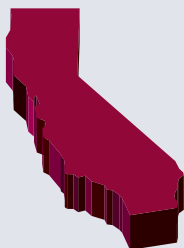


**State Incentive Grant (SIG)
County Grant Program**



Year 2 County Profiles: 2005-2006



Prepared by:
Sharon O'Hara, M.S. for
Community Prevention Institute (CPI)
771 Oak Avenue Parkway, Suite 3
Folsom, CA 95630

Prepared for:
California Department of Alcohol and Drug
Programs
1700 K Street
Sacramento, CA 95814

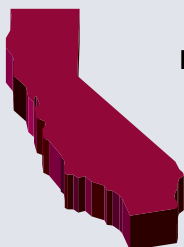
March 14, 2006

Overview

**KEY
POINTS**

- I. Overall Goals of SIG
- II. County Grant Project – Status To Date
- III. Communities of Focus
- IV. Partnerships and Coalition Activities
- V. Needs Assessment Activities/Findings
- VI. Selected Programs and Strategies
- VII. Evaluation: Expected Outcomes
- VIII. Next Steps

**State Incentive Grant (SIG)
County Grant Program Overview**



I. Overall Goals of SIG

Overall SIG Goal

KEY POINTS

To develop and implement a comprehensive State-wide substance abuse prevention strategy to optimize the use of all State and Federal substance abuse funding streams and resources

Program Goals

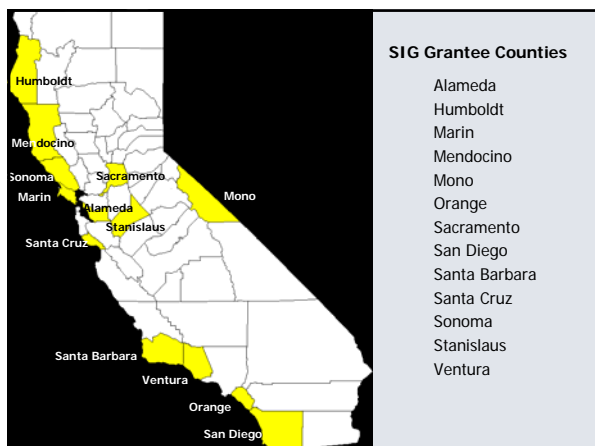
KEY POINTS

- To develop and implement a sound strategy to identify, coordinate, leverage, and/or redirect all substance abuse prevention resources within the State
- To develop and implement a comprehensive prevention program system
- To establish targets and measure progress in reducing substance abuse


Focus of SIG

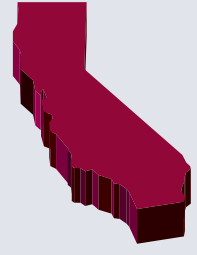
KEY POINTS

- To reduce binge drinking and other related problems among youth and young adults ages 12-25 by:
 - Developing statewide policies and plans
(GPAC, Binge Drinking Strategic Plan, SIG Workgroups)
 - Implementing evidence-based community prevention projects
(SIG County Grants)



**State Incentive Grant (SIG)
County Grant Program Overview**





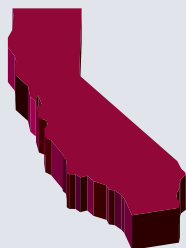
**II. County Grant Project –
Status To Date**

Status To Date

**Key
Points**

- Year 1 (Oct 1, 2004- Sept 30, 2005) was a planning year
- SIG grantees conducted formal needs assessments and compiled and synthesized key findings in order to identify needs of the communities in relationship to binge drinking issues
- Templates for the Needs and Resources Assessments, Prevention Plans, and Logic Models were provided to grantees
- Identification of programs/strategies was part of the Prevention Plan due July 1, 2005

State Incentive Grant (SIG) County Grant Program Overview



III. Communities of Focus

Communities of Focus

EXAMPLES

- 3 grantees focus primarily on university / college campuses & surrounding communities (Alameda, Orange, Santa Barbara)
- 5 additional grantees include universities / colleges as a primary part of their focus (Humboldt, Sacramento, Santa Cruz, Sonoma, Stanislaus)
- 1 grantee focuses primarily on a tourist destination (Mono – Mammoth Lakes)
- The remaining 4 grantees identified target pocket communities within the county based on risk factors.

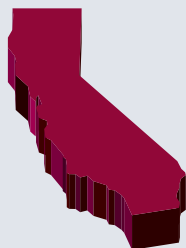
Communities of Focus

KEY POINTS

Geographic Scope

- Approximately 54%, or 7 grantees identified specific geographic areas of focus. (Alameda, Mono, Orange, Sacramento, Santa Barbara, Sonoma, Stanislaus)
 - For example Alameda county is specifically working with the Berkeley and Hayward campuses and surrounding community areas.
- Each of the 6 remaining grantees identified the “entire county” as the focus area. (Humboldt, Marin, Mendocino, San Diego, Santa Cruz, Ventura)

**State Incentive Grant (SIG)
County Grant Program Overview**



**IV. Partnerships and
Coalition Activities**

**Community
Partnership Members**

**KEY
POINTS**

- County Alcohol & Drug Programs
- Other County Agencies (i.e. Behavioral Health, Mental Health)
- Universities & Community Colleges
- Local School Districts & County Offices of Education
- Law Enforcement Agencies
- Non-profit organizations
- Private Industry Councils / Workforce Investment Boards
- Faith Communities
- Residents

**Community Partnership
Activities: Phase 1**

**KEY
POINTS**

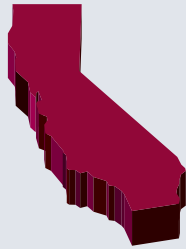
- Regular meetings to determine structure & direction of Planning Phase
- Collection of data
- Analysis of data
- Prioritization of specific problems / issues to address in Implementation Phase
- Creation of logic models & work plans to meet goals & objectives in Implementation Phase
- Selection of evidence-based environmental strategies to address identified problems

Community Partnership Activities: Phase 2

KEY POINTS

- *Regular meetings to determine structure & direction of Planning Phase*
- *Collection of data*
- *Analysis of data*
- *Prioritization of specific problems / issues to address in Implementation Phase*
- *Creation of logic models & work plans to meet goals & objectives in Implementation Phase*
- *Selection of evidence-based environmental strategies to address identified problems*

State Incentive Grant (SIG) County Grant Program Overview



V. Needs Assessment Activities and Key Findings

Needs & Resource Assessment Activities

ACTIVITIES

- Identification of key sources of information about the community
- Gathering of existing qualitative and quantitative data
- Collection of new data
- Compilation and analysis of collected data
- Inventory of existing community resources to help address identified issues
- Prioritization of issues / problems to address (based on data)

Binge-Drinking & Related Community Problems

DATA SOURCES

- Surveys (e.g., CHKS, Place of Last Drink)
- Law Enforcement (e.g., incidents, arrests, calls for service)
- Probation Information
- Schools and Colleges
- Hospitals / other Medical Information
- Local Survey Data
- Focus Groups
- Interviews
- Community Forums

Key Findings

EXAMPLES

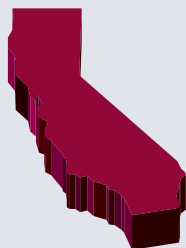
- Rates of binge drinking are high in all communities of focus and exceed state or national averages in some
- Binge and high-risk drinking is associated with a wide range of community problems, including: DUI crashes, death & injury, assaults, vandalism, noise and other nuisance activity
- Places of binge/high risk drinking for minors are frequently home, friend's house, parties
- Lack of age verification and sales of alcohol to minors by retailers
- Easy access to alcohol from retailers, family, friends, & strangers

Key Findings

EXAMPLES CONT'D

- High number of law enforcement calls for service to house parties involving alcohol
- Low community awareness and readiness to take action or support for modification of policies and practices
- "Culture of acceptance" of alcohol and other drug use among some parents and other adults
- High rates of crimes in areas with over concentration of retail sources of alcohol
- Public events that provide easy access to alcohol for youth and over consumption

**State Incentive Grant (SIG)
County Grant Program Overview**



**VI. Evidence-Based
Program and Strategy
Selection**

**Evidence-Based
Approaches**

**KEY
POINTS**

Specific Environmental Prevention
Model Programs selected:

- Communities Mobilizing for Change on Alcohol (CMCA)
 - (Humboldt, Sacramento, Santa Cruz, Stanislaus*)
- Community Trials Project to Reduce High-Risk Drinking (RHRD)
 - (Alameda*, San Diego)
- Challenging College Alcohol Abuse (CCAA) (Alameda, Orange, Stanislaus)

* Have identified different programs for specific communities

**Evidence-Based
Approaches**


**KEY
POINTS**

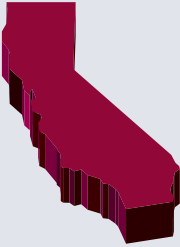
- Most grantees are adapting the model programs in some way
 - Frequency
 - Youth Led Approaches
 - Supplementing with other services/strategies

Environmental Strategies

EXAMPLES
SELECTED BY
GRANTEES

- Enactment & enforcement of ordinances
- Community mobilization
- Limiting access & availability to youth
- Responsible Beverage Service (RBS)
- Retailer compliance checks
- Limiting number of alcohol outlets
- Social host training
- Campus policies
- Lease & rental housing policies
- Special event policies / policies for public facilities with standard conditions for sales/service of alcohol
- Media campaigns to advance policy goals

**State Incentive Grant (SIG)
County Grant Program Overview**




**VII. Evaluation:
Expected Outcomes**

**Alignment With GPAC
Goals & Objectives**

KEY
POINTS

GPAC GOAL	SIG OUTCOME EXAMPLES
1. Promote a cultural shift in understanding & acceptance of binge drinking so that public acceptance is reduced.	<ul style="list-style-type: none"> ↑ Community awareness of binge drinking, its consequences & contributing factors ↑ Media coverage of binge drinking, its consequences & contributing factors ↓ Community norms that are favorable toward binge drinking

Alignment With GPAC Goals & Objectives		
KEY POINTS	GPAC GOAL	SIG OUTCOME EXAMPLES
	2. Encourage & establish collaboration among systems	<ul style="list-style-type: none"> ★ Continued involvement of the multi-agency, cross-system Community Partnerships ↑ Media coverage of binge drinking, its consequences & contributing factors ↑ Community involvement in efforts to change high-risk alcohol settings ↑ Enforcement of community alcohol policies


Alignment With GPAC Goals & Objectives		
KEY POINTS	GPAC GOAL	SIG OUTCOME EXAMPLES
	3. Reduce availability of alcohol to underage youth	<ul style="list-style-type: none"> ↓ Availability of alcohol to minors in retail & social settings ↓ Number of people willing to provide alcohol to minors ↑ New or augmented community policies to reduce availability & youth access to alcohol ↑ Enforcement of community alcohol policies ↑ Consequences for adults who provide alcohol to youth

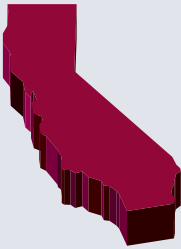
Alignment With GPAC Goals & Objectives		
KEY POINTS	GPAC GOAL	SIG OUTCOME EXAMPLES
	4. Increase adolescent & young adult perceptions that binge drinking is harmful.	<ul style="list-style-type: none"> ↑ Community (incl. youth & young adults) awareness of binge drinking, its consequences & contributing factors ↑ Media coverage of binge drinking, its consequences & contributing factors ↑ Community (incl. youth & young adults) involvement in efforts to change high-risk alcohol settings

Alignment With GPAC Goals & Objectives

KEY POINTS

GPAC GOAL	SIG EXAMPLE
5. Identify & promote evidence-based practices in addressing binge drinking	All SIG grantees are required to employ model programs & evidence-based strategies in their Phase II Implementation Plans to reduce binge-drinking and related community problems.

