



PRC COMMUNITY OUTREACH

<http://resources.prev.org/>

May, 2014

Greetings!

Welcome to our mid-spring newsletter edition. Recently PRC presented a poster at the 2014 Lifesavers conference in Nashville, TN. In this edition is an image of the poster as well as one from our partners at UDETC (the Underage Drinking Enforcement Task Center).

Our survey on environmental strategies for 2014 is still open. Please click on the following link to complete: <https://www.surveymonkey.com/s/BZVH3N7>



Tribute

Recently PRC lost a beloved colleague, Andrew Treno (1952-2014). Dr. Treno was primarily interested in alcohol problem prevention and evaluation, and was the Project Director for the Sacramento Neighborhood Alcohol Prevention Project (SNAPP). Below are some of his numerous publications and a link to SNAPP information.

http://www.prev.org/prc/prc_videopresentations_treno_snapp.html

- [Alcohol outlet densities and alcohol price: the British Columbia experiment in the partial privatization of alcohol sales off-premise](#)
- [Ecological Associations of Alcohol Outlets With Underage and Young Adult Injuries](#)
- [The Sacramento neighborhood alcohol prevention project: outcomes from a community prevention trial](#)
- [A Systems Approach to Drug and Alcohol Problems](#)
- [The impact of outlet densities on alcohol-related crashes: a spatial panel approach](#)
- [Application of evidence-based approaches to community interventions](#)

For full citations and other publications: <http://www.pire.org/detail.asp?core=377>

Lifesavers Conference

The 2014 Lifesavers conference was held in late April, and included poster presentations by PIRE and PRC. More information and a copy of the posters are on the next page. Presentations at the conference included special guest speaker Officer Jermaine Galloway who discussed recent trends in alcohol and other drugs. Poster presentations included joint efforts to combat underage drinking, "Recipes for the Road" which is a collection of non-alcohol drink recipes for changing holiday driving behavior, head injury and hospitalization costs from safety belt and alcohol impairment, and using college environments to reduce alcohol-related traffic harm. Website for Officer Galloway: <http://www.tallcopsaysstop.com/>

To access conference presentation handouts, visit: <http://www.lifesaversconference.org/workshops.html>. Topics include impaired driving, distracted driving, criminal justice and communication. Specific titles available are:

- Marijuana and Driving: Trials and Tribulations
- Tools for Advocates - Engaging Policymakers to Create Change
- Evaluation of State Ignition Interlock Programs

Poster Presentations at Lifesavers by UDETC and PRC

Communities in Action

Salinas, CA: Youth from the STEPS program volunteer at DUI checkpoints over the Fourth of July weekend. DUI checkpoints help reduce driving under the influence and alcohol related injuries and fatalities.



Orange County, CA: DUI task force held a summit in early 2013 with 140 local policy makers, law enforcement representatives, and key community leaders to discuss the prevention of alcohol and/or drug impaired driving.

The goals of this day-long event included gaining a greater understanding of current DUI trends; identifying evidence-based prevention strategies; and reviewing case studies on what's making a difference at the local level.

South SF/Daly City and Redwood City 2020, CA:



Policy and prevention work include decoy operations, healthy store makeovers, and Responsible Beverage Service Training.

Community Feedback on our Guide:

"I really like this tool. It is easy to read & follow. Definitely has clarity. I can definitely apply this at the 3 different regions in Monterey County. It would help to survey the communities/cities on some items in the tool. I'm sure this will help strengthen enforcement...this tool would be a fit on reducing underage alcohol sales."

Planning Community Strategies for DUI Prevention: A Web-based Roadmap

Kathryn Stewart, LisaMarie Miramontes, Ph.D.
Prevention Research Center/Pacific Institute for Research and Evaluation
Oakland, California

Online Guide for Reducing Underage Alcohol Sales

The Prevention Research Center is developing online resources for communities to use in planning prevention activities. One important tool that is now under development is *Limiting Youth Access to Alcohol: Reducing Underage Alcohol Sales*. This online guide is designed to inform communities regarding the importance of enforcing laws against alcohol sales to minors and to provide them with informational resources to implement or strengthen their own enforcement programs.



