

Iowa Partnerships for Success Grant: Implementation Guide



Introduction

This workbook contains information and resources for each of the approved, evidence based programs and practices that may be utilized as part of the Iowa Partnerships for Success (IPFS) Grant Project.

If an IPFS county plans to implement components of a strategy that are not included in this guide, the county needs to contact the IPFS Project Director for approval, before any work can begin.

Sections of this guide were adapted from materials developed by the following organizations/sources:

Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices, PIRE (2006).

Nebraska Strategic Prevention Framework State Incentive Grant (SPF SIG): Implementation Toolkit (2009)

Nebraska's SPF SIG Program: Strategy Approval Guide (2009).

Prevention Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results.

The Community Toolbox at <http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-strategies/main>

Training provided by the CAPT and PIRE through Iowa's SPF SIG.

The Fidelity Checklists were adapted from the following resources/materials:

Nebraska Strategic Prevention Framework State Incentive Grant: Implementation Toolkit (2009)

SAMHSA's Center for the Application of Prevention Technologies: Environmental Strategy Implementation Fidelity Assessment Guidelines (2013)

Community Tool Box: Implementing Effective Interventions. The Community Tool Box is a service of the Work Group for Community Health and Development at the University of Kansas.

Assessing the Fidelity of Implementation of the Strategic Prevention Framework in SPF SIG Funded Communities. User's Guide and Fidelity Assessment Rubrics (Version 2)

Table of Contents

Strategy Selection and Guide Overview	4
Alcohol Outlet Density.....	10
Controls on Alcohol Price Through Drink Specials/Promotion Limitations.....	16
Responsible Beverage Service Training.....	20
Alcohol Restrictions at Community Events.....	28
Alcohol Use Restrictions in Public Places.....	34
Social Host Liability	38
Alcohol Advertising Restrictions in Public Places.....	44
IDPH Media Campaign on Underage Drinking.....	48
Apply Appropriate Penalties to Minors in Possession of Alcohol.....	53
Compliance Checks of Alcohol Retailers	58
Cops in Shops	64
Enforce Impaired Driving Laws	68
Enforcement of Administrative Penalties	74
Shoulder Tap Programs	78
College Campus Policies.....	83
School Policies.....	88
Individual Strategies.....	92

Strategy Selection

Each county will be responsible for implementing three environmental strategies, one IDPH-created media campaign on an IPFS priority issue and one individual strategy. IPFS is recommending use of the strategies included in this guide only. See the Planning Guide for the process to submit strategies not listed in this guide for approval.

Most of the strategies listed in this guide can impact both IPFS priorities (underage drinking and/or youth binge drinking). Each strategy notes the IPFS priority and Intervening Variable it impacts. Counties will be responsible for implementing at least one strategy for each priority. The IDPH Media Campaign on Underage Drinking should be listed under the underage drinking priority.

IPFS counties may not select individual or environmental strategies that are already being implemented in the county by another funding stream or organization. IPFS funds will not be added to strategies being currently implemented in the county to increase dosage or frequency. This is to avoid duplication of services and to ensure outcomes generated are a result of IPFS funding solely.

If an IPFS funded county was also funded through the Strategic Prevention Framework State Incentive Grant (SPF SIG) and would like to continue implementing a strategy funded through that project, the county must provide justification within the Strategic Plan for implementation in the IPFS Project.

Environmental Strategy Implementation

IPFS Coordinators will lead the environmental strategy implementation in the county. Coordinators will be expected to provide services that are aligned with the core components of each strategy at a minimum. Additional services that support each strategy can be added as long as they are in adherence of the funding expectations. Additional expectations are listed below:

Policy Change

All policies developed or strengthened through any IPFS funded strategies must be formally written, signed by leadership and then provided to the IPFS Project Director via e-mail as documentation.

Once a policy has been strengthened, created or implemented through the IPFS Project, the work has just begun. The expectation is that IPFS counties will then create a plan to educate the city/county about the new policy and that systems will be established to ensure the policy is being enacted correctly/support the policy in place.

Documentation

All materials created, articles written, policies strengthened or established through the IPFS funding need to be kept as documentation and retained on file at the contracted agency in order to be counted as a completed action step or outcome within the project. During IPFS site visits from IDPH, a file review may be requested.

Training

IDPH will host initial training on each of the environmental strategies identified by IPFS counties for implementation. Training will also be provided in subsequent years of funding to address implementation challenges and in regards to sustainability of strategy outcomes.

Use of Core Components

The core components listed under each strategy should be implemented, at a minimum. Additional services can be added to the strategy service. Components included are based on research and experience from Iowa's SPF SIG project. The items below are included in the core components of each strategy:

Target Population

The *targets of change* include all of the people who experience (or are at risk for) this issue or problem addressed by your initiative. For IPFS, the target of change has been identified as county youth between the ages of 12-20. Not all strategies need to impact the entire target population. Your strategic plan should reflect the specific target population for each strategy, and justification for the target chosen. Your overall, comprehensive approach, should be sufficient to make an impact on the entire priority population (county youth ages 12-20).

The *agents of change* are those in a position to help contribute to the solution. Examples of agents of change include teens, teachers, guidance counselors, parents of teens, lawmakers, retailers, law enforcement and others.

Dosage

Dosage is the percentage of the population needed to be impacted by or involved in a strategy before change can occur. Within the IPFS Project, the minimum dosage is 50% for most strategies. Counties should aim for a high dosage for strategy implementation.

Frequency

Frequency is the amount of service needed, or number of times a service is provided, within a given timeframe, in order to see change occur. Frequency for environmental strategy implementation is often based on research which often shows that the higher the frequency, the better the result.

Required Key Steps

These are the minimum steps that the county needs to include in the Action Plan. Counties will be expected to operationalize these steps through the Action Plan and personalize to meet the needs of the county, targets or change and/or agents of change.

Use of Fidelity Checklists

According to SAMHSA, "Fidelity refers to the degree to which a program is implemented as its original developer intended. Programs or practices that are implemented with complete

fidelity are most likely to be effective.” Using a Fidelity Checklist is one way to help the coalition/Collaboration Council ensure that the project is on track to reach intended outcomes.

You will need to work with your coalition/Collaboration Council and county evaluator to decide how you will collect the data needed to complete this checklist and how often you will collect it. For example fidelity data can be collected through surveys or interviews with those implementing the program, through stakeholders who act as impartial observers, or from participants. You may choose to collect data before, during or after each implementation, or a combination of the three. A plan for who will be responsible for collecting and reporting this information should be agreed upon before implementation begins.

Fidelity checklists include all of the core components of each strategy that should be used to create the Action Plan. The components listed in the checklists reflect the core components listed within each strategy. The core components should be used as the foundation for services when implementing the strategy. Additional services can be added to the strategy as long as they align with the research and expectations.

Checklists will not be submitted to IDPH but will be used as a guide to ensure the components of each strategy are included in the county Action Plan. Checklists should be used by the IPFS Coordinators, IPFS Supervisors and coalitions/Collaboration Councils to ensure strategy expectations are being met.

Media Advocacy Through Strategy Implementation

IDPH expects the use of media advocacy in collaboration with each strategy implemented including but not limited to Op-Eds, letters to the editor, press releases, web or newspaper articles, etc. For each strategy implemented, IDPH will expect IPFS counties to utilize media advocacy components in order to educate the county residents about progress. Media advocacy should be connected to educating the county residents about the progress of each strategy in plain terms and promote opportunities for community engagement and involvement where appropriate. Media advocacy can provide information and increase readiness around the IPFS priority issues, but that should not be the sole intent.