**State Incentive Grant (SIG)
County Grant Program Overview**




VIII. Potential Challenges, Solutions, and Support Services


Technical Assistance

REQUESTED
 Information
 Training
 Consultation
 Coaching

- Legislative and policy-related processes
 - Subtopics: Involving policy makers, role of residents
- Model policies and legal resources for policy development
- Working with 2 year and 4 year colleges
 - Subtopics: bringing colleges to the table, off-campus housing, working with parents
- Forming and sustaining an active Coalition
 - Subtopic: Specific roles for Coalition members (agencies, organizations, individuals)
- Making media campaigns part of a larger environmental effort

Technical Assistance	
REQUESTED Information Training Consultation Coaching	<ul style="list-style-type: none"> ▪ Cultural competence in community prevention planning ▪ Specifics of CMCA implementation ▪ Consultation with practitioners who have successfully implemented environmental policy approaches in communities ▪ Dissemination of resource materials that provide comprehensive, relevant & practical information ▪ Facilitation of peer learning community to facilitate sharing of information, experience and other resources

Technical Assistance	
RESOURCES PROVIDED TO DATE	<ul style="list-style-type: none"> ▪ "Communities Mobilizing for Change on Alcohol": two-day training sessions in Northern & Southern California ▪ "Environmental Prevention: Strategies for Engaging Youth" training sessions in Northern & Central California ▪ "Ask The Expert" Conference Call series; topics including: <ul style="list-style-type: none"> ▪ Appropriate Selection and Adaptation of Evidence-Based programs/strategies ▪ Developing local and state level outcomes and evaluation methods ▪ Media Campaigns

Summary	
	Questions?

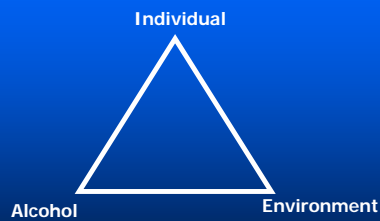
Issues of Collaboration and Coordination in Environmental Prevention of Alcohol-related Problems

Bob Saltz
Prevention Research Center
Berkeley, California

 Pacific Institute for Research and Evaluation

PRC Prevention Research Center

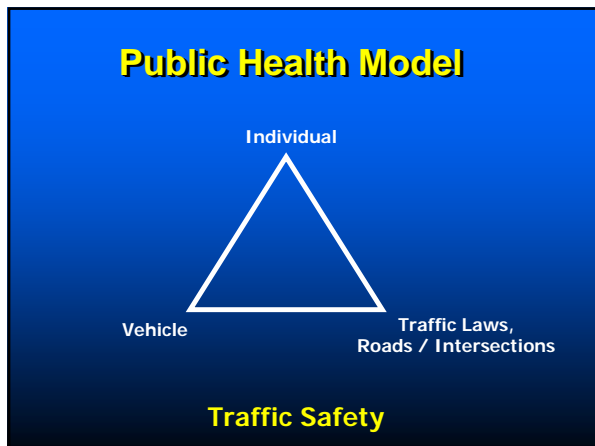
Public Health Model



Alcohol-Related Problems

Environmental Influence

- (1) Physical - Proximity of alcohol, alcohol outlets, places of public use
- (2) Social - Family, peers and larger social networks, media
- (3) Economic - Cost of alcohol or economic geography of availability



- ### Anticipated Hurdles for Prevention Strategy
- Implicit assumption that “target” is high-risk drinkers
 - Ambivalence about youth drinking
 - Low perceived efficacy of environmental interventions
 - Challenges of coordination and resource allocation
 - Possible fears of “backlash”

- ### Future Directions for Prevention: Elements of Social and Organizational Change
- Organizational Knowledge of Problem
 - Clear Focus
 - Organizational Efficacy
 - Resources
 - Coordination
 - Commitment
 - Perceived Efficacy
 - Continuous Feedback/Evaluation

Example: Types of questions and level of interest

	Self-interest	Collaborative interest
Feasibility questions	Should I get involved?	Is a collaborative needed?
	Is the involvement within my agency's mandate?	What is likely to be the most appropriate approach?
	What will my role be?	What exists in the context that may be opportunities/barriers?
	What can I/my agency contribute?	Are requisite resources, capacities available?
Process questions	What can I/we gain?	Have we set a direction that is understood by all?
	What is my role/contribution to the workings of the collaborative?	Are the right people on board?
	Is my voice heard?	Do we have the capacities to carry out what we want?
	Are my interests/my agency's interests met?	How is the collaborative operating?
Outcome questions	What am I/we gaining?	Are we meeting our objectives?
	What difference does/did it make that I am/was involved?	What has happened or changed as a result of the collaborative?
	What would have happened without me?	What difference is there? For whom? How?
	What benefit did my agency gain?	Are there any unintended or negative outcomes?
	What credit can I/we take?	

Table 1
The 10 Accountability Questions and How to Answer Them

Accountability question	Literatures for answering the question
1. What are the needs and resources in your organization/school/ community/state?	1. Needs assessment, resource assessment
2. What are the goals, target population, and desired outcomes (objectives) for your school/ community/state?	2. Goal setting
3. How does the intervention incorporate knowledge of science and best practices in this area?	3. Science and best practices
4. How does the intervention fit with other programs already being offered?	4. Collaboration, cultural competence
5. What capacities do you need to put this intervention into place with quality?	5. Capacity building
6. How will this intervention be carried out?	6. Planning
7. How will the quality of implementation be assessed?	7. Process evaluation
8. How well did the intervention work?	8. Outcome and impact evaluation
9. How will continuous quality improvement strategies be incorporated?	9. Total quality management, continuous quality improvement
10. If the intervention (or components) is successful, how will the intervention be sustained?	10. Sustainability and institutionalization



Community Action Planning Guide

The Communities Mobilizing for Change on Alcohol project action plan will help satellite groups to focus the efforts and strategies needed in their communities.

Our Priority Issue:				
Goals	Members	Target	Tactic	Resources
Long term goal (our dream)		Primary target (the person(s) in power who can help us succeed)	Action Steps 1.	Current strategies and policies
Intermediate priority strategy			2.	
			3.	What we have to work with
Short term priority strategy (what we can do now)		Secondary target (other people who can be an influence)	4.	
			5.	What we need (beyond money and time)

Community Organizing Worksheet

Satellite groups can use this worksheet to identify community members who may be contacted as part of the core leadership and support base development steps.

Community Members	Law Enforcement	Educators	Businesses
Media	Faith Community	Parents	Youth
Health Professionals and Counselors	Civic Groups	Public or Elected Officials	Prevention Professionals
Others			

Communities Mobilizing for Change on Alcohol

The Communities Mobilizing for Change on Alcohol project

- Mobilizes communities to make institutional and policy changes
- Has proven results in limiting youth access to alcohol
- Improves the health and well-being of the community
- Builds a base for changing the physical and social environments
- Engages community members who become knowledgeable and involved in creating healthier communities

Satellite groups will be using Communities Mobilizing for Change on Alcohol project to impact binge drinking among youth throughout Humboldt County. The steps for change include:

Community Assessment

What does this community know and believe about binge drinking among youth, and underage access to alcohol?

Core Leadership

Who is concerned about binge drinking in this community? Who are we going to invite to be a part of the satellite group?

Action Plan

What can we change? How can we help community members understand the issues? What laws and/or practices should we challenge?

Build Support

Who will support the satellite group? How can we get more community groups involved? Which elected officials support our efforts?

Implement Action Plan

Time to take action - encourage all members to get involved. Keep team members and supporters informed, involved, and in the spotlight.

Maintain the Efforts

How can we make the changes a regular part of our community? What can we do to make sure we don't lose our vision?

Evaluate

Have we made a difference for the young people in our community? Let's tell others about the changes, and look at what we can do next.

Tri-Ethnic Center Community Readiness Survey

Communities are at different levels of understanding about most issues. In order to identify strategies that will work, community readiness survey were conducted in eight areas of Humboldt County. The level of readiness for your community is _____. Satellite groups will be encouraged to identify strategies that are likely to make a change based on their community's level of readiness. Below is a list of the levels and those activities that will be effective. Satellite groups can use this information to develop an action plan for the Communities Mobilizing for Change on Alcohol project.

Level One

No Awareness - Raise awareness of the effects of binge drinking among youth

- Visit one-on-one with community leaders and members
- Visit small groups to talk about the issue
- Call friends and possible supporters

Level Two

Denial/Resistance - Raise awareness of the effects of binge drinking among youth

- Visit one-on-one with community leaders and members
- Visit small groups to talk about the issue
- Call friends and possible supporters

Level Three

Vague Awareness - Raise awareness that binge drinking is a problem in this community

- Continue one-on-one visits and encourage people to join in community efforts
- Work with local educational/health outreach programs to distribute flyers, posters, or brochures
- Point out and talk about media articles about local binge drinking incidents
- Prepare articles for church bulletins, local newsletters, club newsletters, etc.
- Give talks about the local problems to groups in your community

Level Four

Pre-Planning - Raise awareness that the community can take action

- Give talks at local community events and to community groups
- Post flyers, posters, and billboards
- Start your own events to present information on binge drinking
- Survey and/or interview community people by phone or door-to-door
- Submit newspaper editorials and articles with information on youth binge drinking and what it means to the community

Level Five

Initiation - Raise awareness with ideas for action steps

- Introduce information about binge drinking through presentations and media
- Gain support of community leaders
- Look at what is already happening in the community (curriculum, programs, activities)
- Increase radio and television public service announcements

Level Six

Stabilization - Gather information about binge drinking among youth in the community and current laws, policies, and regulations

- Conduct school drug and alcohol surveys
- Sponsor a community picnic to kick off the effort
- Conduct public forums to develop plans
- Ask key leaders and influential people to speak to groups and to appear on local radio and television shows

“It takes a village to raise a child.”

African proverb

Risky drinking is an issue that affects every community. We are all an essential piece of the puzzle. It will take our combined commitment to:

Make healthy communities.



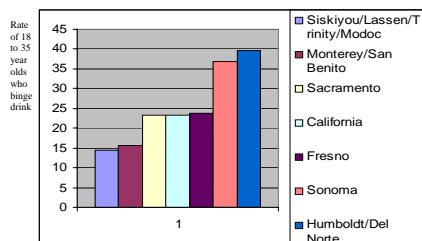
COMMUNITY EFFORTS TO REDUCE BINGE DRINKING AMONG YOUTH
TALKING POINTS

Risky Drinking

Drinking

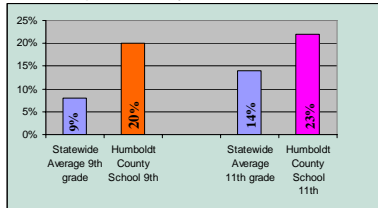
- Five or more drinks for a Male
 - Four or more drinks for a Female
- Within a two hour period
- One drink is equal to one 12 ounce beer, one 5 ounce glass of wine, one 1.5 ounce shot of distilled liquor

The regional areas comprised of Humboldt and Del Norte County have the highest rate of risky drinking in the State of California

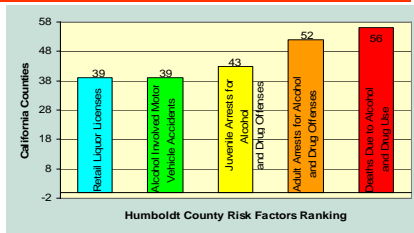


California Healthy Kids Survey

- Binge drinking in the past 30 days



Level of risk for alcohol and other drug abuse. Humboldt County as compared to all 58 California Counties.



http://www.adp.cahwnet.gov/pdf/aod_profiles/humboldt.pdf

Impacts on the Individual and the Community

- Unplanned/unprotected sex
- Fights, sexual assault, date rape
- Traffic incidents or fatalities
- Other injuries
- Contributes to homicides and suicides
- Damage to physical, cognitive, and social development
- Poor school performance
- Vandalism and property damage
- Increased noise, trash
- Costs associated with increased police calls, medical/emergency services, lost productivity, etc.