We want your feedback on the guide! It is still under development and we want to make it really useful for communities. If you would like access to the tool, please complete your contact information on the sign-up sheet on the table. We will send you the link and ask you some questions about how it could be improved.

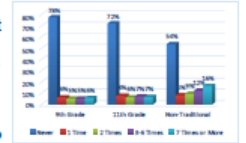
What communities should know about underage drinking: Why should my community be concerned about underage drinking?

Underage drinking in the United States is a serious problem that leads to substantial harm. Traffic crashes, of course are a major source of tragedy. In 2011, the National Highway Traffic Safety Administration estimated that 24 percent of the young drivers involved in fatal crashes had been drinking. This amounts to 640 fatalities and 419 serious injuries in alcohol related crashes among drivers aged 15-20.

In addition, underage drinking is associated with violent crime, property crime, unintentional injury, risky sex, and long-term alcohol problems.

Consider these statistics:

- In 2009, an estimated 1,844 homicides; 949,400 nonfatal violent crimes such as rape, robbery and assault and 1,811,300 property crimes were attributable to underage drinking.
- Over 30% of California youth report either drinking and driving or riding with a driver who had been drinking, as shown in the chart (non-traditional are youth who attend community/continuation school).



The Underage Drinking Enforcement Training Center (UDETC) co-presents a poster session at the Lifesavers Conference

The UDETC co-presented a poster session on *Tools to Conduct Source Investigations* with the National Liquor Law Enforcement Association (NLLEA) during the Lifesavers Conference in Nashville, Tennessee, April 27-29, 2014. This collaborative poster showcased the NLLEA's work with the National Highway Traffic Safety Administration (NHTSA) to create an online toolkit for conducting source investigations following vehicle crashes, and the Office of Juvenile Justice and Delinquency Prevention's (OJJDP's) work through the UDETC's newest distance learning course, which focused on the importance and methodology of conducting source investigations that involve underage drinking events. The poster defined source investigations, identified potential sources of data and shared the components of the no-cost NLLEA and UDETC tools available to support source investigations. To learn more about the UDETC's distance learning course on Source Investigations, visit the UDETC's website at <http://www.udetc.org/distancelearning.htm>.

Tools to Conduct Source Investigations

R.J. Eirik and Holly Torska, Underage Drinking Enforcement Training Center (UDETC), Pacific Institute for Research and Evaluation
Sergeant Wesley Kuhl, National Liquor Law Enforcement Association, Arizona Department of Liquor Licenses and Control



WHAT IS A SOURCE INVESTIGATION?

A Source Investigation is a law enforcement strategy using criminal and administrative investigative techniques to determine the original source of alcohol in underage drinking and other alcohol-related incidences.



BACKGROUND AND SIGNIFICANCE

- An average of one alcohol-impaired driving fatality occurred every 12 minutes in 2011 (NHTSA).
- Research has demonstrated that enforcement of policies limiting service to underage persons and intoxicated persons reduce alcohol-related problems, improve public safety, and reduce crime.

COLLECTING DATA: Sources of Data to Support Source Investigations

The Underage Drinking Enforcement Training Center (UDETC) provides information on their Source Investigations distance learning course about the data cycle (below), which is a continuum that reminds us of the importance of exploring all potential sources, carefully examining the data we collect, developing and implementing strategies based on that data, and constantly evaluating the outcomes of those strategies through data that is produced. Additional information on the components of a successful source investigation, implementation, collection of data and resources may be found in the UDETC's Source Investigations distance learning course at www.udetc.org.



Source: UDETC's Source Investigations Distance Learning Course, Module 4

NLLEA SOURCE INVESTIGATION TOOLKIT

- Includes:
 - Checklist of steps to establish a Source Investigation program
 - Steps to conducting a Source Investigation
 - Responsibilities of the Investigating Agent
 - Sample questions for patrons, friends, or associates who were with suspect at on- and off-premises
 - Sample questions for employees and/or licensees of the on- and off-premises establishments
 - Key data elements to collect during an investigation
 - Sample press releases

All toolkit materials will be available on the NLLEA website in June 2014.



