

Alcohol Prevention Initiatives



**SMC Prevention Providers
July 11th from 1-3pm**



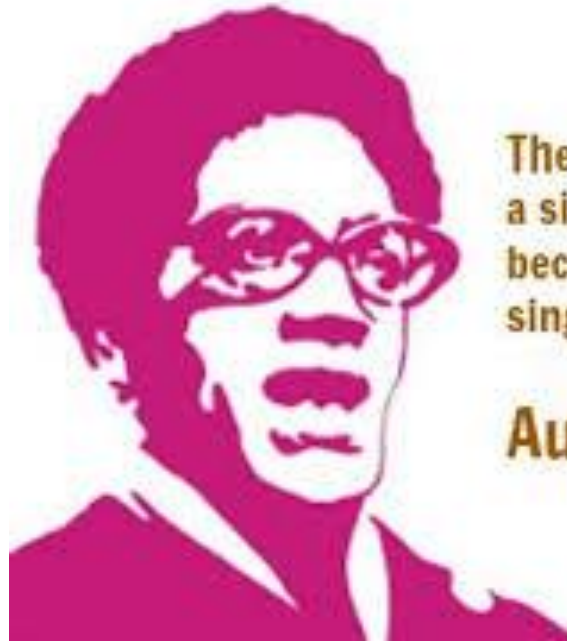
Agenda:

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?

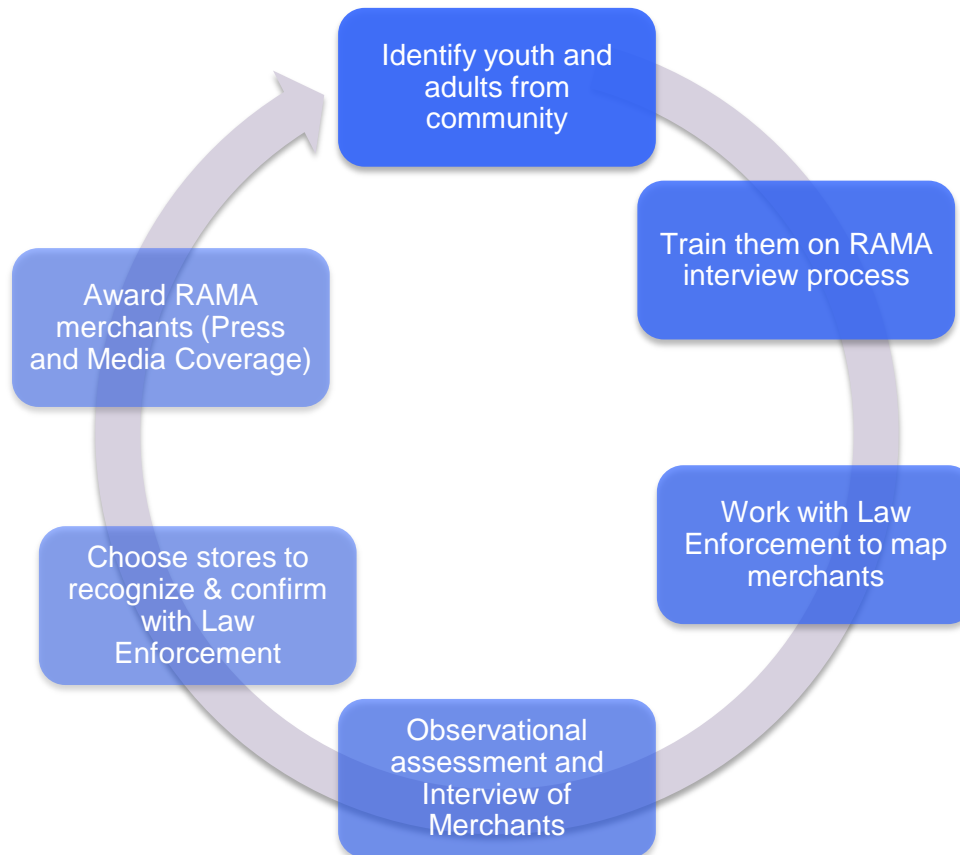
- Positive messaging for local merchants who are responsible in their sales and promotion
- Engages retail access through praise for good business practices while collecting valuable observational data for “hot spots”
- Community driven
- Youth and Adult Partnerships are key
- Compliance checks are used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