CSAP's Western Center for the Application of Prevention Technologies

California SIG
Learning Community Conference
March 14-15, 2006



Contact Information

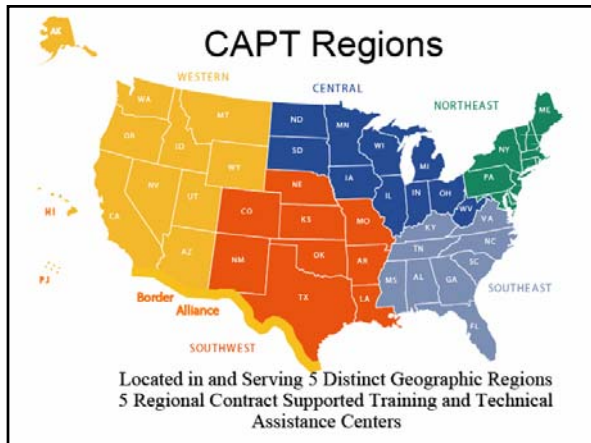
Denise Sheehan
dsheehan@casat.org or
denise@unr.edu
888-734-7476, x2277

Today's Session

- National CSAP CAPT structure
- CAPT goals, clients, services
- Strategic Prevention Framework (SPF)

What is a “CSAP’s CAPT”?

- Created in 1997 as part of the HHS Secretary’s Youth Substance Abuse Prevention Initiative
- Five regional centers located across the nation (Border CAPT added in 1998)
- CSAP’s Western CAPT now serves the Border Region along with 11 States and 6 Pacific Jurisdictions



CSAP’s National CAPT web site

<http://captus.samhsa.gov>

(products, links to each regional web site)

Goals of the CAPT

- CSAP's CAPTs assist in bridging the gap between research and practice in the field of substance abuse prevention
- Support the mission of SAMHSA/CSAP to bring effective substance abuse prevention to every community

CAPT Clients

- Primarily States with State Incentive Grants (SIGs) including Strategic Prevention Framework SIGs and their active sub-recipients

CSAP's Western CAPT Products

- Workshops
- On-line courses
- Publications
- Web site

For More Information on our Products and Trainings

www.westcapt.org

Download free copies of our products!

To Subscribe to our Listserv, Visit

www.westcapt.org

Click on "Resources"

Receive announcements of latest prevention
events and resources

Video Home Study Course Environmental Prevention Strategies

➤ Registration is now open for the newly developed
Environmental Prevention Strategies home study
course pilot.

➤ To participate in the pilot, go to www.casat.org,
then to "Training Opportunities", and
download/submit the registration form to register.*



**Deadline for registration is March 31, 2006.*

Environmental Prevention
Strategies: Putting Theory into
Practice (HHS/SAMHSA/CASAP,
1999)

Strategic Prevention Framework

SPF for Prevention Planning

Strategic Prevention Planning

Why create a strategic prevention plan?

To create an objective profile of our community
To identify how to focus resources and efforts
To implement more effective strategies


...in a comprehensive community plan

Community Prevention Systems

Why mobilize the whole community?

- Bring the power of individual citizens and institutions together
- Create a comprehensive plan that everyone in the community has a stake in and owns
- Hold community institutions accountable

SAMHSA's Strategic Prevention Framework



Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail

SPF Focus for Communities

- Consumption and consequences (prevent the problem associated with use)
- Across the lifespan (not just youth)
- Based on evidence-based research and empirical data
- Outcomes measured at the population level (not just program level)

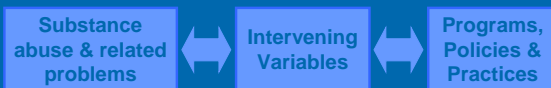
Strategic Planning Framework (SPF) Goals

- Prevent the onset and reduce the progression of substance abuse, including childhood and underage drinking
- Reduce substance abuse-related problems in the communities
- Build prevention capacity and infrastructure at the State and local levels

Key Principles of the Strategic Prevention Framework

- Public health approach
- Strategic planning process
- Data used throughout the process to inform decisions
- Outcomes-based prevention

Outcomes-based Prevention



Planning, Monitoring, Evaluation, and Replanning

SAMHSA's Strategic Prevention Framework



Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail

Step 1 – Assessment

- Assessment of substance use (consumption) and related problems (consequences)
- Assessment of resources and gaps in services
- Assessment of community readiness
- Leading to recommendations regarding community priorities

SAMHSA's Strategic Prevention Framework



Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement evidence-based prevention programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail


Step 2 – Capacity: What is it?

Types and levels of resources needed to address identified needs including:

- Human resources
- Technical resources
- Financial resources

Capacity can be systematically assessed and enhanced.

SAMHSA's Strategic Prevention Framework



Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail

Step 3 – Develop a Comprehensive Strategic Plan

What is a Comprehensive Strategic Plan?

- A comprehensive, logical, and data driven plan to address the problems identified in Step 1 using the capacity built or mobilized in Step 2
- The plan includes Strategic Goals, Objectives, Programs, Logic Models and Action Plans

Why Do I Need a Strategic Plan?

- The Strategic Plan lays the groundwork for:
 - Implementation activities
 - The identification of strategies
 - The selection of evidence-based programs, policies, and practices to be implemented
 - The evaluation plan

Evidence-based: Definition

Evidence-Based=

Federal Model Program List
Peer reviewed journal with proven effectiveness
Documented effectiveness

Resources for Evidence-Based Programs & Practices

SAMHSA Model Programs:

<http://modelprograms.samhsa.gov>

Western CAPT:

<http://casat.unr.edu/bestpractices/search.php>

click on "6 Best Practices: Search for Practices."

US Department of Education: Safe and Drug Free Schools

<http://www2.ednet10.net/SDFSC/SDFSC-ResearchPrograms.htm>

Office of Juvenile Justice and Delinquency Prevention (OJJDP)

http://www.dsgonline.com/mpq2.5/mpq_index.htm

Fidelity and Adaptation

A study at Cambridge University revealed that the brain can read sentences with mixed up words just fine as long as the first and last letters of each word are in the correct place. Amazing, huh?

- Maintain core components
- Consult the developers
- Evaluate the adaptations

Definition of a Logic Model

Description of what a program is expected to achieve and how it is expected to work

A map linking together a project's goals, activities, services, and assumptions

Benefits of a Logic Model

- Develops understanding
- Helps monitor progress
- Serves as an evaluation framework
- Helps expose assumptions
- Helps restrain over-promising
- Promotes communications

SAMHSA's Strategic Prevention Framework



Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement evidence-based prevention programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail

Step 4 – Implementation: What is it?

- Taking action as guided by the Strategic Plan developed in Step 3
- Actualizing action plans from Step 3
- Begin to collect process evaluation data
- Monitor fidelity and adaptations

SAMHSA's Strategic Prevention Framework Supports Accountability, Capacity, and Effectiveness



- Assessment**
Profile population needs, resources, and readiness to address needs and gaps
- Capacity**
Mobilize and/or build capacity to address needs
- Planning**
Develop a Comprehensive Strategic Plan
- Implementation**
Implement evidence-based prevention programs and activities
- Evaluation**
Monitor, evaluate, sustain, and improve or replace those that fail

Step 5 – Monitor, Evaluate, Sustain, and Improve or Replace those that Fail

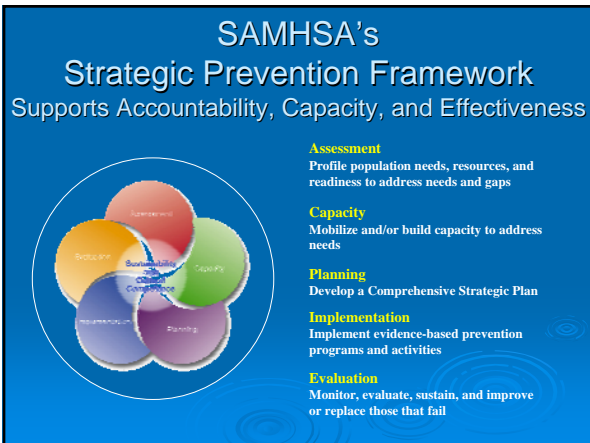
What does the Evaluation Step include?

- Process evaluation
- Collection of required outcome data
- Review of policy, program, and practice effectiveness
- Development of recommendations for quality improvement

Why Do I Need Evaluation?

Evaluation is crucial in prevention because it tells us:

- What works
- What doesn't work
- What to improve
- How to improve it



Two Common Threads Throughout the Strategic Prevention Framework

- Cultural competence and sustainability are at the center of the Strategic Prevention Framework because they are integral to each step of the framework

Cultural Competence

Can be defined as “a set of congruent behaviors, attitudes and policies that come together in system, agency or among professionals and enable that system agency or those professionals to work effectively in cross-cultural situations.”

(The Lewin Group, 2002)

The SPF and Cultural Competence

Why cultural competence?

- To eliminate service and participation disparities for people of diverse racial, ethnic, and linguistic populations
- To consider culture, gender, ability levels, and sexual orientation in all aspects of the SPF
- To improve the effectiveness and the quality of the programs, policies and practices chosen to achieve outcomes

The SPF and Sustainability

- Applies to more than funding
- Sustaining outcomes, not programs
- Think sustainability from the beginning
- Look to the system to sustain outcomes
- Sustain prevention by making it everyone's job!

Elements of Sustainability

- Structures and formal linkages
- Champion and leadership actions
- Resources
- Administrative policies and procedures
- Expertise
- Ownership among stakeholders

Today's Session

- National CSAP CAPT structure
- CAPT goals, clients, services
- Strategic Prevention Framework (SPF)

QUESTIONS and DISCUSSION

Research into Responsible Beverage Service as a Preventive Intervention

Bob Saltz
Prevention Research Center
Berkeley, California

 Pacific Institute for Research and Evaluation

PRC Prevention Research Center

RBS for On-Premise Licensees

Can RBS reduce intoxication
or harm?

Evolving Concept

- Server as referral agent – “Patron Care”
- Server Intervention - to reduce harm in case of intoxication
- Responsible Beverage Service (RBS)
- to reduce likelihood of intoxication and harm

Rationale

- Historical & legal precedents
- Potential impact may be high
- Very proximal to danger of harm
- Minimizes reliance on drinker judgment
- Indirect evidence of potential efficacy

Navy Server Study

- Revision in House Policies
- Sixteen-hour manager & server training
- One intervention and one comparison site
- Outcome = Imputed BAC from self-reported and observed consumption data

Findings

- Proportion of intoxicated drinkers at experimental Navy bar cut in half (e.g., males dropped from 33% to 15%)
- No change at comparison site
- No change in overall sales (more drinks to 1 and 2 drink orders)

Thunder Bay, Ontario

- Manager and Server Training
- Four intervention & 4 comparison sites
- Expanded pseudopatron protocol with scenarios
- Outcome = Responsible Service Score

Findings

- Trained servers scored higher in the post-test while comparison sites did not change significantly

From Efficacy to Effectiveness

What might effect adoption of RBS practices?