When considering media advocacy components, think of the following:

- Frame your message. Make your point clear and convincing. Do not leave it up to the reporter/reader to figure out what you intended. If needed, call on those with communications expertise to help you craft messages and sound bites.
 - Spell out all acronyms the first time they are used.
 - Do not use prevention jargon. Explain strategies or progress in ways that the general public will understand. It may be helpful to have someone outside of the field give feedback on your media pieces before submitting.
- Select good spokespersons and review messages with them. No matter how experienced they are as speakers, they still need preparation.

- Meet with newspaper editorial boards to discuss strategies.
- Become a reliable source for the media. Work with reporters to develop feature articles/stories; provide them with data, photos, and other graphics to enhance their story. Prepare press packets with information that reporters can take with them.
- Hold press conferences and include “authentic” community voices as appropriate; e.g., a retailer who has participated in RBST, community leaders, youth who have assisted police in conducting underage sales compliance inspections, a law enforcement officer, and others who can lend credibility to your issue and attract media interest.
- Testify at events you where media will be present, such as city council, planning board, or other community meetings when development projects or new alcohol licenses are being considered to advocate for responsible community planning as well as responsible beverage service practices.

Submission of Media Articles to IDPH for Review

All media articles (press releases, letters to the editor, newsletter articles, etc.) regarding IPFS strategies or the IPFS Project need to be submitted to IDPH for review before public distribution. The following process should be followed:

- a. Include the “Iowa Partnerships for Success Grant” title in all articles.
- b. Include the following statement in all articles:
“[prevention agency name receiving funding]’s project is funded by Iowa Department of Public Health, through the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.”
- c. Articles need to be submitted to Julie Hibben, IPFS Project Director, via e-mail at julie.hibben@idph.iowa.gov.
- d. Allow at least five (5) business days for review by IDPH.
- e. Requested changes by IDPH need to be incorporated into the articles before being distributed to the media

Building Relationships to Strengthen Strategy Implementation

Building capacity and creating or strengthening relationships, is an important piece of the planning and implementation steps. It will be essential to identify and engage the stakeholders that will be needed for implementing key steps and core components. This may include policy makers, such as city and county officials; gatekeepers, such as school administration; trainers, such as those trained or able to become trained to offer beverage server training or individual strategy programs; needed partners such as retailers and law enforcement and others who will have the skills to carry out key steps and tasks related to the core components.

An important step of each strategy will be taking time to build capacity and getting to know your potential stakeholders. Find out what barriers there may be to their participation and consider how you could mitigate them. Also consider the benefits to this person: “What’s in it for them?” Find out how they prefer to communicate. For example email may work well for school district administration, but a text or cell phone call may work best for law enforcement that spend a majority of their day out in the community.

A majority of the approved strategies will require that you partner with law enforcement and/or alcohol retailers. With that in mind, consider the following:

Developing Partnerships with Law Enforcement

Collaborating with law enforcement is important for strategy implementation. Below are several ideas on ways to better support or partner with the law enforcement agencies in your county:

- A law enforcement agency can only enforce to the level the community as a whole will support.
- Recognize the goals, perspectives and structural differences in law enforcement can illuminate common ground.
- Educate law enforcement on the research that guides prevention.
- Provide and interpret national research regarding topic areas of relevance.
 - If available, provide research specific to their community.
- Before choosing a strategy, ensure your county has obtained commitment from the agency Head/Chief/Sheriff/Supervisor
 - Ask that they appoint someone to your coalition
 - Ensure that this individual has been given some authority to make basic decisions
 - If the individual fails to attend or is not responsive, work to find someone who will be able to be a more active participant
- Assist law enforcement with completing paperwork.
 - Fill out data collection forms
 - Obtain and complete forms for youth volunteers
 - Age test youth for compliance checks
 - Handle press releases
- Provide tools to make law enforcements jobs easier including video cameras, PBT’s, ID scanners, etc.
- Provide overtime funding for enforcement efforts.
- Recognize law enforcement officers/department with awards for enforcing underage drinking laws.
 - Certificate/plaques
 - Recognition dinners (IPFS cannot fund this type of event)
 - Send letters to the Chief/Mayor for officer personnel file (these letters are taken into consideration for promotions and/or raises)

Developing Relationships with Retailers

Alcohol retailers are another important group to engage when reducing underage drinking. Retailers are a helpful resource and should be engaged in the work happening in the county. Below are some suggestions in engaging retailers in strategy work:

- Continuously engage retailers in a positive manner.
 - Meet one-on-one with managers to develop policies
- Be strategic about relationship building.
 - Can the retailers refer and connect other retailers for one-on-one meetings?
 - Include actively engaged retailers as leaders
 - Encourage retailer collaboration
- Give in order to get
 - Consider how the project/strategy can contribute to a managers' priorities
- Utilize media advocacy to promote proactive retailers (with their permission)

Alcohol Distributors and Alcohol Companies

While alcohol distributors and alcohol companies may be stakeholders in the community that you engage as part of the assessment, capacity or planning process, IPFS counties cannot partner with alcohol distributors or alcohol companies to offer, host or provide materials for any IPFS work or strategy. This type of partnership could be established as a part of the sustainability process.

Retail Access

Alcohol Outlet Density

IPFS Priority

Underage drinking and/or youth binge drinking

Target of Change

County youth ages 12-20

Agent of Change

County or city policy makers

Summary

According to the Center for Marketing Alcohol and Youth (CAMY) “One of the most effective approaches for reducing excessive drinking and its many health and social consequences is to limit the physical availability of alcohol. One approach to doing so is regulating alcohol outlet density, or the concentration of retail alcohol establishments, including bars and restaurants and liquor or package stores, in a given geographic area. A high concentration of alcohol outlets leads to a variety of serious health and social consequences, including violence, alcohol-impaired driving, neighborhood disruption, and public nuisance activities.”

Research has shown that when outlets are close together, more underage drinking occurs. By controlling the location of outlets, sales to minors can be discouraged (Gruenewald et al., 2010; Treno et al., 2003).

States and localities can reduce alcohol outlet density in at least 4 ways:

Geographic Restrictions: Limits the number of alcohol outlets per specific geographic unit. This mechanism is particularly useful in addressing the tendency for alcohol outlets to cluster and create an over-concentration in specific areas.

Population-Level Restrictions: Limit the number of outlets per population and can establish an outer limit on the total number of alcohol outlets in a city or county.

Commercial Restrictions: Establish a cap on the percentage of retail alcohol outlets per total retail businesses in a geographic area which is another method to address clustering and promote retail diversity.

Time/Space Restrictions: Limit the location and operating hours of alcohol outlets. Location restrictions can be applied to protect sensitive land uses such as schools, parks, etc. and to address clustering by establishing minimum distance requirements between alcohol outlets. Limits of hours of operation, while not technically a feature of alcohol outlet density, can mitigate density-related problems.

In addition to these possibilities, localities may use land-use powers to limit, deny, or remove permission to sell alcohol from existing outlets.” (Jernigan DH, Sparks M, Yang E, Schwartz R. Using Public Health and Community Partnerships to Reduce Density of Alcohol Outlets. *Prev. Chronic Dis* 2013;10:120090. DOI)

State and community efforts to regulate alcohol outlet density begin with public health surveillance and measurement of the number and location of outlets, with particular attention to the distances from one to another. Surveillance can include data on binge drinking (e.g., on the type of beverages consumed by binge drinkers), drinking locations, alcohol-impaired driving by adults and youth, locations where alcohol-related crimes occur, and police calls for service and the relationship of these data to specific alcohol outlets and alcohol outlet density. These data can be combined with geographic information systems (GIS) mapping to develop visual representations of the spatial connection between alcohol outlet density and community problems.

Take the following steps to reduce alcohol outlet density:

Assess alcohol density in your community, with special attention to density near schools and other youth-related areas. Work with community members to survey and map the number and locations of alcohol outlets in the targeted area or contact your state’s licensing board or local alcohol licensing authority for the locations of the alcohol licenses in the community.