CASE STUDY: Provided by the Ohio Investigative Unit

- December 30, 2007, 10:52 PM
- One mother, four children killed by a 24-year-old wrong way impaired driver
- Timing - Agent discovered that a local PD officer knew that driver was drinking at a local parent's permit.
- Exhausted search warrant at the bar within 48 hours of the crash
- Obtained video surveillance, cash register receipts, bar personnel schedules.
- Administratively cited the liquor permit premises where the driver was drinking - LC needed the liquor permit, however it was allowed to be placed in unloading and another permit was issued to the same physical location a year later.
- Prosecutor wouldn't file criminal charges against the liquor permit premises for its role in overlooking the drinking off.



UDETC'S DISTANCE LEARNING COURSE: Source Investigations



- Module 1: Introduction
- Module 2: Components of a Successful Source Investigation
- Module 3: Implementing Source Investigations
- Module 4: Collecting Good Data
- Module 5: Summary and Resources



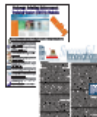
AVAILABLE RESOURCES

NLLEA RESOURCES:

- Publications related to Alcohol Law Enforcement: <http://nllea.org/publications> and its database
- Training Symposium and Regional Trainings: <http://nllea.org/training>
- Annual Conference: <http://nllea.org/conference>

UDETC RESOURCES:

- Training and technical assistance
 - Toll free number: 1-877-352-2347
 - Email: info@udetc.org
- Website: <http://www.udetc.org/index.asp>
 - Distance Learning courses
 - National Webinars, Podcasts
 - Success Stories
 - Publications, toolkits and more



The UDETC project was supported by Grant No. 2008-44-0V-4001 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The NLLEA Source Investigation project is supported by National Highway Traffic Safety Administration Cooperative Agreement IC98423214-000750001. Points of view or opinions in this document are those of the authors and do not necessarily represent the official position or positions of the U.S. Department of Justice or the U.S. Department of Transportation.

Health Community Campaign

Last summer, communities across California participated in The Healthy Stores for a Healthy Community campaign. The focus of the statewide campaign is to improving the health of Californians through changes in the retail environment. Sub goals include tobacco control, alcohol prevention, and nutrition. PRC's Community Liaison was given the opportunity to participate with youth leaders collecting data, as shown in the video link: <http://vimeo.com/user21181257/ncpphealthyretailer2013>

Below are some results shared by our community partners in Vallejo and South San Francisco/Daly City; other select data online that can be found at:

<http://www.healthystoreshealthycommunity.com/counties/#county-Solano>

County Data	Solano County	San Mateo County	California
% stores selling Alcohol	92.7%	63.8%	71.3%
With alcohol exterior advertising	67.2%	53%	54.3%
With alcohol ads near candy/toys or below 3 feet	51.6%	34.3%	36.7%
% of stores with unhealthy exterior advertising	78.6%	64.9%	71%
E-cigarettes	59.5%	31.1%	45.7%
Tobacco products near candy at the checkout	34.5%	45.1%	39.1%

UDET C SUCCESS STORY - TEXAS

Enforcement of underage-drinking laws in Texas is a multi-prong approach. Texas and the Texas Alcoholic Beverage Commission (TABC) have used lessons learned from their Enforcing the Underage Drinking Laws (EUDL) program to expand their services to the public. In a 2013 effort to raise awareness of the regulation of Marketing Practices for retailers, law enforcement and the general public, TABC embarked on the TABC Marketing Practices Educational Project. The collaborative efforts of the TABC Marketing Practices Educational Project has been successful in providing retailers, law enforcement and the general public many ways to access marketing-practices information in Texas while continuing the States multi-pronged approach to reducing underage drinking and reducing youth access to alcohol. These initiatives support TABC's efforts to implement effective environmental strategies to reduce underage drinking.

For more info and other updates: <http://www.udetc.org/#>

For previous posted success stories:

<http://www.udetc.org/SuccessStories.asp>

Earlier this year, the surgeon general gave recommendation to strategies to reduce underage drinking. Approaches that show promise include intervention partnerships between colleges and communities, nighttime restrictions for young drivers and strict suspension policies, and routine screenings by physicians to identify and counsel underage drinkers. Researchers from the NIAAA (spell out) evaluated studies since the 2007 "Call to Action to Prevent and Reduce Underage Drinking." The findings were published in the January 2014 issue of Journal of Studies on Alcohol and Drugs.