McKnight NHTSA Study

- 100 Establishments in 8 cities
- Three-hour training
- 135 Comparison sites
- Pseudopatron protocol
- Outcome = Server intervention

Findings

- Trained servers more likely to intervene in some way, 27% vs. 14% at baseline
- Outright refusal unchanged at 5%

Central California RBS

- Two Communities (Santa Cruz & Monterey, CA)
- Three commercial businesses in each community
- Compared 2 trainings with 1 comparison
- Outcome = Observed consumption

Findings

- RBS programs reduced likelihood of impairment and intoxication in one of two communities
- No difference between RBS programs

Oregon Server Training Law

- Training mandated for all servers of alcoholic beverages
- Outcome = Single-vehicle night-time crashes
- ARIMA model to control for other influences

Findings

- 23% reduction in crashes net of other influences

Texas Liability Law

- Established through case law
- Court ruling heavily publicized
- Time series analysis over 10 yr period
- Outcome = SVN crashes

Findings

- First case produced a reduction in SVN crashes of 6.5% net of other influences
- Second case reduced crashes an additional 5.3% net of other influences

Freo Respects You

- 50 Establishments in Freemantle, WA
- Comparison community
- Training supported by media campaign
- Included risk assessment
- Outcomes included service to pseudopatrons and BAC of patrons

Findings

- Low participation and challenges to program fidelity
- Outright refusal low (10%) with no difference across communities
- Lower patron BACs in intervention community

Community Trials

- RBS part of comprehensive community-level prevention intervention to reduce injuries and deaths related to alcohol
- Combined voluntary training and limited but publicized enforcement campaign
- Outcome = Refusal to drinking pseudopatron (drink every 20 minutes)

Findings

- Refusal rates of servers to drinking pseudopatrons were low
- Observed differences not significant

Enforcement of Serving Laws

- Washtenaw County, MI
- Warning notices to employees observed (by plainclothes officers) serving to obviously intoxicated customers
- Comparison site
- Outcomes = refusal to serve pseudopatrons, and proportion of arrested DUI cases that drove from a licensed premise

Findings

- Outright refusals increased from 16% to 53%
- Proportion of DUI from businesses dropped from 32% to 23%

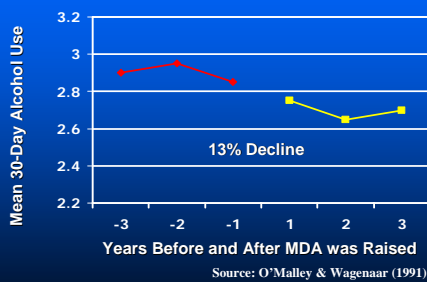
Primary Conclusions

- RBS can significantly reduce alcohol impairment and intoxication
- Training alone seems unpromising, but Oregon results argue otherwise

RBS for Off-Premise Licensees

Emphasis on Sales to Minors

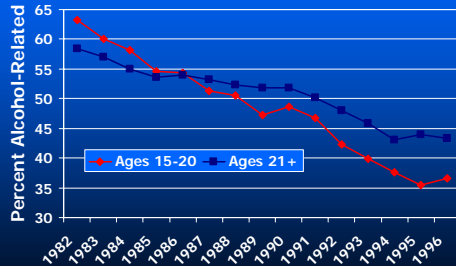
Alcohol Use (30-day mean) Before and After
Minimum Drinking Age (MDA) was Raised--United States



Minimum age to 21 reduces youthful single
vehicle nighttime crashes (-20%)

(O'Malley and Wagenaar, 1991)

Youth VS. Adult Motor Vehicle Fatalities: Percent Alcohol-Related



IOM Report: Reducing Underage Drinking Access: Commercial Availability

- *Strengthen compliance check programs.*
- *The federal government should require states to achieve designated rates of retailer compliance.*
- *All sellers and servers of alcohol complete state-approved training as a condition of employment.*

Communities Mobilizing for Change on Alcohol (CMCA)

- Decoy operations with alcohol outlets
- Citizen monitoring of outlets selling to youth
- Keg registration
- Alcohol-free events for youth
- Responsible beverage service programs
- Educational programs for youth and adults.

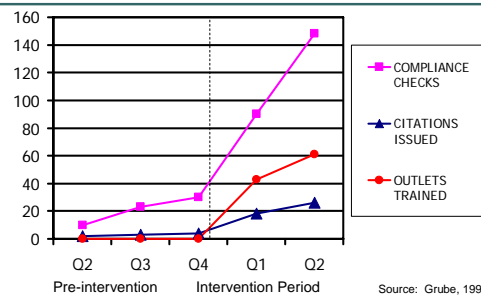
Communities Mobilizing for Change on Alcohol (CMCA)

- Merchants increased checks for age identification and reduced sales to minors
- 18-20-year-olds showed reductions in attempts to purchase alcohol, reduced levels of alcohol use, and reduced propensity to provide alcohol to other teens
- Decline in drinking and driving arrests among 18-20 year olds and disorderly conduct violations among 15-17 year olds.

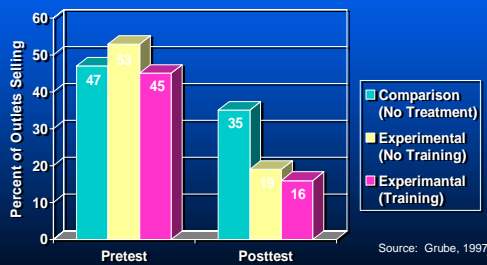
Community Trials Project

Youth Access Component

Cumulative Underage Access Activities Community Trials Project



Effects of Compliance Checks and RBS on Underage Sales



Access: Sources of Alcohol Used by Underage Drinkers, Past 30 Days

Source	% Grade 6	% Grade 9	% Grade 12
Friends	39.3	69.3	72.3
Family	48.7	28.8	18.2
Parties	32.1	55.6	59.8
Took from home	33.1	33.2	11.8
Took from friend's home	15.9	17.7	5.0
Got someone to buy it	14.0	35.3	52.6
Bought at store	8.3	7.6	8.5
Bought at bar or restaurant	8.1	4.6	7.5
Took from store	10.0	6.5	2.5

Source: Harrison, et al., 2000

IOM Report: Reducing Underage Drinking Access: Social Availability


- *Implement enforcement programs to deter adults from purchasing alcohol for minors.*
- *Establish and implement a system requiring registration of beer kegs.*
- *Adopt and publicize policies for detecting and terminating underage drinking parties.*


2006 SIG Grantee
Learning Community Conference




Event Host Training










Party Monitoring

- “Risk Assessment” Model
 - Party data collected
 - Measurement of environmental factors, behavioral occurrences
 - PDA survey tool for capturing data
- Baseline data established
 - Reflection of environment before application of training program





Party Monitoring

- Introduction of environmental modifier
 - Event Host Training
 - Tool for facilitating cultural change
 - Curriculum fashioned according to party data
- New party data vs. baseline data
 - Revisit party locations
 - Assess whether environmental change occurred after introduction of training



Event Host Training: Overview

Four Main Areas Covered:

Responsibilities as...

- » **Tenant** (lease)
- » **Citizen** (law)
- » **Event Hosts** (alcohol)


Potential as...

- » **Smart Event Hosts** (practical tips and strategies)



Greatest Achievement

- Participation of property managers
 - What has contributed most to this success?
 - Taking advantage of connections
 - Brainstorming together
 - Suggesting a *pilot program*
 - How has achievement advanced other goals?
 - Enrollment is better
 - Incentives are stronger
 - Certification as a credential



Largest Barrier

- Training persons under 21
 - How did you realize the barrier was holding up progress?
 - Discovery of age problem
- Strategies to overcome barrier:
 - Training information used for:
 - Assessment purposes
 - Future reference
 - Planning alcohol-free party (if under 21)



Biggest Lesson

- Course adjustment needed?
 - Course title / Implication of endorsement
 - Greater property manager involvement:
 - More enrollment
 - Certification as community credential
- What facilitated the learning experience?
 - Presentation to property managers
 - Solutions:
 - Better understanding of training
 - Brainstorm invitation

TRAINING AGENDA

- ❖ Introduction – What is the goal of Event Host Training?
- ❖ Responsibilities as Tenants – What does your lease say?
- ❖ Responsibilities as Citizens – What does the law say?

(Optional break)

- ❖ Responsibilities as Event Hosts – What are the dangers?
- ❖ Potential as Smart Event Hosts – What can you do about it?

GOAL OF TRAINING

Event Host Training is made possible by the Safer Isla Vista Grant, administered by the Santa Barbara County Alcohol & Drug Program. The goal of this training is to help you understand how parties can be made safe and legal. After all, throwing a party does not have to result in negative consequences.

We will review the “fine print” in your lease to help you stay out of trouble with your property manager. You will gain knowledge of the law to help you make responsible choices and avoid unwanted attention from the IV Foot Patrol. You will also learn how to customize your party to make it more fun and safe for your guests.

By completing this training course, you become certified as Smart Event Hosts. Certification qualifies you for discounts at local vendors, and can be used to improve your renter reference when applying for future tenancies. In order to maintain your certification, you must remain in good standing with your property manager. Therefore, the information presented today becomes beneficial to the degree that you choose to employ it.

RESPONSIBILITIES
AS...

TENANTS

Lease Agreement Scavenger Hunt

Instructions: Search your lease and locate the following information. For each item, write the page number(s) where the information is found.

1. Where is the wording used in the lease regarding “illegal activity” or “compliance with laws”? _____

2. Where is the wording regarding a tenant’s responsibility for guest behavior? _____

3. Where are the clauses or phrases having to do with illegal drugs located? _____

4. Where are there rules or restrictions having to do with live music or bands? _____

5. Where are the clauses or phrases that mention “noise”, “parties” or “kegs”? _____

6. Is there a limit to the number of people allowed in a unit at one time or a limit to the number of attendees allowed at a party? If so, where are these limits? _____

7. Where is the wording regarding who pays for damage to your unit, such vandalism, broken windows or torn screens? _____

8. Locate all the conditions that place a tenant in default of the lease agreement... _____

BONUS: What are the names of your Property Manager and his/her Admin. Assistant? _____

Power of the Lease

- A property manager can evict a tenant after *one* offense. If evicted, you must continue to pay rent until the vacancy is filled.
- Your renter record can and will affect your renter reference. There is life after college; don't let one bad night haunt you for years to come.
- You are liable for *many* costs (fees, damages, etc.)
 - Property managers do not pay for vandalism and abuse, like broken windows or torn screens.
 - Even if your neighbor causes the damage to your property, you are liable for the cost of repairs.
 - Renter's insurance is a great idea. It only costs around \$10 per month, and it will pay for damages. Contact the Community Housing Office for additional information.
 - Property managers do pay for maintenance work.
 - If your residence requires maintenance, be sure to let your property manager know immediately. Otherwise, they may require you to pay for additional damages caused by negligence.
- For tips and information about your rights, check out the free Rental Housing Survival Guide, published by your Community Housing Office.

RESPONSIBILITIES
AS...

CITIZENS

DO YOU KNOW THE LAW?

Be smart before you start. The following violations can have serious consequences. These are the minimum punishments for the each violation.

MINOR IN POSSESSION

- \$250 fine
- 24-32 hours of community service
- Driving privileges will be suspended for up to one .
- Possible booking into county jail



SUPPLYING ALCOHOL TO A MINOR

- \$1,000 fine → \$3,000 fine (if under 18)
- 24 hours of community service
- 6 months jail if minor becomes injured
 - If a **minor** brings alcohol to YOUR party, YOU get cited!
 - This applies even if you are a minor yourself

FAKE IDs

- \$250 –500 fine for making or using, progressive per offense
 - In addition, there is a significant fine for falsification of the State Seal

OPEN CONTAINER

- \$250-500 fine, progressive per offense
- 24-32 hours community service
- If under the age of 21, mandatory court appearance and license suspension
 - In addition, you will receive an MIP and its attendant consequences (see above)

PUBLIC INTOXICATION

- Booked into County Jail for a minimum of 6 hours

COOPERATION

- Do not argue with an officer over a citation; this can lead to arrest
- Destroying evidence to avoid a citation will turn one citation into two

BICYCLING UNDER THE INFLUENCE

- One night in jail.
- \$250 fine plus \$120 booking fee.
- If under 21 years of age, loss of driver's license for one year.



DRIVING UNDER THE INFLUENCE

- Immediate 30 day suspension of drivers license on the spot by arresting officer.
- Jail time (night of arrest + 48 additional consecutive hours; 3 days in jail with BAC of 1.5; 4 days in jail with BAC of 2.0 or greater)
- Car immediately towed and stored at your expense.
- Loss of license for one year, court probation for three years and part of your driving for seven years.
- \$1300 fine plus booking fee of \$129, court costs and attorney fees. Up to triple increase in car insurance.
- Mandatory attendance of alcohol information school; 14 weeks at the cost of approximately \$300.
- 60 day continuous jail term if convicted of driving under the influence if person was also driving recklessly, or exceeded the speed limit by 30 mph.