Ascertain the rate of alcohol-related problems in the community, with an emphasis on drinking and driving, public intoxication, and alcohol-related violence and crimes. Based on the type of community problem, develop a local plan to control the density of alcohol-related outlets. Recruit institutions responsible for establishing, maintaining, and enforcing compliance.

Use your findings to develop a local plan to control the density of alcohol-related outlets. Your plan might, for example, create geographic buffer zones of approximately 1,000 feet between alcohol outlets and schools, playgrounds, other youth facilities, and residential neighborhoods, or the plan might promote conditional use permits that require alcohol establishments to meet minimal agreed-upon conditions in order to continue operating, such as conducting responsible beverage service training.

Build community support for controls on alcohol outlet location and density from merchants, other community members, and law enforcement. Conduct activities to show the link between the density of alcohol outlets in the community and the rate/type of alcohol-related problems.

Measure and report successful outcomes. Some objective measures of the effectiveness of reduced alcohol outlet density are: Increased distance between alcohol outlets and between an alcohol outlet and a youth-related facility or area; Reductions in the number of alcohol-related crimes and other problems (e.g., alcohol-related crashes) in a targeted area;

Core Components

Dosage

- Dosage will be decided dependent on the type of change the county focuses on. This dosage will need to be reviewed and approved by IDPH.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community event leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, assess whether a high alcohol outlet density exists near the community's schools and other youth-related areas.
Survey/measure:
 - The location and density of establishments licensed to sell alcohol by type, on-premise and off-premise.
 - The rate of alcohol-related problems in the county/community, with an emphasis on drinking and driving, public intoxication and alcohol-related violence and crimes which can be done through the following:
 - Outlet density should be measured at the smallest local level
 - Survey and map alcohol outlets in the community/county. Consider working with coalition members or youth to survey and map the number and locations of alcohol outlets in the targeted community.
 - Contact the Iowa Alcoholic Beverages Division for the location of the alcohol licenses in the community.
 - Use Google or another mapping service to map the location of the alcohol outlets.
- Develop a plan based on the community problems to control the density of alcohol-related outlets.
 - Recruiting institutions responsible for establishing, maintaining and enforcing compliance with zoning regulations within the community such as:
 - Local law enforcement
 - Elected officials
 - Alcohol policy organizations
 - Organizations influenced by alcohol availability
- Determine how alcohol outlet density will be measured.
- Determine which types of alcohol density regulations is the best fit for the community.
- Determine existing and possible land use regulations.
- Work with city or county attorney to create or strengthen a local ordinance.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from city/county leadership.

- Focus on how alcohol outlet density can lead to alcohol-related problems.
- Hold individual meetings with those who are in key positions to affect change.
- Provide examples of suggested new or revised regulations to city/county leadership and obtain support.
- Disseminate data briefs or reports related to the strategy with city/county leadership.
- Once a policy has passed:
 - Create a plan to educate the community/county about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Hold a press conference describing the data collected about the number of alcohol-related problems that occur in dense pockets of alcohol outlets.
 - Discuss how controlling alcohol outlet density can contribute to decreases in alcohol-related problems.
 - Work to get media coverage of the problem. Stage an event in an area of high alcohol density to highlight the issue.
 - Issue press releases that describe the activities or important events, such as public hearings on the issuance of the new liquor licenses.
 - Write an Op-Ed or a letter to the editor.
 - Ensure that coalition members are available to be interviewed and educate all members about the data on alcohol outlet density so they are well-prepared and knowledgeable.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Resources

Distance Limitations Applied to New Alcohol Outlets Near Universities, Colleges and Primary and Secondary Schools

https://www.stopalcoholabuse.gov/media/ReportToCongress/2014/profile_summaries/13_distance_limitations_applied_to_new_alcohol_outlets.pdf

Sample news release, sample op-ed piece and sample letter to the editor (pages 189-191)

Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results

http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf

Strategizer 55: Regulating Alcohol Outlet Density

http://www.camy.org/action/Outlet_Density/index.html

Using Public Health and Community Partnerships to Reduce Density of Alcohol Outlets

<http://www.camy.org/press/PDFs-In%20the%20News/Using%20Public%20Health%20and%20Community%20Partnerships%20to%20Reduce%20Density%20of%20Alcohol%20Outlets.pdf>

References

Campbell CA, Hahn RA, Elder R, Brewer R, Chattopadhyay S, Fielding J, Naimi TS, Toomey T, Briana Lawrence B, Middleton JC, Task Force on Community Preventive Services. The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms. *Am J Prev Med* 2009;37(6):556-69.

<http://www.thecommunityguide.org/alcohol/EffectivenessLimitingAlcoholOutletDensityMeansReducingExcessiveAlcoholConsumptionAlcohol-RelatedHarms.pdf>

Jernigan DH, Sparks M, Yang E, Schwartz R. Using Public Health and Community Partnerships to Reduce Density of Alcohol Outlets. *Prev Chronic Dis* 2013;10:120090. DOI Gruenewald et al., 2010; Treno et al., 2003.

What Works for Health

<http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=13&t3=38&id=74>

Fidelity Checklist for Alcohol Outlet Density

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
In collaboration with the coalition, conducted assessment of existing alcohol outlet density, including near schools and other youth related areas, and related alcohol problems.		
Determined which types of alcohol density regulations were a best fit for the community.		
Secured necessary resources: including relationship building and securing commitments from needed partners including institutions responsible for establishing, maintaining and enforcing compliance with zoning regulations.		
Worked with city or county attorney to create or strengthen local ordinance.		
Sustainability plan was created to ensure ongoing monitoring and enforcement of ordinance.		
Media advocacy were used to inform to increase public awareness of and support for program.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Controls on Alcohol Price Through Drink Specials/Promotions Limitations

IPFS Priority

Youth binge drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

City/county leadership and retailers (on-premise and off-premise)

Summary

Research shows that as the price of alcohol decreases, alcohol consumption, intoxication and drinking/driving increases. Promotion such as happy hours, drinking contests and “all you can drink” specials encourage over-consumption by reducing prices. These promotion lead to tragic circumstances and restricting them can prevention these negative outcomes.

In 2001, the Harvard School of Public Health’s College Alcohol Study demonstrated a significant correlation between lower drink prices and high binge drinking rates among 119 colleges across the United States.

Any restrictions created need to be consistently implemented “across the board.”

Core Components

Dosage

- At least 50% of establishments should be impacted by policy change.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community event leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition:
 - Review any data available to demonstrate a link between alcohol promotions and alcohol problems in the county.
 - Determine if any alcohol promotion policies exist in the county and if so, the degree to which current policies are being enforced.
 - Discuss strengthening or developing restrictions at the community/county level. These can include:
 - Two-for-one promotion or other discounted multiple alcohol beverage sales;

- Increasing the volume of alcohol in a drink without increasing the price;
- Serving more than one free alcohol beverage to any one person;
- Fixed-price or “all-you-can-drink” sales;
- Selling alcoholic beverages at a reduced price for a fixed amount of time;
- Selling alcoholic beverages at a price contingent on the amount consumed by an individual;
- Reducing drink prices after 11:00 p.m.;
- Selling more than two drinks to a single consumer at one time;
- Imposing a “cover charge” or entry fee to recover financial losses from reduced drink prices;
- Drinking contests or awarding alcohol beverages as prizes; and
- Any practice that encourages consumers to drink to excess or that would impair the ability of the license to monitor or control the consumption of alcohol by their customers.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from alcohol retailers, city/county leaderships and law enforcement.
 - Inform retailers that not having happy hour and similar promotions can reduce their liability. Alcohol promotions can lead patrons to drink large amounts of alcohol and if there is a dram shop law in place, the establishment could be liable for any damage these highly intoxicated persons may cause.
 - Increase the community/county’s awareness and understanding of this issue and gather support.
 - Hold meeting with individual in key positions to affect change such as city councils members.
 - Gain support from law enforcement for the strategy and for any potential policy changes.
 - Provide examples of suggested new or revised regulations to city/county leadership and obtain support.
- Once a policy has passed:
 - Create a plan to educate the community/county about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:

- Host a press conference on the alcohol promotions problem and steps being taken through the strategy.
- Write an Op-Ed or a letter to the editor piece.
- Distribute a data brief or report focused on the strategy to media contacts.
- Issue press releases that describe the activities or important events, such as policy change that occurs.
- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how alcohol promotions can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Resources

How to Implement Environmental Strategies to Reduce Alcohol Problems

http://www.faceproject.org/uploads/2/5/8/2/25823318/adult_book_env_strategies.pdf

Policy Assessment Tool (pages 179-194)

Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results

http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf

Restrictions on Low Price, High Volume Drink Specials Overview

https://www.stopalcoholabuse.gov/townhallmeetings/pdf/2014/Drink_Specials_508.pdf

References

Adrian M, Ferguson BS, Her M. Can alcohol price policies be used to reduce drunk driving? Evidence from Canada. *Substance Use & Misuse*. 2001;36(13):1923–57.

Thombs DL, Dodd V, Pokorny SB, et al. Drink specials and the intoxication levels of patrons exiting college bars. *American Journal of Health Behavior*. 2008;32(4):411–19.

Wagenaar AC, Salois MJ, Komro KA. Effects of beverage alcohol price and tax levels on drinking: A meta-analysis of 1003 estimates from 112 studies. *Addiction*. 2009;104(2):179-90.

Wechsler H, Kuo M, Lee H, Dowdall GW. Environmental correlates of underage alcohol use and related problems of college students. *American Journal of Preventive Medicine*. 2000;19(1):24–9.

Fidelity Checklist for Controls on Alcohol Price Through Drink Specials/Promotions Limitations

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
In collaboration with the coalition, reviewed existing data and policies.		
Determined which types of restrictions would be a best fit and would be included in the policy.		
Secured necessary resources: including relationship building and securing commitments from needed partners including retailers, law enforcement and city or county leadership (if applicable)		
Worked with city or county attorney to create or strengthen local ordinance or worked with retailers to create written policies.		
Sustainability plan was created to ensure ongoing monitoring and enforcement of ordinance/policies.		
Media advocacy were used to inform to increase public awareness of and support for program.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Responsible Beverage Service Training

IPFS Priority

Underage drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

County alcohol retailers (on-premise and off-premise)

City and county leadership

Summary

Responsible Beverage Service Training (RBST) is an approach to reducing alcohol related problems associated with retail alcohol sales (includes stores, bars, restaurants, fairs and festivals) by educating merchants and their employees about strategies to avoid illegally selling alcohol to underage youth or intoxicated patrons. Responsible beverage service training can be voluntary or mandated. In either case, effective responsible beverage server training means that retail alcohol outlets check age identification and refuse service to intoxicated patrons.

Responsible beverage service training must be implemented as part of a comprehensive alcohol abuse prevention approach that includes, at a minimum, compliance checks. As with all strategies that focus on policy change, enforcement should always be considered as a critical, parallel strategy. Effective deterrence increases the perception that those who violate the policy will be held accountable. This increases the probability that policy change will result in desired outcomes.

Policy Development

Offer to work with retail management to develop establishment policies and practices that will reinforce and complement RBST. For example, management can require staff to check IDs for anyone under 30 or adopt practices that promote a safer environment for the establishment such as barring intoxicated persons from entering the outlet

In-house policies should clearly define how alcohol is to be sold such as:

- Monitor the door to prevent overcrowding and to screen people who appear to be intoxicated or underage.
- Offer and promote food during all hours of operation.
- Promote alternative beverages that include a wide range of alcohol-free beers, wines, and “mocktails.”
- Discourage drink specials, happy hours, or other pricing practices that encourage over-consumption.
- Price non-alcoholic drinks competitively with alcohol products.
- Check age identification of anyone appearing to be under the age of 30.

- Monitor and pace customer’s drinking by not selling more than one alcoholic beverage at a time.
- Train staff on how to refuse service to an obviously intoxicated person.
- Market and promote responsible beverage service philosophy, policies and practices to the public.

City/county-level RBST-related policies such as an affirmative defense or RBST ordinances mandating all alcohol licensees participate in RBST. Details are listed below:

- Create an ordinance to require all retailers to participate in a pre-approved RBST as a condition of their license. This also can be utilized as an incentive which can include a reduction of license fees. Other issues to include:
 - Whether licensees are required to post signage about selling to minors.
 - The amount of the incentive for attending an RBST.
 - Whether the type of training is specific (content, qualification of training providers, etc.).
 - The penalty for not having RBST.
- Create an “affirmative defense” policy in the city/county. This is the same sort of “incentive” that retailers can access if they successfully complete the ABD’s I-PACT online training.
 - The City/County Attorney will need to be contacted for input and to assist with next steps.
 - The following is language provided to I-PACT participants about the affirmative defense:
 - Establishments that choose to participate in the I-PACT training are granted an affirmative defense, which may be used once in a four-year period. A business may avoid civil prosecution if an alcohol sale-to-minor violation occurs in their establishment. In order for the business to take advantage of the affirmative defense, the employee guilty of the violation must have been I-PACT certified prior to the time the offense occurred. However, the affirmative defense cannot be used if the employee sold to a minor under the age of 18. Only the business is eligible to avoid a civil penalty; the guilty employee will still be subject to a fine and their I-PACT certification will be revoked.

I-PACT and RBST

If retailers in a county are sending employees through Iowa Alcoholic Beverages Division’s (ABD) I-PACT online training system (<https://i-pact.com/portaland>) are resistant to send staff to a face-to-face training, consider sharing the following:

- Explain the benefits of having staff attend face-to-face training (IPFS Coordinators should review the TIPS curricula and go through the I-PACT online training so the differences can be explained).
- **RBST can be obtained from several sources.** Employees could attend a face-to-face RBST and then gain supplemental knowledge through I-PACT or could attend RBST one year and participate in I-PACT the next.

- RBST should not just happen one time. Ongoing training should be provided, even for staff that have already been trained in RBST. This is where both I-PACT and RBST could assist with providing training to the retailer.
- Below is language from the Iowa ABD's website about I-PACT and face-to-face RBST:
 - While I-PACT is offered free of charge from the Iowa Alcoholic Beverages Division, **in person supplemental alcohol education training offers an expanded approach to responsible beverage server training in a classroom setting.**

I-ALERT

- An additional tool that can be recommended to businesses is the Iowa's Alcohol Law Enforcement/Retailer Training (I-ALERT) system which is an online alcohol policy tool that can assist businesses in developing a premise policy to stay compliant with Iowa Liquor Laws and assist employees with responsible sale of alcohol through the use of uniform policy and best practices. This website can be found at www.ialert.iowa.gov.

Core Components

Dosage/Frequency

- TIPS training needs to be facilitated (not just offered) a minimum of four times per Fiscal Year in the funded county.
- A minimum of 50% of a specific retailer target population need to be engaged through the strategy with at least 50% of employees per location being trained by the end of the IPFS Project.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the county/city or retailer leadership and then provided to the IPFS Project Director as documentation.

