruction includes a professionally produced underage drinking video with scenes from Buckhannon, current educational materials for youth and parents, and facilitated discussions about the dangers of drinking. Parents are made aware of the dangers of youth access to home liquor cabinets. Following this course, each participant must take a 25-item test and must complete an essay reflecting on the entire experience and what they have learned. Following successful completion of the education and seminar portion of the program, each participant must complete 16 hours of community service.

The officers will then follow up with the youth at 1-month, 3-month, and 6-month intervals to ensure long-term learning and keeping on the right track.

Simultaneously, EUDL funded an increase in traffic patrols in the City of Buckhannon, and print and radio media covered both the enforcement and diversion efforts. These collaborative efforts and activities resulted in a 90 percent drop in youth drinking and driving. Last year only 14 youth were cited, compared to the 140 average yearly youth citations before the program began. Repeat offenses are extremely low. At the same time, this project brought about a citywide change in judicial policy regarding alternative sentencing for youthful offenders who receive underage drinking citations. The program creates a series of “teachable moments” for youths and parents, while providing a restorative model that expunges records upon completion of the program.

This West Virginia story shows an effective collaboration across agencies and individuals. The partnership with the judiciary, law enforcement, the city council, the media, and community leaders is significant and strengthens the sustainability of the program and its efforts.

For further information, contact:

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National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

There will be no August Audio Call due to the National Leadership Conference, August 18-20, 2010.



September 23, 2010 3:00 – 4:15 p.m. Eastern Time

Compliance Checks 2010

October 21, 2010 3:00 – 4:15 p.m. Eastern Time

Mapping the UAD Issue: Using Data Visuals, GIS and Community Mapping Activities to Enhance Environmental Strategies.

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