CAUSING INJURY WHILE DRIVING UNDER THE INFLUENCE

- May go to state prison plus all the penalties of the DUI as listed above. If fatality is involved, the charge of manslaughter may be applied.

If You Drive With a BAC in This Range:	Your Chances of Being Killed in a Single-Vehicle Crash Are:
0.02-0.04	1.4 times more likely
0.05-0.09	11 times more likely
0.10-0.14	48 times more likely
0.15 and above	380 times more likely

RESPONSIBILITIES
AS...

EVENT
HOSTS

HOW MUCH?

A good guide is to **drink no more than one drink per hour** because that's all your body can process. A standardized drink is equivalent to one 12 oz. beer, a 5 oz. glass of wine or a 1 ½ oz. shot of hard liquor.

WHAT IS "ONE DRINK"?

Type of alcohol	% of alcohol	Serving size 1 drink
Hard alcohol	40% 80 proof	1.25 oz.
	50% 100 proof	1.00 oz.
	60% 120 proof	0.75 oz.
	70% 140 proof	0.50 oz.
	75% 150 proof	0.33 oz.
Liqueur	20% 40 proof	1.5 oz
	to 40% 80 proof	
Wine -- fortified	14-20%	2.5 oz
Wine -- table wine	10-13%	4.5 oz.
Champagne	12%	4.5 oz.
Malt liquor - Ice	7.5-9%	8.0 oz.
Malt liquor	6-7.5 %	8.0 oz.
Wine coolers	5-8%	6.0 oz. - 8.0 oz.
Beer -- Ice	5.6-5.9%	12 oz.
Beer	4-5.5%	12 oz.

% of alcohol varies depending on manufacturer.
Always check the label.

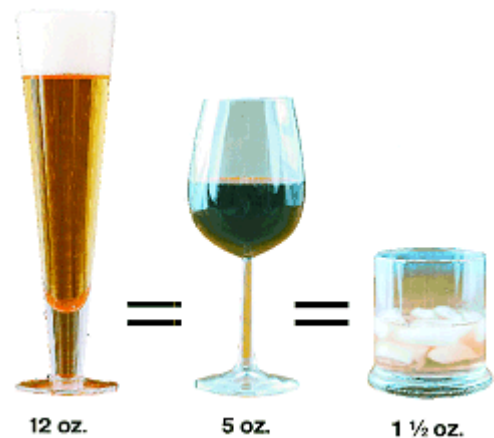
Other things to keep in mind:

Beer: 22 oz. beer = 1.8 drinks
40 oz. bottle = 3.3 drinks
Keg cup (16 oz.) = 1.3 drinks

Malt Liquor: 22 oz. beer = 2.75 drinks
40 oz. bottle = 5 drinks

Hard Alcohol: 1 pint 80 proof = 13 drinks
1 pint 100 proof = 16 drinks
1 fifth 80 proof = 22 drinks
1 fifth 100 proof = 27 drinks

❖ All shot glasses are NOT the same size.
Know how much yours really holds .



Researchers consider binge drinking to be:

- women drinking 4 or more drinks
- men drinking 5 or more drinks.

It's not wise to try to keep up with guys: there are physiological differences that make women process alcohol more slowly! Women absorb alcohol into the bloodstream faster and metabolize it slower than men.



EFFECTS OF ALCOHOL AT SPECIFIC BAC LEVELS

The effects of alcohol intoxication are greatly influenced by individual variations; some users may become intoxicated at a much lower BAC level than is indicated below...

0.02 — 0.03 BAC: No loss of coordination, slight euphoria and loss of shyness. Depressant effects are not apparent. Mildly relaxed and maybe a little light-headed.

0.04 — 0.06 BAC: Feeling of well-being, relaxation, lower inhibitions, sensation of warmth. Euphoria. Some minor impairment of reasoning and memory, lowering of caution. Your behavior may become exaggerated and emotions intensified.

0.07 — 0.09 BAC: Slight impairment of balance, speech, vision, reaction time, and hearing. Euphoria. Judgment and self-control are reduced, and caution, reason and memory are impaired. You will probably believe that you are functioning better than you really are.

0.10 — 0.125 BAC: Significant impairment of motor coordination and loss of good judgment. Speech may be slurred; balance, vision, reaction time and hearing will be impaired. Euphoria.

0.13 — 0.15 BAC: Gross motor impairment and lack of physical control. Blurred vision and major loss of balance. Euphoria is reduced and dysphoria* is beginning to appear. Judgment and perception are severely impaired.

(*—Dysphoria: An emotional state of anxiety, depression, or unease.)

0.16 — 0.19 BAC: Dysphoria predominates, nausea may appear. The drinker has the appearance of a "sloppy drunk."

0.20 BAC: Feeling dazed/confused or otherwise disoriented. May need help to stand/walk. If you injure yourself you may not feel the pain. Some people have nausea and vomiting at this level. The gag reflex is impaired and you can choke if you do vomit. Blackouts are likely at this level.

0.25 BAC: All mental, physical and sensory functions are severely impaired. Increased risk of asphyxiation from choking on vomit and of seriously injuring yourself by falls or other accidents.

0.30 BAC: STUPOR. You have little comprehension of where you are. You may pass out suddenly and be difficult to awaken.

0.35 BAC: Coma is possible. This is the level of surgical anesthesia.

0.40 BAC and up: Onset of coma, and possible death due to respiratory arrest.



Men									
	Approximate Blood Alcohol Percentage								
Drinks	Body Weight in Pounds								
	100	120	140	160	180	200	220	240	
0	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit
1	.04	.03	.03	.02	.02	.02	.02	.02	Driving Skills Significantly Affected Possible Criminal Penalties
2	.08	.06	.05	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	
4	.15	.12	.11	.09	.08	.08	.07	.06	
5	.19	.16	.13	.12	.11	.09	.09	.08	
6	.23	.19	.16	.14	.13	.11	.10	.09	Legally Intoxicated Criminal Penalties
7	.26	.22	.19	.16	.15	.13	.12	.11	
8	.30	.25	.21	.19	.17	.15	.14	.13	
9	.34	.28	.24	.21	.19	.17	.15	.14	
10	.38	.31	.27	.23	.21	.19	.17	.16	Death Possible
Subtract .01% for each 40 minutes of drinking. One drink is 1.25 oz. of 80 proof liquor, 12 oz. of beer, or 5 oz. of table wine.									

Women										
	Approximate Blood Alcohol Percentage									
Drinks	Body Weight in Pounds									
	90	100	120	140	160	180	200	220	240	
0	.00	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit
1	.05	.05	.04	.03	.03	.03	.02	.02	.02	Driving Skills Significantly Affected Possible Criminal Penalties
2	.10	.09	.08	.07	.06	.05	.05	.04	.04	
3	.15	.14	.11	.10	.09	.08	.07	.06	.06	
4	.20	.18	.15	.13	.11	.10	.09	.08	.08	
5	.25	.23	.19	.16	.14	.13	.11	.10	.09	
6	.30	.27	.23	.19	.17	.15	.14	.12	.11	Legally Intoxicated Criminal Penalties
7	.35	.32	.27	.23	.20	.18	.16	.14	.13	
8	.40	.36	.30	.26	.23	.20	.18	.17	.15	
9	.45	.41	.34	.29	.26	.23	.20	.19	.17	
10	.51	.45	.38	.32	.28	.25	.23	.21	.19	Death Possible

Women	2 drinks			3 drinks			4 drinks		
Weight	Hours			Hours			Hours		
	1	2	3	1	2	3	1	2	3
100	.07	.05	.04	.11	.10	.08	.16	.14	.13
120	.05	.04	.02	.09	.08	.06	.13	.11	.10
140	.04	.03	.01	.08	.06	.04	.11	.09	.08
160	.04	.02	.00	.06	.05	.03	.09	.08	.06
180	.03	.01	.00	.05	.04	.02	.08	.06	.05
200	.02	.01	.00	.05	.03	.01	.07	.05	.04

Men	3 drinks			4 drinks			5 drinks		
Weight	Hours			Hours			Hours		
	1	2	3	1	2	3	1	2	3
120	.07	.06	.04	.10	.09	.07	.14	.12	.10
140	.06	.04	.03	.09	.07	.05	.11	.10	.08
160	.05	.03	.02	.07	.06	.04	.10	.08	.06
180	.04	.03	.01	.06	.05	.03	.08	.06	.05
200	.04	.02	.00	.05	.04	.02	.07	.06	.04
220	.03	.01	.00	.05	.03	.02	.06	.05	.03
240	.03	.01	.00	.04	.02	.01	.06	.04	.02

Maximize
your pleasure
and minimize
your risk with
a blood
alcohol level
of .055 or
less.

Signs of alcohol poisoning:

- Irregular, slow, or no breathing
- Unconsciousness
- Bluish, moist skin

**If someone shows these signs,
STAY WITH THEM and CALL 911.**

(If you call 911, there will not be consequences / legal punishment)

POTENTIAL
AS...

SMART
EVENT
HOSTS

Smart Event Tips

Control Access to the Alcohol

- CHECK IDs! – mark the people who are 21 and over with a hand-stamp or wristband, or don't let people under 21 into the event at all. Make sure the server checks for the wristband or hand-stamp at the drink serving area.
 - BYID – Bring Your ID to make sure you can access other parties.
 - Other techniques exist which can help, such as having an “invite-only” event or hiding alcohol in a location unknown to strangers.
- “Host it, don't party it.” Having multiple sober Designated Hosts (DHs) will allow you to throw an impressive event without losing control. Establish doormen, bartenders and watchers who keep an eye out for law violations. These can be fun jobs because you get to talk to almost everyone at the event. All DHs can identify their status by wearing custom t-shirts. For instance, t-shirts can have the house address printed on them.
- Know who is at your event; minors, crashers and other random people only bring trouble. They may steal your stuff or take your drinks and food, then move on to another party. Private parties are usually much more fun and much safer with much less danger of citations, arrests, or property manager involvement.
 - Keeping the music indoors will help to prevent the attention of unwanted guests. Use air conditioning or open the rear doors to keep your guests cool.

Control the Intoxication at your Event

- Make something other than alcohol the focus of your event. Have a fun theme (with decorations and/or costumes), or emphasize the live music. Funky costume parties are common favorites. Maybe have small prizes (even joke prizes) for costumes or contests.
- Drinking games that use hard alcohol are the quickest and most certain way to get people so trashed that they either go to the hospital for alcohol poisoning, get into a fight, or pass-out and get sexually assaulted.
- Serve food. Food adds to the social atmosphere; your event is sure to be highly rated if you provide food. It gives people something else to do with their mouths besides talk and drink alcohol. It will naturally slow the rate at which the alcohol will disappear (which actually saves you money and means you don't have to buy as many drinks). Food that isn't too sweet or salty is best, as sweets don't mix well with alcohol and salt makes you thirsty (we aren't trying to speed up the drinking, remember).

- EANABS – Equally Attractive Non-Alcoholic Beverages. You have to serve EANABS to have a Smart Event. Not everyone wants to drink alcohol; those who don't shouldn't go thirsty all night. A friend might have a track meet the next morning or might be getting up early to drive home six hours away. Plus, designated drivers/walkers need something to drink too. Many people will appreciate not being forced to drink alcohol or tap water straight from your sink. Alternating between alcoholic and non-alcoholic is a good way to keep a buzz without exceeding it and to stay hydrated. Having EANABS also allows you to hand someone a soda when they've had too much to drink; this is a proactive and friendly way to stop serving them alcohol.
 - Keep in mind that chasers do not qualify as EANABS. Guests may feel embarrassed to drink something they believe to be a chaser, due to the common perception that chasers are for people who are drinking alcohol. Examples of EANABS are soda, bottled water, and fruit juice.
- BYOB – Bring Your Own Beer is a great policy to employ. Personal supplies of alcohol are usually smaller and more manageable, and they don't cost you anything. You can provide the music and location, people can BYOB, and you'll have more money for food and EANABS. Make sure the alcohol brought to your event is unopened when it arrives. Don't forget, if a minor "brings their own beer," you can be held liable for Furnishing to a Minor.
- Bottles and cans of beer are better than kegs and hard liquor. Cans are still really cheap and they don't make the mess of plastic red cups (many locals will gladly take the cans and bottles off your hands, so clean-up is easy). If you have extras at the end of the night, throw them in the fridge; it can be tough to keep a half-full keg cold. Keg deposits can be a pain. Hard alcohol is expensive and serves less people; it can also be more dangerous in regards to alcohol poisoning. It would be smart to monitor your supplies- hand out the bottles or cans one-by-one.