- Implement in collaboration with the Compliance Check strategy (see page 58). If compliance checks are being provided through another agency or funding source (not through the IPFS Project) the level of services should be sufficient to impact the target population as an effective deterrent. Information regarding this should be provided in the strategic plan.
- In collaboration with the coalition, conduct an assessment to determine which businesses are problematic.
- Implement a beverage service training program tailored to the specific problems identified through assessment, such as off-premise (stores), on-premise (bars, restaurants), and/or special events (fairs, festivals). Training must be well-executed and face-to-face and include:
 - Training for managers as well as servers and
 - Option to provide training at the retailer location.
 - Four-hour minimum duration.

- The only training approved to be implemented through this strategy is the Training for Intervention Procedures (TIPS) curriculum (facilitated face-to-face).
 - IPFS Coordinators are not permitted to facilitate this training. IPFS counties will need to partner with an agency in the county to facilitate the trainings. Possible partners could include the Comprehensive Substance Abuse Prevention Grant funded agencies, law enforcement agencies, coalition members or others experienced in TIPS.
 - Any partner facilitating the TIPS curriculum must be a certified trainer with an active certification (IPFS funds can pay for certification and recertification fees).
- Identify of a TIPS trainer who can be flexible regarding training times and training locations dependent on needs of retailers.
- Support of initial training or recertification of identified TIPS trainer (IPFS Coordinator should be aware that recertification needs to occur every two years and should be budgeted for accordingly).
 - Trainings are not always available regularly through TIPS so it's important to plan ahead to access needed training for the identified trainer
 - Training schedules and fees can be found at <http://www.gettips.com/>
- IPFS Coordinator to participate in training.
 - Review TIPS training materials or attend a class so he or she can discuss specifics with retailers.
 - Take the I-PACT online training through Iowa Alcoholic Beverages Division at http://iowaabd.com/education/training/i_pact.
 - IPFS Coordinator should be ready to discuss the benefits of face-to-face training and the differences between TIPS and I-PACT with retailers (see above for additional details).
- Create and utilize a documentation system, that that can be continually updated, which saves demographic information about retailers and employees who have successfully completed RBST. This will serve as documentation regarding the percentage of businesses, and percentage of staff from each business, which have completed training.
- Target trouble spots. Focus training or dosage on high-risk establishments first (place of last drink data collected by law enforcement is helpful to identify these locations). Determine these locations by obtaining information from police arrests or other local data sources.
- Create a training schedule in collaboration with the TIPS trainer.
 - Work with the TIPS trainer and retailers to establish trainings locations, dates and times.
 - Provide the TIPS trainer with needed supplies such as printing, certificates of completion, etc.
- Discuss policy development with:
 - Retailer managers/owners in order to create in-house policies that address, at a minimum, restricting sales to underage youth.

- AND/OR at the city or county-level for creation of an affirmative defense or mandating RBST for alcohol licensees.

Training Promotion

- Create a plan to continually promote trainings in ways that best resonates with retailers that can include:
 - Utilization and distribution of existing promotional materials about the benefits of RBST that engages retailers.
 - Discussion with retailer managers about what would encourage participation in training by retailers (retailer resources, training at retailer location, weekend/evening training, etc.).
 - Send an informational letter about RBST to retailers before compliance checks are scheduled to occur and as a follow up to those who failed their compliance check, after each round of checks occurs.

Ongoing Recognition

- Create a plan to continually recognize retailers which can include:
 - Provide certificates which are delivered face-to-face for retailers which send at least 50% of employees through RBST.
 - Place an ad in the local newspaper recognizing the retailer completing training. Be sure to obtain permission from each retailer before publishing their name or information in the media.
 - Provide helpful/needed resources for retailers on not serving/selling to underage youth for participating in RBST.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from alcohol retailers, community members and law enforcement.
 - Increase support for RBST with retailer management.
 - Lack of support for RBST has shown to undermine employees' implementation of RBST practices.
 - Provide at least quarterly face-to-face visits to promote and educate retailers about RBST.
 - Ask law enforcement to visit all retailers to promote participation in RBST.
 - Mail letters informing retailers of the upcoming trainings occurring.
 - Deliver helpful materials related to not serving or selling to those under 21 years of age.
 - Recruit a retailer to serve on the coalition or help be a champion for the strategy in the county.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion

should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:

- Invite a reporter to attend a TIPS training.
- Write an Op-Ed or letter to the editor piece.
- Issue press releases that describe activities or important events, such as policy changes.
- Distribute a data brief or report focused on the strategy to media contacts.
- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and lack of training for servers/sellers can contribute to this problem.

Training

IPFS funded counties will be responsible for the costs of TIPS training and recertification of TIPS trainers every two years. IDPH will host a training on the RBST strategy before the start of the Implementation step.

Implementation Materials

Checking Age Identification

This document describes these policies, why they are important, what to consider when attempting to implement them, and examples of what other communities have done.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Commercial-Access-Policies.pdf>

Sample alcohol management policy for retailers (pages 134-135) and sample ordinance for a responsible beverage server training model (136-137)

Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results

http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf

Responsible Alcohol Sales Training: Community Action Kit

Includes sample laws and ordinances; sample letter to licensee/business owner; and sample news release.

<http://ndspfsig.wikispaces.com/file/view/FACE+Server+Training+Toolkit.pdf>

<http://www.weebly.com/uploads/2/5/8/2/25823318/responsible-alcohol-service-cak.pdf>

Responsible Beverage Service Training

This document describes this training, why it is important, what to consider when attempting to implement this approach, and examples of what other communities have done.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Responsible-Beverage-Server-Training.pdf>

Responsible Beverage Service Training From Theory to Practice Webinar

https://www.stopalcoholabuse.gov/TownHallMeetings/tips-resources/webinar_RBS_2014.aspx

TIPS Training

According to their website “TIPS (Training for Intervention ProcedureS) is the global leader in education and training for the responsible service, sale, and consumption of alcohol.” <http://tipsalcohol.com/>

References

Gliksman L, McKensie D, Single E, Douglas R, Brunet S, Moffatt K. The role of alcohol providers in prevention: an evaluation of a server intervention program. *Addiction* 1993; 88(9): 1195–203.

Holder HD, Wagenaar AC. Mandated server training and reduced alcohol involved traffic crashes: a time series analysis of the Oregon experience. *Accident Analysis and Prevention*, 1994; 26(1): 89–97.

Lang E, Stockwell T, Rydon P, Beel A. Can training bar staff in responsible serving practices reduce alcohol-related harm? *Drug Alcohol Rev* 1998; 17(1): 39–50.

Russ NW, Geller ES. Training bar personnel to prevent drunken driving: a field evaluation. *Am J Public Health* 1987; 77(8): 952–4.

Saltz RF. The role of bars and restaurants in preventing alcohol-impaired driving: an evaluation of server intervention. *Eval Health Prof* 1987; 10(1): 5–27.

Stockwell, T.R.. 2001. Responsible alcohol service: lessons from evaluations of server training and policing initiatives. *Drug and Alcohol Review* 20 (3): 257-265.

Toomey TL, Kilian GR, Gehan JP, Perry CL, Jones-Webb R, Wagenaar AC. Qualitative assessment of training programs for alcohol servers and establishment managers. *Public Health Reports*, 1998; 113(2): 162-9

Fidelity Checklist for Responsible Beverage Service Training

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment of existing efforts and compliance check results was used to identify target audience.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including law enforcement and retailers and trainers, securing necessary funding and procuring materials.		
Created and utilized a documentation system to track who has successfully completed RBST.		
Retailers who attended training developed house policies that clearly defined how alcohol is to be sold and or a city or county ordinance was created mandating RBST or allowing for affirmative defense.		
A compliance check program was implemented along with RBS.		
A sustainability plan was created for continuing to offer RBST beyond the life of the project.		
Education and media advocacy were used to inform to increase public awareness of and support for program.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Social Access

Alcohol Restrictions at Community Events

IPFS Priority

Underage drinking OR youth binge drinking (depending on the policy of focus)

Target of Change

Underage county youth ages 12-20

Agent of Change

Event Coordinators or Event Boards of community events where alcohol is served

Summary

The availability of alcohol at community events (such as concerts, county fairs, street fairs and sporting events) increases convenient, public, access to alcohol. Convenient access to alcohol is associated with an increase in alcohol-related problems. Local policies can be developed to restrict the availability of alcohol at these events. Such restrictions can be implemented voluntarily by event organizers, or through local legislation. Alcohol restrictions at community events can range from a total ban on alcohol consumption to the posting of warning signs that detail the risks associated with consuming alcohol. It is important to note that research shows that the greater the number of alcohol control policies in place, the less the likelihood of alcohol sales to underage customers and over consumption.

