

# Alcohol Prevention Initiatives



**SMC Prevention Providers  
July 11<sup>th</sup> from 1-3pm**



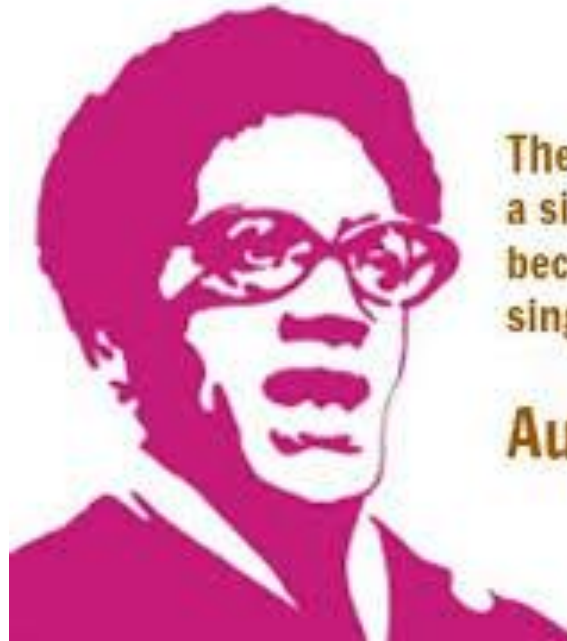
# Agenda:

1. Welcome, Goals and Introductions
1. Icebreaker
1. Environmental Prevention = Community Change
1. Alcohol Initiatives Spotlights
1. Partnership Action Activity
2. Closing and evaluation



## Framing the Issue

Why is the issue of underage alcohol prevention important to you?



There is no such thing as a single-issue struggle because we do not live single-issue lives.

**Audre Lorde**

# Overview

## Environmental Prevention: Community Change

Its about shared responsibility to create a safer and healthier place to live, work and play.

The Fishbowl analogy. CLEAN THE WATER!

Environmental Prevention Strategies:

- **Media Messages**
- **Access and Availability**
- **Policies, Rules and Laws**
- **Social Norms**

Let the MAPS guide you!



# Public Health Triangle

Individual Prevention:  
focuses on changing  
the person

Environmental Prevention:  
focuses on changing  
the agent and  
environment



# Choosing a Alcohol Initiative !

Do you feel the Project is:

- Specific?
- Will it make a difference in lives?
- Is it winnable and achievable?
- Concrete? Can we see it?
- Are you comfortable with it?
- Can we accomplish it in time?
- Does it address the problem roots?
- Is it grounded in environmental prevention?
- Does it speak to the data or trends in your community?
- **Does it connect to a coalition or Strategic Prevention Framework goal?**