Control the Consequences

- Keep the number of people manageable & Keep it inside. If people spill outside, they will draw complaints from neighbors and attention from law enforcement. Use the backyard, not the front. The less public the better (plus less randoms).
- End the noise and the music at midnight. Consider just allowing your closer friends to stay later, making the gathering more private (and less likely to get a citation for noise).
- Let your neighbors know that you're having an event and invite them.
- Stop serving drinks or plan to run out of drinks about one hour before the end of the event.

- If people are too intoxicated to care for themselves, encourage them to sober up before going home. Allowing them to leave makes them more susceptible to being arrested for public intoxication, hit by a car or raped.
- Serve EANABS to obviously intoxicated persons; they'll be too drunk to know the difference! If you serve them more alcohol, you will be liable for what happens!
- Sober hosts and housemates must be on the lookout for aggression. Stop fights before they start with casual and friendly separation of the angry parties. Don't use more aggression; you will only get pulled into a bad situation. Call IVFP if you need help with out-of-control guests.
- Be aware that having minors drink alcohol at your event will get you a citation for Furnishing to Minors. Remember, this citation carries a fine of \$3000.
- Prevent intoxicated persons from accessing bedrooms where unsafe or unwanted sex can occur.
- Discourage moshing, crowd surfing, throwing of projectiles or stupid stunts near cliffs. People get seriously injured or killed doing these things that seem harmless at the time.
- If someone vomits, cut them off (no more drinks), and make sure someone is watching them for the rest of the night.
- If someone passes out and is very difficult to wake, has irregular or slow breathing, seems clammy or moist, **CALL 911**, especially if they are vomiting while unconscious. These are signs of alcohol poisoning! Don't worry about getting them busted; law enforcement will ensure that they receive proper medical attention.
- If IVFP does come to the event, do yourself a favor and be cooperative. DO NOT LIE. Lying will turn a simple citation into an ARREST. Arguing can also lead to arrest. If you wish to contest a violation, the proper place is in court.
- An Open Container citation cannot be avoided by throwing a bottle over a fence or emptying a cup on the ground. Destroying the evidence will result in an additional charge of, you guessed it, destruction of evidence. It will not get you out of a citation, but it will make your problems worse.
- Drugs are a bad idea: if police smell marijuana, that's all the probable cause they need, and your Smart Event just became Dumb.

Plan the Event!

There are many steps you can take to have a safe and successful party. This is your opportunity to identify these steps by applying what you have learned today to design an event. If you are a minor, your goal is to plan an event that is FUN and alcohol-free.

Primary Techniques

Circle the choices that are crucial in creating a legal and safe party

Yes	No	Underage drinking	Select alcohol policy: (1)Alcohol-free if host is under 21 (2)Have a server (3)BYOB
Yes	No	Drinking Games	
Yes	No	Serve Food	
Yes	No	Serve EANABS	
Yes	No	Have Designated Hosts (DHs) that are sober and keeping things safe	

Secondary Techniques

Use your creativity to customize and improve the party while decreasing the risk

Will you have a theme? What kinds of decorations (ex. Wine & Cheese Night)? _____

Will you have live music? Who? _____

What kind of food & EANABS? _____

Will you have contests or door prizes? What? _____

How will you monitor for underage drinking? _____

Will the party be private or open? Will there be a guest list? _____

Who will be the Designated Hosts (DHs)? _____

What benefits will they get? (split-shift?) _____

Formula: (# of guests) x (# of hours) x 0.9 = _____ (total number of alcoholic “drinks”)

What kind of alcohol and how much (not applicable if under 21)? _____

List available activities other than drinking:

Duties of the Designated Hosts:

Event Risk Assessment Guide

Event Address: _____ Date: _____ Event Hours: _____ Number of Guests: _____

Location/Setting (Check all that apply): _____Indoors _____Front yard _____Back yard _____Driveway/Sidewalk
 _____Spilling onto street _____On a balcony seen from the street

Designated Host(s): _____ Duties: _____

Part I. Practices to De-Focus Alcohol

	YES	NO
1. Is there a theme that is not specifically centered on alcohol (birthday, holiday, sporting event)? _____	<input type="radio"/>	<input type="radio"/>
a. Are there special theme-related decorations? _____	<input type="radio"/>	<input type="radio"/>
b. Is there special theme-related food, music or costumes? _____	<input type="radio"/>	<input type="radio"/>
2. Are there desirable activities other than drinking alcohol? _____	<input type="radio"/>	<input type="radio"/>
a. If so, what are these activities?		
i. Dancing _____	<input type="radio"/>	<input type="radio"/>
ii. Live Music _____	<input type="radio"/>	<input type="radio"/>
iii. Non-drinking Games _____	<input type="radio"/>	<input type="radio"/>
iv. Other _____	<input type="radio"/>	<input type="radio"/>
3. Are different areas clearly identified for different activities (dance area, socializing area, serving area)? _____	<input type="radio"/>	<input type="radio"/>
4. What type of music is there?		
a. None _____	<input type="radio"/>	<input type="radio"/>
b. DJ _____	<input type="radio"/>	<input type="radio"/>
c. Live music _____	<input type="radio"/>	<input type="radio"/>
d. Stereo, radio, or computer playlist _____	<input type="radio"/>	<input type="radio"/>
5. Music can be heard from:		
a. Inside the apartment only _____	<input type="radio"/>	<input type="radio"/>
b. Immediate area outside the apartment _____	<input type="radio"/>	<input type="radio"/>
c. Street below apartment _____	<input type="radio"/>	<input type="radio"/>
d. Street block(s) from apartment _____	<input type="radio"/>	<input type="radio"/>

Part II. Practices to Control Access to Alcohol

	YES	NO
1. Is a valid ID showing age required for admission to the party? _____	<input type="radio"/>	<input type="radio"/>
2. Is a valid ID showing age required for access to alcohol? _____	<input type="radio"/>	<input type="radio"/>
3. Is campus ID required for admission to party? _____	<input type="radio"/>	<input type="radio"/>
4. How selective is the access into the party?		
a. Open to all who care to enter _____	<input type="radio"/>	<input type="radio"/>
b. Must state acquaintance with a host _____	<input type="radio"/>	<input type="radio"/>
c. Must be on guest list _____	<input type="radio"/>	<input type="radio"/>
d. Private – must be well-acquainted with host and/or invited _____	<input type="radio"/>	<input type="radio"/>
5. Is a marking used to identify guests over 21 (wristband, hand stamp, etc.)? _____	<input type="radio"/>	<input type="radio"/>
a. If so, is this procedure being monitored or enforced? _____	<input type="radio"/>	<input type="radio"/>
6. Is there a controllable perimeter of the location (gate, fence, single doorway, etc.)? _____	<input type="radio"/>	<input type="radio"/>
a. If so, is entrance through the perimeter being monitored? _____	<input type="radio"/>	<input type="radio"/>
7. Are parking and outside public areas being patrolled / monitored? _____	<input type="radio"/>	<input type="radio"/>
a. Patrolled / monitored by a host of the party? _____	<input type="radio"/>	<input type="radio"/>
b. Patrolled / monitored by security guards? _____	<input type="radio"/>	<input type="radio"/>

Part III. Practices to Discourage/Encourage Intoxication

	YES	NO
1. Is food being served at this party? _____	<input type="radio"/>	<input type="radio"/>
a. Is the food being served of the salty or sweet snack variety (cookies, chocolate, chips, etc.)? _____	<input type="radio"/>	<input type="radio"/>
b. Is the food of the finger-food variety (fruit/veggies, cold cuts, sandwich wedges, etc.)? _____	<input type="radio"/>	<input type="radio"/>
c. Is the food more substantial, hot food or whole meals (pizza, sandwiches, burgers, hotdogs)? _____	<input type="radio"/>	<input type="radio"/>
2. How much food is present? _____		
a. None _____	<input type="radio"/>	<input type="radio"/>
b. some, but not enough for everyone _____	<input type="radio"/>	<input type="radio"/>
c. just enough for everyone _____	<input type="radio"/>	<input type="radio"/>
d. more than enough for everyone _____	<input type="radio"/>	<input type="radio"/>
3. Are there attractive non-alcoholic beverages offered in the same location(s) as the alcohol? _____	<input type="radio"/>	<input type="radio"/>
a. Which of the following best describes the proportion of alcoholic beverages to non-alcoholic? _____		
i. 100% alcohol _____	<input type="radio"/>	<input type="radio"/>
ii. 75% alcohol / 25% non-alcoholic _____	<input type="radio"/>	<input type="radio"/>
iii. 50% alcohol / 50% non-alcoholic _____	<input type="radio"/>	<input type="radio"/>
iv. 25% alcohol / 75% non-alcoholic _____	<input type="radio"/>	<input type="radio"/>
v. 100% non-alcoholic _____	<input type="radio"/>	<input type="radio"/>
4. What is the status of the alcohol supply? _____		
a. Available for self-serve _____	<input type="radio"/>	<input type="radio"/>
i. Did highly intoxicated persons continue to access alcohol? _____	<input type="radio"/>	<input type="radio"/>
b. Available and being served _____	<input type="radio"/>	<input type="radio"/>
i. Did server continue to furnish alcohol to highly intoxicated persons? _____	<input type="radio"/>	<input type="radio"/>
c. BYOB _____	<input type="radio"/>	<input type="radio"/>
d. Kept in a secret location _____	<input type="radio"/>	<input type="radio"/>
5. What types of alcohol are present? _____		
a. None _____	<input type="radio"/>	<input type="radio"/>
b. Beer from bottles or cans _____	<input type="radio"/>	<input type="radio"/>
c. Beer from a keg _____	<input type="radio"/>	<input type="radio"/>
d. Wine _____	<input type="radio"/>	<input type="radio"/>
e. Mixed drinks with hard alcohol _____	<input type="radio"/>	<input type="radio"/>
f. Hard alcohol straight _____	<input type="radio"/>	<input type="radio"/>
6. What percentage of the attendees is drinking alcohol? _____		
a. 10% or less _____	<input type="radio"/>	<input type="radio"/>
b. 25% _____	<input type="radio"/>	<input type="radio"/>
c. 50% _____	<input type="radio"/>	<input type="radio"/>
d. 75% _____	<input type="radio"/>	<input type="radio"/>
e. 90 % or more _____	<input type="radio"/>	<input type="radio"/>
7. Are there drinking games (quarters, beer pong, etc.)? _____	<input type="radio"/>	<input type="radio"/>
a. What percentage of the attendees is participating in the drinking games? _____		
i. 10% or less _____	<input type="radio"/>	<input type="radio"/>
ii. 25% _____	<input type="radio"/>	<input type="radio"/>
iii. 50% _____	<input type="radio"/>	<input type="radio"/>
iv. 75% _____	<input type="radio"/>	<input type="radio"/>
v. 90 % or more _____	<input type="radio"/>	<input type="radio"/>