As with all strategies that focus on policy change, enforcement should always be considered as a critical, parallel strategy. Effective deterrence increases the perception that those who violate the policy will be held accountable. This increases the probability that policy change will result in desired outcomes.

Core Components

Dosage

- At least 50% of all community events that allow alcohol to be served within the county will have at least one alcohol-related policy change by the end of the IPFS Project

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community event leadership and then provided to the IPFS Project Director as documentation.

Assessment of County Events:

- Develop thorough understanding of local zoning laws and policies and how they relate to alcohol service at community events.

- In collaboration with the coalition, review all community events in which alcohol is served that happen in the county during the Fiscal Year.
 - Document the titles and dates of each community event that occurs.
 - Discuss how each event is supported and note the contact information for the Event Coordinator and/or Event Board.
 - Create a schedule of when to meet with the Event Coordinator and/or Event Board to discuss the strategy and use of the Project SAFER Community Event Assessment form (forms are available on the Iowa PFS website at www.iowapfs.org - SPF Resources section, Implementation folder, Alcohol Restrictions at Community Events folder).
- Utilize the Project SAFER Community Event Assessment form at each community event where alcohol is served.
 - After meeting with the Event Coordinator and/or Event Board, create a plan with the coalition members outlining who will complete each assessment and the timeframes (the IPFS Coordinator may choose to participate with coalition members to complete the assessment).
 - Implement the Project SAFER assessment tool with each community event.
 - Tabulate assessment results.
- Discuss assessment results with the coalition.
 - Create a plan to approach each Event Coordinator and/or Event Board with assessment results and suggested next steps.
 - Discuss the strengths, weaknesses and enforcement of existing alcohol policies for each event.
- Meet with each Event Coordinator and/or Event Board to share assessment results and next steps.
 - Utilize the Project SAFER Policy Options Checklist to discuss policy change or development.
 - Remind event leadership that having well-trained servers/volunteers who serve alcohol and adhering to alcohol enforcement strategies may reduce legal and civil liabilities.
 - Discuss follow-up plans including policy development technical assistance and/or additional meetings needed.

Policy Development

- Develop or utilize existing materials to document that event staff (both paid and voluntary), are aware of event policies and are trained to comply with these policies;
- Develop or strengthen local ordinances or policies that restrict alcohol availability at community events which can include:
 - Restrict the number of servings per person;
 - Enforcement of policy and regulation changes at community events;
 - Restrict special designated licenses (SDLs): Restricts the licenses to events sponsored by nonprofit, religious or charitable organizations or by existing liquor license holders;

- Require that all alcohol served at the event be bought and consumed within a specifically designated area which only persons of legal drinking age may enter;
- Require that licensees have a written policy saying how intoxicated drinkers will be handled;
- Require that all servers attend Responsible Beverage Service Training (the TIPS for Concessions three hour class should be utilized);
- Adopt an “employment of minors” ordinance;
- Restrict hours of sale: Alcohol sales can be discontinued before an event is over, giving patrons time between their last drink and driving home. For example, alcohol sales can be discontinued at the end of the third quarter of a football game;
- Requiring sales of food and nonalcoholic during sales and after alcohol sales are cut off;
- Require posting of alcohol warning signs (this component must be connected to policy change);
- Require all persons 21 or older to wear non-transferable wristbands;
- Require alcohol-free areas;
- Prohibit people from leaving with alcohol;
- Require distinguishable cups for alcohol;
- Require security staff;
- Restrictions on noise levels;
- Restrictions on general location of event;
- Restrictions on location of alcohol sales or places of consumption (such as beer gardens);
- Restrictions on quantity of sales;
- Restrictions on size of containers;
- Restrictions on sale to intoxicated patrons;
- Ban the sale of alcohol at events and location popular with youth; and
- Prohibit alcohol sponsorship for community events.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from community members and law enforcement.
 - Focus on how unrestricted sales of alcohol at community events can lead to alcohol-related problems.
 - Provide at regular face-to-face visits to promote the strategy and educate Event Coordinators and/or Event Boards about strengthening alcohol policies.
 - Many Event Coordinators and/or Event Boards are volunteers who turnover every year and/or only meet for a short timeframe to plan an event. It is important that IPFS counties work quickly and consistently to engage these groups so strategy momentum can continue.

- Find community events in the county or in a neighboring county with strong alcohol policies in place and share contact information/details about their policies with Event Coordinators and/or Event Boards.
- Deliver helpful materials related to not serving or selling to those under 21 years of age.
- Connect the Event Coordinator or Event Board to a community organization that can provide RBST for community event servers/volunteers.
- Recruit an Event Coordinator or Event Board member to serve on the coalition and/or help be a champion for the strategy in the county.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Issue press releases that describe the activities or important events, such as community event policy change that occurs.
 - Recognize community events that make alcohol-related policy change through placement of ads, media coverage, etc. Be sure to obtain permission before publishing organizations or individual names or information in the media.
 - Write an Op-Ed or letter to the editor piece.
 - Write a press release about the strategy and progress being made.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how unrestricted sale of alcohol at community events can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Alcohol Restrictions at Community Events

Factsheets that contain rational for policies, suggestions and sample restrictions from various locations.

http://www.alcoholpolicymd.com/pdf/Restrictions_Community_Events2.pdf

<http://www.weebly.com/uploads/2/5/8/2/25823318/alcohol-sales--community-events-cak.pdf>

Alcohol Sales & Community Events Community Action Kit

Tips and tools for restricting alcohol sales at community events. Includes a summary of how to engage in alcohol risk management; sample letter to the editor; sample letter to sponsoring organizations; and a description of what some other communities have done.

<http://www.weebly.com/uploads/2/5/8/2/25823318/alcohol-sales--community-events-cak.pdf>

Community Festivals Materials

This page contains a variety of materials to be used by community festivals to improve alcohol control at their events, including several different handouts and posters.

<http://www.aep.umn.edu/index.php/aep-tools/community-festivals/>

Community Festival Planning Guides, Resources and Sample Policies

[https://www.fdl.wi.gov/cofuploads/ALCOHOL MANAGEMENT TOOLKIT FDL FINAL 01.pdf](https://www.fdl.wi.gov/cofuploads/ALCOHOL%20MANAGEMENT%20TOOLKIT%20FDL%20FINAL%2001.pdf)

<https://www.abc.ca.gov/FORMS/ABC620C.pdf>

<http://ndspfsig.wikispaces.com/file/view/10A+Restricting+Alcohol+Sales+at+Public+Events+and+Festivals.pdf>

<https://www.myctb.org/wst/iowaspfsig/Shared%20Documents/Implementation/Implementation%20Resources/Alcohol%20Restrictions%20at%20Community%20Events%20and%20Public%20Places/Alcohol%20Management%20Fairs%20and%20Festivals%20Final.pdf>

Sample letter to the editor (page 269) and sample letter to sponsoring organizations (page 271)

Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results

http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf

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Cassady D., Flora J., Foote D. Alcohol use at community events: Creating policies to prevent problems. *San Diego Alcohol Program and Applied Community Technology*. 1987. University of Minnesota, Alcohol Epidemiology program.

