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

It's 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!
Individual Prevention: focuses on changing the person

Environmental Prevention: focuses on changing the agent and environment

What are we trying to Change?

Product: Are sweet fruity flavors for youth?
Promotion: Are ads targeting youth?
Price: Is alcohol cheaper than water?
Placement: Is alcohol right next to candy & ice-cream?

Community responsibility
Strategies to change settings or looking at root causes

Social Norms: What is socially acceptable.
Everyone is doing it. You’re not.

Media Messages: Hidden messages all around
Access: Is ATOD easy to get?
What about health care, higher education, jobs?
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?

1. Identify youth and adults from partnership
2. Assessment: Is Social Access an issue in your community?
3. Partner with city council and law enforcement to present on need for SHO
4. Craft Model Ordinance language specific to community
5. Media Advocacy/Press conference to place pressure/celebrate
6. Community Organizing: ID Targets, ID Tactics
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?

1. Identify youth and adults from community
2. Train them on RAMA interview process
3. Work with Law Enforcement to map merchants
4. Observeational assessment and Interview of Merchants
5. Choose stores to recognize & confirm with Law Enforcement
6. Award RAMA merchants (Press and Media Coverage)
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...