<http://www.nih.gov/news/health/jan2014/niaaa-14.htm>

INNOVATIVE APPROACHES TO REDUCING UNDERAGE DRINKING IN STATES

Liquor Sale Training Helps to Decrease Underage Drinking (MO) Restaurant and bar businesses in Branson, Missouri are picking up after a long winter. With this growth in business comes greater responsibility. "In Missouri, it's a privilege to sell alcohol—that's what the state legislature calls it. It's important that retailers do their part," said Chris Davis of Community Partnership of the Ozarks. Branson city code requires liquor license holders to provide liquor education programs for their employees who serve alcohol. As a result, the city has held monthly training classes on the responsible sale of liquor. "Their responsibility is to not sell to minors and intoxicated persons."

Since the training program began in 2008, restaurant and bar compliance rates with random alcohol checks have increased from 22 to 89 percent. According to the city's statistics, the number of students within the Branson School District who have claimed use of alcohol has decreased from 20 percent in 2008 to 12 percent in 2012. "The more we can keep kids from drinking alcohol, the less likely they're going to engage in inappropriate behavior. To read the article in its entirety visit:

<http://www.ozarksfirst.com/story/d/story/liquor-sale-training-helps-to-decrease-underage-dr/12950/zZblNNVR3E-ECgroBk9fw>

<http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0514.pdf>

Community Trials Down Under

Community actions to reduce alcohol consumption, risky alcohol behaviors, and alcohol related harms were investigated by researchers with the National Drug and Alcohol Research Centre in Sydney, Australia. They examined 20 communities, 10 of which implemented community-based interventions and ten that did not, and looked at the impact of alcohol related crimes, crashes, hospital visits, and road offences. While the community interventions appeared to reduce lower-level harms, no impact was found on the more serious alcohol-related harms such as hospital visits, crashes, and alcohol-related assaults. Yet the researchers still found that alcohol consumption was reduced by 20% and note that community actions could have more of an impact over time.

For more information:

<http://www.abc.net.au/science/articles/2014/03/12/3961026.htm>

Selling Trends: End of the Aisle

Alcohol and other “fun” drinks sell more when placed at the end of an aisle. Researchers in England found increased sales when such products were placed on the end of an aisle, which included both alcohol and non-alcoholic drinks. Data was collected during an entire year and looked at the effect of end-of aisle displays for three types of alcohol (beer, spirits, wine) and three non-alcohol drinks (coffee, tea, and carbonated drinks). Below are the results:

Alcoholic Drinks	Non-alcoholic Drinks
Beer sales increased by 23.3%	Coffee sales increased by 73.5%
Spirits sales increased by 46.1%	Tea sales increased by 113.8%
Wine sales increased by 33.6%	Carbonated drinks increased by 51.7%

While the researchers note that sales may differ in other regions of the country, such findings could influence the introduction of regulations of placement of “high-risk” goods such as alcohol, sugary drinks, and even tobacco products.

For more information: <http://www.nhs.uk/news/2014/03March/Pages/Alcohol-at-end-of-aisles-linked-to-boosted-sales.aspx>

Full open-access article: <http://www.sciencedirect.com/science/article/pii/S0277953614001361>

Starbucks and Alcohol Sales

Coming to yet another store near you (and underage patrons): Starbucks has already started to sell beer and wine, beginning in one location and now 26 locations, with 40 locations projected by the end of the 2014. They plan to expand selling alcohol in thousands of locations in the next few years.

Alcohol available at Starbucks is currently limited to beer and wine, and only sold after 4pm.

Article: <http://www.usatoday.com/story/money/business/2014/03/20/starbucks-coffee-shop-alcoholic-beverages-wine-beer/6658379/>

College Drinking update

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) recently released data on college age drinking. The report notes that while regular drinking has stayed the same, binge drinking has significantly increased. Further, studies have shown that as binge drinking increases, so does the risks of adverse effects of alcohol such as poor school performance, alcohol-related injuries, and blackouts. As discussed in the link below, more studies and records of unreported alcohol related incidents are needed, such as unreported sexual assaults and when mortality records don't check alcohol levels from non-traffic-related deaths.

<http://www.forbes.com/sites/robertglatter/2014/03/11/update-on-binge-drinking-among-college-students-from-bad-to-worse/>