Toomey T.L., Erickson D.J., Patrek W., Fletcher L.A., Wagenaar A.C. Illegal alcohol sales and use of alcohol control policies at community festivals. *Public Health Reports*, 120(2):165-173, 2005.

Fidelity Checklist for Alcohol Restrictions at Community Events

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment/scan of existing current event policies and practices was completed.		
Secured necessary resources: including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Met with event coordinators or event boards to discuss strategy and use of Project SAFER assessment.		
Conducted Project SAFER assessments.		
Discussed assessment results with coalition and event coordinators/boards to determine next steps.		
Created or strengthened a written policy that restricts alcohol at community events.		
Created a plan for monitoring and enforcement of policy changes.		
Education and media advocacy were used to increase public awareness of and support for changes in alcohol availability at public events.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Alcohol Use Restrictions in Public Places

IPFS Priority

Underage drinking OR youth binge drinking (depending on the policy of focus)

Target of Change

Underage county youth ages 12-20

Agent of Change

Community or county leadership

Summary

The availability of alcohol on public property (such as parks, beaches and other public spaces) increases convenient, public, access to alcohol. Convenient access to alcohol is associated with an increase in alcohol-related problems. Local policies can be developed to restrict the availability of alcohol at these locations. Such restrictions can be implemented through local legislation. Restrictions can range from total bans on alcohol consumption to restrictions on the times or places at which alcohol can be consumed.

As with all strategies that focus on policy change, enforcement should always be considered as a critical, parallel strategy. Effective deterrence increases the perception that those who violate the policy will be held accountable. This increases the probability that policy change will result in desired outcomes.

Core Components

Dosage

- At least 50% of all public areas of focus that allow alcohol to be served within the county will have at least one alcohol-related policy change by the end of the IPFS Project.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Assess what the community needs and issues are around alcohol use in public places.
 - Determine whether cities/county have alcohol-related policies regarding alcohol use in public places.
 - Discuss possible policies to be strengthened or developed with city/county leadership.
 - The City or County attorney should be engaged in discussions about any potential policy changes.

- Develop and implement policies for alcohol use in public places that can include:
 - Prohibit possession of open containers of alcohol in public places;
 - Establish standard procedures for dealing with intoxicated persons in public areas;
 - Require regular monitoring of public areas;
 - Require responsible beverage serving practices at special events held in public places (e.g., weddings, parties); and
 - Establish standard enforcement procedures for all existing policies;

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from community members and law enforcement.
 - Focus on how alcohol use in public settings can lead to alcohol-related problems.
 - Provide at regular face-to-face visits to promote the strategy and educate city/county leadership about strengthening or creating alcohol policies in public places.
 - Share data and information related to the strategy at meetings with city/county leadership, law enforcement, etc.
 - Disseminate data briefs or reports related to the strategy to city/county leadership.
 - Find communities in the county or in a neighboring county with strong alcohol policies in place within public areas of focus and share contact information/details about their policies with city/county leadership.
- Once a policy has passed:
 - Create a plan to educate the community/county about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Issue press releases that describe the activities or important events, such policy change that occurs.
 - Recognize communities that make alcohol-related policy change through placement of ads, media coverage, etc.
 - Write an Op-Ed or a letter to the editor piece.
 - Distribute a press release about the strategy and progress being made.

- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how alcohol use in public places can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Alcohol Restrictions on Public Property

This document describes this approach, why it is important, what to consider when attempting to develop and implement this approach, and examples of what other communities have done.

https://www.stopalcoholabuse.gov/townhallmeetings/pdf/2014/RestrictedSales_508.pdf

Sample Ordinances

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Alcohol-Restrictions-in-Certain-Areas.pdf>

References

U.S. Department of Health and Human Services, SAMHSA. *Preventing problems related to alcohol availability: Environmental approaches*. Report No.: DHHS (SMA) 99-3298. 2000.

Breitrose P, Flora J. *Alcohol under control: Making your community alcohol safe*. San Diego County Health Services and Applied Communication Technology, 1988.

Gliksman L, Douglas RR, Rylett M, Narbonne-Fortin C. Reducing problems through municipal alcohol policies: The Canadian experiment in Ontario. *Drugs: Education, Prevention and Policy*, 2(2):105-18, 1995.

Norton P. *Putting the pieces together: A guide to community actions for prevention of alcohol problems*. Facing Alcohol Concerns through Education (FACE), Mid-State Substance Abuse Commission, 1991.

Fidelity Checklist for Alcohol Use Restrictions in Public Places

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment/scan was completed of existing policies and practices.		
Secured necessary resources: including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Developed or strengthened local policies based on community issues and needs.		
Created a plan for monitoring and enforcement of policy changes.		
Education and media advocacy were used to increase public awareness of and support for policy changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Social Host Liability

IPFS Priority

Underage drinking OR youth binge drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

City or county leadership

Summary

Access to alcohol is associated with an increase in alcohol-related problems. Research indicates that most underage drinking takes place in private setting such as home parties. Social host laws and teen party ordinances can be used to reduce the social availability of alcohol by combating underage drinking parties. Social host liability laws hold individuals (in non-commercial environments) responsible for underage drinking events on property they own, lease, or otherwise control. Depending on the state and local jurisdiction, the hosting of a party on private property at which an underage drinker becomes intoxicated could result in three distinct types of liability against the social host: social host criminal liability, social host civil liability, and recovery of response costs.

In 2014, Iowa passed a statewide Social Host law. This policy includes the following:

123.47 Section 1

A “Social Host violation” is defined: A person who is the owner, is leasing, or has control over property that is not a licensed premise, who knowingly permits a person to consume or possess any alcohol on the property if they know or have reasonable cause to believe the person to be under the age of eighteen.

Exceptions: This does not apply to the landlord or manager of the property. This also does not apply to a social host of a person under legal age who consumes or possesses alcohol in connection with a religious observance, ceremony or right.

Penalties: A person who violates this subsection commits the following:

(1) For a first offense, a simple misdemeanor punishable as a scheduled violation under section 805.8C, subsection 7A (The scheduled fine is \$200).

(2) For a second or subsequent offense, a simple misdemeanor punishable by a fine of \$500.

123.47 Section 2

Underage possession or consumption of alcohol: In addition to prohibiting purchase, attempts to purchase, and possession, the law now also prohibits consumption for those under the legal age of 21. (NEW)

Exceptions for parental presence and consent within a private home and medicinal purposes have not changed.

Penalties and Notification requirements have not changed.

There is no Preemption in this state law. What that means is a county or a city can go beyond or be stricter than this law.

As with all strategies that focus on policy change, enforcement should always be considered as a critical, parallel strategy. Effective deterrence increases the perception that those who violate the policy will be held accountable. This increases the probability that policy change will result in desired outcomes.

Core Components

Dosage

- At least 50% of a target population should be impacted by policy change.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

Through the IPFS Project, cities/counties can choose to pass social host ordinances that are stricter than state law.

- In collaboration with the coalition, discuss/complete the following:
 - Assess what the community needs and issues are around underage drinking parties on private property.
 - Determine whether cities/county have any social host ordinances in place, if the ordinances are helping reduce underage drinking parties and if the ordinances are being enforced.
 - Discuss loopholes in current ordinances that need strengthened.
 - Discuss whether there are challenges around enforcement (lack of resources, low staffing, lack of community support for enforcement, etc.).
 - Discuss if new ordinances need to be created. If so, which locations and the readiness of the leadership to pass a social hos ordinance.
 - Decide on a social host ordinances that can include:
 - **Social host civil liability** holds social hosts potentially responsible for the injuries to third parties caused by guests whom the hosts had served or had allowed to consume alcoholic beverages. According to *Model Social Host Liability Ordinance*, this form of liability, which can be imposed by either statutes or common law negligence principles, involves private litigation and comes into play only if an injured third party decides to sue the social host. Only the state legislature or state courts (as opposed to city and county governments) have the authority to impose this form of civil liability.