## **Social Access Policies** address the social avenues to alcohol, from:

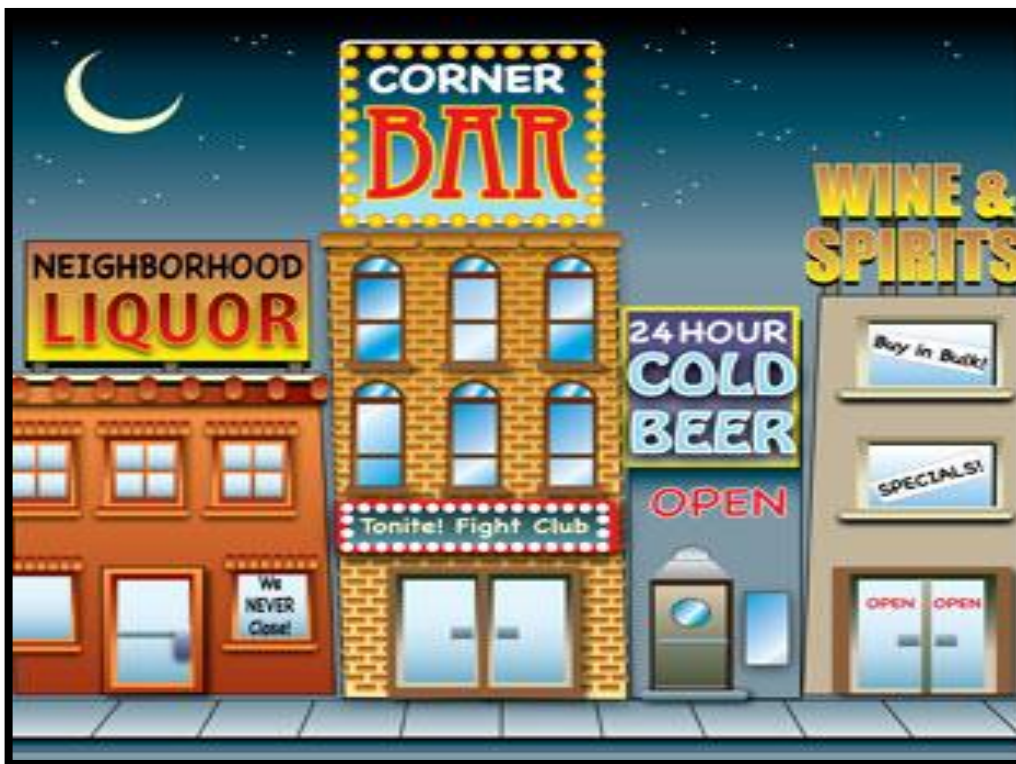
- ✓ friends
- ✓ co-workers
- ✓ siblings
- ✓ parents
- ✓ and strangers

## At non-commercial venues:

- ✓ Private residences
- ✓ Public places  
(events, beaches, parks, etc.)



**Commercial Access Policies** address the commercial sources of alcohol, such as retailers, wholesalers, promoters, restaurants and hotels





# Social Host Ordinance



What is it?

- Holds adult (parents, guardians) accountable financially and in Marin through Restorative Justice practices
- Educate the community on the harms of hosting underage drinking: binge drinking, sexual assault, violence, accidents
- Create educational campaign
- Addresses Social Access and Social Norms
- Targets: Adults in the community
- Partners with Law Enforcement



# Social Host Ordinance



What are the steps?



# Social Host Ordinance



What does it lead to?

- Great process to building relationships with new partners in the community with decision makers, media and law enforcement
- Helps shift adult norms in community regarding “It’s ok in my house” or “Its ok – I take everyone's car keys” or “I did the same thing when I was young”
- Expansion of SHO to include marijuana, part buses, rental facilities, and replacing any punitive measures for youth with restorative justice practices
- Development of community specific and culturally relevant education campaign



# Responsible Alcohol Merchants Awards (RAMA)



What is it?