Part IV. Practices to Control Consequences of Intoxication

	YES	NO
1. Are Designated Hosts (DHs) present, sober and highly visible? _____	<input type="radio"/>	<input type="radio"/>
2. Are DHs monitoring for dangerous and disruptive guests' behavior? _____	<input type="radio"/>	<input type="radio"/>
3. Is there a defined end of the event (live music ends, party advertised to end at specified time, etc.)? _____	<input type="radio"/>	<input type="radio"/>
4. Is alcohol service stopped at least one hour before the event ends? _____	<input type="radio"/>	<input type="radio"/>
5. Are DHs preventing guests from leaving if they are too intoxicated to care for themselves? _____	<input type="radio"/>	<input type="radio"/>

Part V. Dangerous or Unhealthy Occurrences

	YES	NO
1. Did persons under the age of 21 consume alcohol? _____	<input type="radio"/>	<input type="radio"/>
2. Was there verbal aggression among attendees, such as threats, heated arguments? _____	<input type="radio"/>	<input type="radio"/>
3. Were there any unwanted sexual advances or behavior? _____	<input type="radio"/>	<input type="radio"/>
4. Was there physical aggression among attendees, such as assault, battery, fighting? _____	<input type="radio"/>	<input type="radio"/>
5. Did any intoxicated persons put themselves in physical danger by performing stunts? _____	<input type="radio"/>	<input type="radio"/>
a. Was there any moshing or crowd surfing? _____	<input type="radio"/>	<input type="radio"/>
b. Were objects being thrown or used as potentially dangerous projectiles? _____	<input type="radio"/>	<input type="radio"/>
c. Were people climbing on cliffs, rails, or other elevated areas? _____	<input type="radio"/>	<input type="radio"/>
6. Check property conditions that invite theft, injury and/or property destruction:		
a. Garbage scattered about property _____	<input type="radio"/>	<input type="radio"/>
b. Poor lighting _____	<input type="radio"/>	<input type="radio"/>
c. Broken furnishings/equipment in need of repair (ie. handrails, windows, platforms) _____	<input type="radio"/>	<input type="radio"/>
d. Overcrowding relative to party space; crowding in small spaces (ie. on stairs) _____	<input type="radio"/>	<input type="radio"/>
e. Other _____		
7. Did guests engage in any property destruction (break windows, walls, furniture, etc.)? _____	<input type="radio"/>	<input type="radio"/>
8. Was anyone injured in any way? _____	<input type="radio"/>	<input type="radio"/>
9. Was anyone vomiting? _____	<input type="radio"/>	<input type="radio"/>
10. Was anyone passed-out/unconscious? _____	<input type="radio"/>	<input type="radio"/>
a. Were they being monitored or cared for? _____	<input type="radio"/>	<input type="radio"/>
b. Were paramedics called to aid the unconscious persons? _____	<input type="radio"/>	<input type="radio"/>
<i>If not, why not?</i>		
i. Were they transported by private vehicle to a hospital? _____	<input type="radio"/>	<input type="radio"/>
ii. Other _____		
11. Were any drugs being used at this party? _____	<input type="radio"/>	<input type="radio"/>
a. What was the percentage of attendees using drugs?		
i. 10% or less _____	<input type="radio"/>	<input type="radio"/>
ii. 25% _____	<input type="radio"/>	<input type="radio"/>
iii. 50% _____	<input type="radio"/>	<input type="radio"/>
iv. 75% _____	<input type="radio"/>	<input type="radio"/>
v. 90 % or more _____	<input type="radio"/>	<input type="radio"/>
12. Did law enforcement become involved in the party at any time? _____	<input type="radio"/>	<input type="radio"/>
a. Was law enforcement called by the host(s) to help with an out-of-control party? _____	<input type="radio"/>	<input type="radio"/>
b. Did law enforcement shut down the party (thus forcing guests to leave)? _____	<input type="radio"/>	<input type="radio"/>
c. Did guests choose to leave voluntarily? _____	<input type="radio"/>	<input type="radio"/>
d. Were there any arrests or citations? _____	<input type="radio"/>	<input type="radio"/>

RESPONSIBLE ALCOHOL MERCHANT AWARDS

TOGETHER FOR YOUTH
UNIDOS PARA NUESTROS JOVENES tfy@unitedwaysc.org
phone: 465.2207 fax: 479-5477

FRIDAY
NIGHT

phone: 454-5007

sccfnlp@health.co.santa-cruz.ca.us
fax: 454-4747



December 15, 2004

Dear Merchant,

We are writing to announce the kick-off of the Fifth Annual Responsible Alcohol Merchant Award Program. The Program is an effective way of recognizing merchants with business practices that prevent or restrict youth access to alcohol, and is a collaborative effort between Together For Youth / Unidos Para Nuestros Jovenes (a United Way of Santa Cruz County initiative), Santa Cruz County Friday Night Live Partnership, and the California Beverage Merchants Association.

As in previous years, the Together For Youth Steering Committee will be working closely with the Department of Alcoholic Beverage Control and Law Enforcement Agencies throughout Santa Cruz County to review and validate nominations and to select award recipients. Winners of the Responsible Alcohol Merchant Award will be selected based on impressive management policies, exemplary employee training programs, community contribution, and advocacy for a positive and healthy environment for youth, and will be formally presented with a commemorative plaque at City Council and Chamber of Commerce meetings. The alcohol merchants selected for this honor will also be promoted with media coverage.

With the Santa Cruz County Friday Night Live Partnership's assistance, hundreds of youth in local middle and high schools will be participating in every aspect of the program. Local young people will be learning about the laws and policies that affect alcohol merchants, planning for and conducting interviews with potential award-winners, making nominations and assisting in the decision about which vendors will be awarded. The interviews will be done collaboratively between one or two students and an adult ally, will not take longer than an hour, and will consist of questions for alcohol merchants regarding alcohol sale practices and advertising in their stores. Attached is a copy of the questions the youth will be asking.

To schedule an interview to be considered for the award, or to ask about the free Responsible Beverage Services Training in February, please call (831) 454-5007. We thank you for your time and support. By being a part of this program you can help create a safer community for all of us. Thank you!

If you know of any alcohol merchants who deserve commendations for their efforts to restrict or prevent youth access to alcohol, feel free to use the form enclosed to nominate them.

Sincerely,

Kerry Brown

Kerry Brown
Program Coordinator
Together For Youth

Al Richard

Al Richard
Chairman
Steering Committee

Brenda Armstrong

Brenda Armstrong
Program Coordinator
Friday Night Live

Vanessa Soma

Vanessa Soma on Behalf of:
Youth of Santa Cruz County
Friday Night Live Participants

RESPONSIBLE ALCOHOL MERCHANT AWARDS

TOGETHER FOR YOUTH
UNIDOS PARA NUESTROS JOVENES tty@unitedwaysc.org
phone: 465.2207 fax: 479-5477

FRIDAY
NIGHT

live

phone: 454-5007

sccfnlp@health.co.santa-cruz.ca.us
fax: 454-4747

SANTA CRUZ COUNTY

Friday
Night
live

PARTNERSHIP

United
Way



TOGETHER FOR YOUTH



UNIDOS PARA NUESTROS JOVENES



Responsible Alcohol Merchant Award Winner Checklist

If all of the following statements are true about your business...

- ☐ Your staff is trained to:
 - ☐ Recognize and handle shoulder-tapping
 - ☐ Effectively prevent and respond to alcohol theft
 - ☐ Check for proper identification
- ☐ Your alcohol advertising does NOT target underage youth
- ☐ No more than 33% of the square footage of your windows and clear doors may have advertising or signs of any sort (See attached **Lee Law**)
- ☐ You have one or more customer warning signs posted in the store (see attached **Notice to Customers** for examples)
- ☐ You have posted warning signs reading: "Warning: Drinking spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk and, during pregnancy, can cause birth defects." (See attached **§12601 Clear and Reasonable Warnings** for specific regulations)
- ☐ Your alcohol products are NOT near or mixed with child-oriented merchandise
- ☐ You are active in the community through charitable giving

Then you are eligible to win a Responsible Alcohol Merchant Award!

Contact us immediately to schedule your interview!

Santa Cruz County Friday Night Live (831) 454-5007 or Together For Youth (831) 465-2207

RESPONSIBLE ALCOHOL MERCHANT AWARDS

TOGETHER FOR YOUTH
UNIDOS PARA NUESTROS JOVENES tfy@unitedwaysc.org
phone: 465.2207 fax: 479-5477

FRIDAY NIGHT *live* sccfnlp@health.co.santa-cruz.ca.us
phone: 454-5007 fax: 454-4747



Recommendation 26:

The Policy Panel recommends that the community publicly recognize alcohol outlets that do a good job of limiting youth access to alcohol.*

The Together for Youth and Chamber of Commerce Award will be given each year in April to alcohol merchants in Santa Cruz County who exemplify best practices in limiting youth access to alcohol within their businesses.

Criteria for selection of award winners are:

1. That the merchant has had no citations within the last year.
2. That the merchant is in compliance with ABC requirements.
3. There is evidence that the merchant participates in charitable giving within the community.
4. That the merchant is involved in community improvement activities such as cooperation with neighborhood groups and community policy.
5. That the merchant has an exemplary employee training program to limit youth access to alcohol.

Up to nine awards will be given each year in the geographic areas of: San Lorenzo Valley, Scotts Valley, North Coast Santa Cruz, Capitola, Live Oak/Soquel, Aptos, Watsonville and South County.

The process and timetable will be as follows:

1. In January and February the awards nomination form will appear in county newspapers.
2. In February nominations will be accepted from community members and Friday Night Live chapters following their interviews with local alcohol merchants.
3. In March the awards selection committee, which is comprised of members of TFY, the corporate sponsor, the Chambers of Commerce, Friday Night Live youth and community members, will select the winners.
4. In March the winners will be announced in a press conference.
5. In April and May the winners will be recognized at the local Chambers of Commerce events and City Council meetings.

* The Policy Panel on Youth Access to Alcohol Final Report is available through Together For Youth, email tfy@unitedwaysc.org to receive a copy of the report or more information on its development.

Lee Law -Section 25612.5 Business and Professions Code

(7) No more than 33% of the square footage of the windows and clear doors of an off-sale premises shall bear advertising or signs of any sort, and all advertising and signage shall be placed in a manner that ensures that law enforcement personnel have a clear and unobstructed view of the interior of the premises, including the area in which the cash registers are maintained, from the exterior of public sidewalk or entrance to the premises. However, this latter requirement shall not apply to premises where there are no windows, or where existing windows are located at a height that precludes a view of the interior of the premises to a person standing outside the premises.

§ 12601. Clear and Reasonable Warnings

(b) Warnings for consumer products exposures which include the methods of transmission and the warning messages as specified by this subsection shall be deemed to be clear and reasonable. A "consumer products exposure" is an exposure which results from a person's acquisition, purchase, storage, consumption, or other reasonably foreseeable use of a consumer good, or any exposure that results from receiving a consumer service.

(D) For alcoholic beverages, including, without limitation, beer, malt beverages, wine and distilled spirits:

1. Primarily intended for consumption off the premises where sold or distributed:

(i) at least one notice or sign, no smaller than 10 inches wide by 10 inches high, and bearing the warning message set forth in subparagraph (4)(E) of this subsection; or

(ii) at least one horizontal strip marker no smaller than 10 1/2 inches wide by 1 1/4 inches high, and bearing the warning message set forth in subparagraph (4)(E) of this subsection; or

(iii) a notice no smaller than 5 inches by 5 inches. and bearing the warning message set forth in subparagraph (4)(E) of this subsection.

(iv) If signs 10 inches high by 10 inches wide are used, the word "warning" shall be centered three-quarters of an inch from the top of the sign in ITC Garamond bold condensed type face all in one-inch capital letters. Three-sixteenths of an inch from the base of the word "warning" shall be a line extending from left to right across the width of the sign one-sixteenth of an inch in thickness. Centered one-half inch below the line shall be the body of the warning message in 36/50 ITC Garamond bold condensed type face with the initial letter of each word other than the conjunctive "and," capitalized. For the body of the warning message, left and right margins of at least one-half of an inch, and a bottom margin of at least one-half inch shall be observed. Larger signs shall bear substantially the same proportions of type size and spacing to sign dimension as the sign 10 inches high by 10 inches wide.