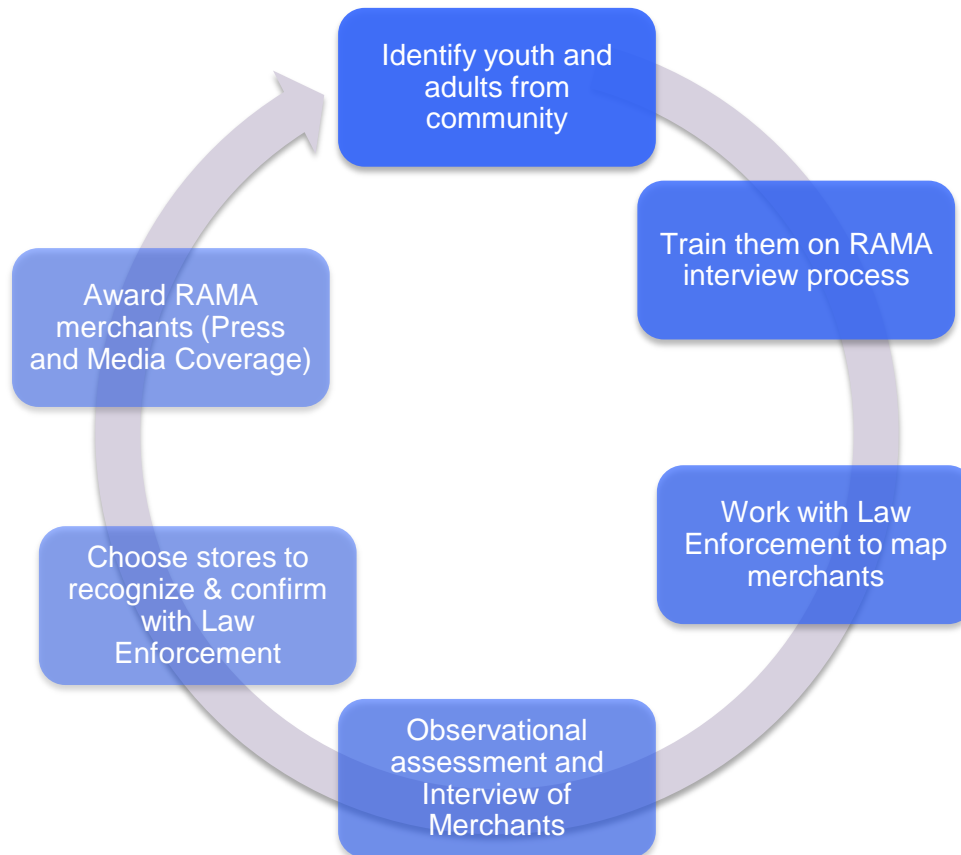
- Positive messaging for local merchants who are responsible in their sales and promotion
- Engages retail access through praise for good business practices while collecting valuable observational data for “hot spots”
- Community driven
- Youth and Adult Partnerships are key
- Compliance checks are used as criteria for determining RAMA



# Responsible Alcohol Merchants Awards (RAMA)



What are the steps?



# Responsible Alcohol Merchants Awards



What does it lead to?

- Community clarification that we are NOT prohibitionists
- High Visibility for coalitions and prevention work (increased press coverage)
- Merchants to have representation on our coalition
- Data useful in targeting “problem stores” and positive mechanism to encourage responsible sales
- Complementary to Compliance checks & Responsible Beverage Service Training



# Other Initiatives: Social Access



- ✓ Hotel/Motel Room Restrictions
  - ✓ Parking Lot Lighting
- ✓ Noisy Assembly Restrictions
  - ✓ Keg Registration
- ✓ Special Event Permits
  - ✓ Party Bus

# Other Initiatives: Retail Access



- ✓ Increasing enforcement of sales through compliance checks
- ✓ Reward and reminder program for merchants (in conjunction with enforcement)
- ✓ Responsible Beverage Service Training
- ✓ Age Identification Policies/Methods
- ✓ Establish Minimum Seller Age
- ✓ Ban Home Delivery
- ✓ Address Density or proximity near youth places





# Action Time!

- Get into your community partnerships!

## What does the data say?

- Review the SMC Alcohol Fact Sheet – does anything resonate?
- What are the trends in your local community? What are the stories from the communities?

## ID Specific Underage Alcohol Issue? (Social, Retail, Other)

What issue do you want to solve based on what the data/stories are saying?

(Use the EP Matrix)

**Propose a Initiative based on the criteria, examples or ideas we discussed and be prepared to present back to the group**



# Criteria for an Initiative

The basic questions to be thinking about...

Do you feel the Initiative is:

- Specific?
- Will it make a difference in lives?
- Is it winnable and achievable?
- Concrete? Can we see it?
- Are you comfortable with it?
- Can we accomplish it in time?
- Does it address the problem roots?
- Does it address environmental prevention?
- Does it hold promise or is a stepping stone for future work?
- Does the data speak to the issue?





Next Steps & Closing...