(v) If the 10 1/2 inch by 1 1/4 inch horizontal strip markers are used, the word "WARNING," punctuated by a colon, shall be justified left and located three-sixteenths of an inch from the top of the strip notice in ITC Garamond bold condensed type face all in capital letters measuring eleven sixteenths of an inch in height. Three thirty-seconds of an inch from the base of the word "WARNING" shall be a line extending from left to right across the width of the word "WARNING" and the punctuating colon one thirty-second of an inch in thickness. Located one-fourth of an inch from the top and one-fourth of an inch from the bottom of the strip notice, and to the immediate right of the word "WARNING," shall be the body of the warning message in 12/16 point ITC Garamond bold condensed type face with the initial letter of each word, other than the conjunctive "and" capitalized. The word "WARNING" shall be one-half inch from the left edge of the strip notice and the requisite

warning message shall extend to within one-half inch from the right edge.

(vi) If the 5 inch by 5 inch signs are used, they shall bear substantially the same proportions of type size and spacing to sign dimension as the sign 10 inches high by 10 inches wide, with both the word "WARNING" and the warning text set in white on a contrasting red background.

(vii) Such sign or notice shall be placed in the retail establishment so as to assure that it is readable and likely to be read either at each retail point of sale or each point of display. Such sign or notice shall be placed either at all retail points of sale or all points of display, but need not be placed at both. If 10 inch by 10 inch signs or notices are placed at the point of display, each shall be placed no more than ten feet from any alcoholic beverage container and in a manner associating the sign or notice with the display. If horizontal strip notices are used, they shall be placed at ten-foot intervals horizontally along the display. If a 5 inch by 5 inch sign is used, it shall be conspicuously placed at each retail point of sale (e.g., checkout counter, cash register, cash box) so that it is likely to be read and understood during the sales transaction.

(viii) All measurements specified or referred to in paragraphs (iv), (v) and (vi), above, are not required to be precisely accurate.

2. Provided for consumption on the premises at tables served by food or beverage persons, or sold or distributed through over the counter service;

(i) a notice or sign displayed at each of the tables where alcoholic beverages are served or may be consumed at least 5 inches high by 5 inches wide bearing substantially the same type face and substantially the same proportion of type size and spacing to sign dimension as described in paragraph (D)1. (vi); or

(ii) the warning message set forth in subparagraph (4)(E) of this subsection, placed upon a menu or list in association with the alcoholic beverages listed thereon and served at such premises, or if alcoholic beverages are not listed thereon, on any menu or list provided to patrons in association with the listing of food or beverage offerings, in type size and design, such that the text is conspicuous and likely to be read prior to consumption of alcoholic beverages or,

(iii) at least one 10 inch by 10 inch sign, meeting the specifications set forth in paragraph (D)1. (iv) of this subsection, placed so that it is readable and likely to be read by patrons as they enter each public entrance to the establishment. If the establishment does not have clearly defined physical boundaries delineating those areas where, by permit or license, alcoholic beverages are served, the 10 inch by 10 inch sign shall be posted so that it is readable and likely to be read by patrons as they enter the area or areas where, by permit or license, alcoholic beverages are served; and

(iv) If sold or distributed through over-the-counter service, at least one sign, meeting the specifications set forth in paragraph (D)1. (iv) of this subsection, placed in the retail establishment so that the warning message is, prior to the consumption of alcoholic beverages, readable and likely to be read from all counter locations available to the public. Therefore, a retail establishment providing a warning pursuant to the preceding sentence, also would be required to provide a warning in accordance with either paragraph 2.(i), 2.(ii) or 2.(iii) of this subsection.

5. All signs or notices referred to in subparagraphs (D)1., (D)2. and (D)3., above, shall be displayed so that they are clearly visible under all lighting conditions normally encountered during business hours.

NOTICE TO CUSTOMERS

Pursuant to Section 25658.4 Business and Professions Code

This store will not sell alcoholic beverages in violation of the California Alcoholic Beverage Control Act.

We will refuse to sell an alcoholic beverage to any customer if we reasonably suspect that: (1) The customer is under the age of 21 years; (2) The customer looks or acts intoxicated; (3) The request to buy an alcoholic beverage is made between the hours of 2:00 a.m. and 6:00 a.m. on any day or in violation of legally required shorter hours of sale; (4) The customer intends to drink the alcoholic beverage in this store or on adjacent property immediately outside this store; or (5) Any other violation of the California Alcoholic Beverage Control Act will occur as a result of the sale.

FINES AND PENALTIES

**for the Sale or Furnishing of Alcoholic Beverages to,
or the Purchase of Alcoholic Beverages by,
Persons Under Age 21**

For the Person Under Age 21 Who Tries to Purchase Alcohol

Up to \$100 fine and/or 24-32 hours of community service; second offense, up to a \$250 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the person's driver's license).

For the Person Under Age 21 Who Purchases Alcohol

A \$250 fine and/or 24-32 hours of community service; second offense, up to a \$500 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the purchaser's driver's license).

For the Person Who Furnishes Alcohol or Causes Alcohol to be Furnished to a Person Under Age 21

A \$1,000 fine and at least 24 hours of community service (and a one-year suspension or delay of the furnisher's driver's license if the furnisher is under age 21). If great bodily injury or death occurs, the penalty is 6-12 months county jail and/or a \$1,000 fine.

For the Person Who Sells Alcohol to a Person Under Age 21

A \$250 fine and/or 24-32 hours of community service; second offense, up to a \$500 fine and/or 36-48 hours of community service (and a one-year suspension or delay of the seller's driver's license if the seller is under age 21).

*In addition, the Department of Alcoholic Beverage Control (ABC)
will file charges to suspend or revoke this store's license to sell alcoholic
beverages.*

--The Management

TOGETHER FOR YOUTH



UNIDOS PARA NUESTROS JOVENES



California Beverage
Merchants Association

SANTA CRUZ COUNTY



The 5th Annual Responsible Alcohol Merchant Awards

Nominations Needed

Nominations Needed for Community Awards.

Santa Cruz County community members are committed to protecting our youth from alcohol use and abuse. Some of our greatest allies are alcohol merchants who actively discourage and limit teen access to alcohol. Whether in outlet stores, restaurants, clubs or bars, there are businesses that work every day to keep our youth safe.

Nominees can include retail outlets, restaurants, and pubs, bars, and clubs, wholesalers and distributors. Nominees must support exemplary management policies and employee training programs, and should be actively involved in promoting a positive, healthy community for our youth. For a complete nominee checklist, please contact Friday Night Live at 454-5004.

2004 Winners:

Beacon Oil Company, Scotts Valley; Jenny's Market & Deli., Aptos; K Wine and Spirits, Capitola;
New Leaf Community Market, Boulder Creek;
New Leaf Community Market, Santa Cruz;
Pleasure Point Wine & Spirits, Santa Cruz; Rite Aid, Capitola; Safeway, Felton; Safeway, Soquel; Leo's U Save, Scotts Valley; Valero, Santa Cruz; Barsi's Liquors, Watsonville; Seaciff Center, Aptos

Please fill out the nomination form below and send it to: **Merchant Awards, United Way of Santa Cruz County, P.O. Box 1458, Capitola CA 95010.** Or fax it to: Attention Merchant Awards (831)479-5477

Nominations due February 28, 2005

Nomination Form

Nominee's name: _____

Location and type of business: _____

How is this business helping limit youth access to alcohol? _____

How is the merchant involved in community /neighborhood improvement activities? _____

How does the merchant participate in charitable giving in the community? _____

*What employee training program does the merchant have to limit youth access to alcohol? _____

Nominator's name and phone number: (optional) _____

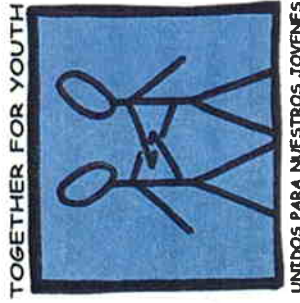
Fax this form to Kerry Brown at 479-5477

WARNING:

**Drinking Distilled Spirits, Beer,
Coolers, Wine and Other
Alcoholic Beverages May
Increase Cancer Risk, and,
During Pregnancy, Can Cause
Birth Defects.**

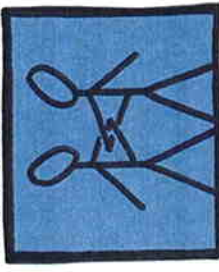
2004 Responsible Alcohol Merchant Award Winners

- Beacon Oil Company,
ScottsValley, Sandra McNight
- Jenny's Market & Deli., Aptos,
Jenny Williams
- K Wine & Spirits, Capitola,
Frank and Evelyn Millang
- New Leaf Community Market,
Boulder Creek, Mike Macallair
- New Leaf Community Market,
Santa Cruz, Rex Stewart
- Pleasure Point Wine & Spirits,
Santa Cruz, Peter Allison
- Rite Aid, Capitola,
- Ron Doubleday
- Safeway, Felton
- Safeway, Soquel,
- Scott Hubbard
- Leo's U Save Liquors, Scotts
Valley, Don Dumlerr
- Valero, Santa Cruz,
- Bob and Susan Davis
- Barsi' Liquors, Watsonville,
- James Barsi
- Seacliff Center, Aptos
- Paul Lee Chen



**Together for
Youth**

TOGETHER FOR YOUTH



UNIDOS PARA NUESTROS JOVENES

SANTA CRUZ COUNTY

**Friday
Night
Live**

PARTNERSHIP

**California Beverage
Merchants Association**

**Responsible
Alcohol
Merchant
Awards
Program**

Together for Youth
United Way of Santa Cruz County

Kerry Brown
PO Box 1458
Capitola, CA 95010

Phone: 831.465.2207
Fax: 831.479.5477
E-mail: ify@unitedwaysc.org

About the Responsible Alcohol Merchant Awards

The Responsible Alcohol Merchant Awards (RAMA) are a project of Together for Youth & Santa Cruz County Friday Night Live Partnership.

The Awards recognize merchants across Santa Cruz County who go above and beyond in their efforts to reduce youth access to alcohol.

Criteria for selection of winners:

- The merchant has had no citations within the past year.
- The merchant is in compliance with ABC requirements.
- There is evidence that the merchant participates in charitable contribution in the community.
- The merchant is involved in community improvement activities, such as cooperation with neighborhood groups and community policy.
- The merchant has an exemplary employee training program to limit youth access to alcohol.

Process & Timetable for the Responsible Alcohol Merchant Awards

- In January and February the nomination forms are printed in local newspapers, and distributed throughout the community.
- In February nominations are solicited from community members and Friday Night Live youth, following their interviews with local merchants.
- In February site visits are conducted to local businesses. Youth meet with the owner or a manager to walk through the Criteria Checklist.
- In March an awards selection committee, comprised of Together for Youth members, Friday Night Live Youth, local police departments, and ABC meet to select the winners.
- In March the winners are announced.
- In the spring and early summer Award Winners are recognized at their area Chamber of Commerce and City Council meetings, as well as in the local papers and on the United Way of Santa Cruz County website.

About Together for Youth

Together for Youth a Santa Cruz County collaborative dedicated to increasing youth skills and opportunities and reducing harmful behaviors. Collaborative members include schools, after-school programs, treatment and prevention partners, law enforcement, the juvenile justice system, youth-serving adults, recreational programs, parents and youth.

Opportunities for Involvement

If you are interested in working with us toward healthy communities for our youth, please contact Kerry Brown for meeting information, a list of our committees and ways that you can be involved with Together for Youth or RAMA.

Together for Youth
United Way of Santa Cruz County

Kerry Brown
PO Box 1458
Capitola, CA 95010

Phone: 831.465.2207
Fax: 831.479.5477
E-mail: tfy@unitedwaysc.org