- **City or county criminal infractions** is when social hosting is treated as a crime but as a lesser crime generally only allowing for a monetary fine as opposed to any jail time.
- **City or county criminal misdemeanors** are generally defined as an ordinance violation and treats social host liability as a misdemeanor imposing possible jail time as a penalty.
- **City or county civil or administrative citation ordinances** holds people who own, lease or otherwise control the property are civilly responsible for civil or administrative penalties.
- **City or county response costs recovery** holds social hosts (including tenants) and landowners (including landlords) civilly responsible for the costs of law enforcement, fire, or other emergency response services associated with multiple responses to the scene of an underage drinking party or other gathering occurring on private property, whether or not the hosts or landowners had knowledge of the occurrence of the parties or gatherings. This type of ordinance can be the basis for a powerful new legal tool to deter underage drinking parties and other gatherings in communities.
- Draft a social host ordinance.
 - Consult with the City/County Attorney in writing the ordinance.
 - Review other model social host ordinances and provide examples to the City/County Attorney.
 - Discuss with the City/County Attorney's their interpretation of state law and to ensure a local ordinance is stricter than state law.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include::
 - Build county support for this strategy from community members and law enforcement. Focus on how social hosting can lead to alcohol-related problems.
 - Provide regular face-to-face visits to promote the strategy and educate community/county leadership about strengthening or creating alcohol policies in public places.
 - Attend a Board of Supervisors or City Council meeting to discuss the strategy.
 - Find communities in the county or in a neighboring county with a strong social host ordinance in place and share contact information/details about their policies with city/county leadership.
- Once an ordinance had passed:
 - Create a plan to educate the community/county about the ordinance.

- Create a plan that will ensure ongoing monitoring of use and enforcement of the ordinance.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy, education about policy change and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Host a town hall meeting to highlight the need for social host policy change.
 - Recognize communities that make social host policy change through placement of ads, media coverage, etc.
 - Write an Op-Ed or a letter to the editor piece.
 - Disseminate a press release about the strategy and progress being made.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how underage alcohol use on private property can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Sample Social Host Accountability Municipal Ordinances

www.ci.benicia.ca.us/index.asp?Type=B_BASIC&SEC=%7B49E2452E-EA93-4B5A-BEA8-F61FADD9EAEC%7D

www.ca-cpi.org/SIG_subsite/SIG_Documents/Resources/VCL_MSHLO_web2.pdf

http://alcoholpolicy.niaaa.nih.gov/furnishing_alcohol_to_minors.html

Social Host Liability Community Action Toolkit

This toolkit provides an overview of the social host liability, a description of liability laws and a listing of states with social host liability in place.

<http://www.weebly.com/uploads/2/5/8/2/25823318/social-host-cak.pdf>

Social Host Policies From Theory to Practice Webinar

https://www.stopalcoholabuse.gov/TownHallMeetings/tips-resources/webinar_socialhosting_2014.aspx

References

Goldberg JM. Social host liability for serving alcohol. *Trial*, March:31-33, 1992

Jones-Webb R, Toomey T, Miner K, Wagenaar AC, Wolfson M, Poon R. Why and in what context adolescents obtain alcohol from adults: A pilot study. *Substance Use & Misuse*, (2):219-28, 1997.

Wagenaar AC, Toomey TL, Murray DM, Short BJ, Wolfson M, Jones-Webb R. Sources of alcohol for underage drinkers. *Journal of Studies on Alcohol* , 57(3):325-33, 1996.

Fidelity Checklist for Social Host Liability

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment/scan was completed of community needs and existing policies and practices.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including city or county leadership, securing necessary funding and procuring materials.		
Determined which type of social host ordinance would be a best fit for the community.		
Developed or strengthened local social host ordinance.		
Created a plan for monitoring and enforcement of ordinance.		
Education and media advocacy were used to increase public awareness of and support for policy changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Promotion

Alcohol Advertising Restrictions in Public Places

IPFS Priority

Underage drinking OR youth binge drinking (depending on the policy of focus)

Target of Change

Underage county youth ages 12-20

Agent of Change

Community or county leadership

Summary

Alcohol advertising and promotion create an environment that encourages underage and binge drinking. Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages; particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance, or can be implemented voluntarily by a business, event or organization.

Restrictions on advertising and promotion can take the following forms:

- Restricting advertising on public property;
- Adopting zoning restrictions for alcohol advertising;
- Restricting signage on storefronts; and
- Limiting television, radio, newspaper, and billboard advertisements.

As with all strategies that focus on policy change, enforcement should always be considered as a critical, parallel strategy. Effective deterrence increases the perception that those who violate the policy will be held accountable. This increases the probability that policy change will result in desired outcomes.

Core Components

Dosage

- At least 50% of a target population should be impacted by policy change.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Assess what the community needs and issues are around alcohol advertising in public places.

- Determine whether cities/county has alcohol-related policies regarding alcohol advertising in public places.
- Discuss possible policies to be strengthened or developed with city/county leadership.
 - The City or County attorney should be engaged in discussions about any potential policy changes.
- Develop and implement policies for alcohol advertising in public places that can include:
 - Restricting advertising on public property;
 - Adopting zoning restrictions for alcohol advertising;
 - Limiting television, radio, newspaper, and billboard advertisement;
 - Banning or restricting alcohol ads in the local media:
 - Prohibiting ads in the local media to include images and/or statements that portray or encourage intoxication;
 - Requiring all alcohol ads in the local media to include warnings about the risks of alcohol consumptions
 - Setting a maximum for the percentage of total advertising space that alcohol ads can cover in the local media.
 - Restricting signage on storefronts;
 - Restricting the size and placement of window advertisements in liquor and convenience stores.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from community members and law enforcement.
 - Focus on how alcohol advertising in public places can lead to alcohol-related problems.
 - Provide at regular face-to-face visits to promote the strategy and educate city/county leadership about strengthening alcohol advertising policies.
 - Attend a Board of Supervisors or City Council meeting to discuss the strategy.
 - Disseminate data briefs or reports related to the strategy to city/county leadership.
 - Find communities in the county or in a neighboring county with strong policies in place regarding alcohol advertising restrictions in public places and share contact information/details about their policies with city/county leadership.
- Once a policy has passed:
 - Create a plan to educate the community/county about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Creation of a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Create a data brief or report that highlights the need for the strategy and share with media contacts.
 - Recognize communities that make alcohol-related policy change through placement of ads, media coverage, etc.
 - Write a letter to the editor or Op-Ed piece.
 - Disseminate a press release about the strategy and progress being made.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how alcohol advertising in public places can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Alcohol Advertising Restrictions

<http://www.drugs.indiana.edu/spf/docs/FACE-AdvertisingRestrictions.pdf>

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Alcohol-Restrictions-in-Certain-Areas.pdf>

Suggestions for limiting or controlling billboard advertising

<http://www.weebly.com/uploads/2/5/8/2/25823318/alcohol-billboard-cak.pdf>

References

Adlaf E. M., Kohn P. M. Alcohol advertising, consumption and abuse: a covariance-structural modeling look at Strickland's data. *Br J Addict.* 84(7): 749-57, 1989.

Ogborne, A. C., Smart, R. G. Will restrictions on alcohol advertising reduce alcohol consumption? *Addiction*, 75(3): 293-96, 2006.

Pasch K. E., Komro K.A., Perry C. L., Hearst M. O., Farbaksh K. Outdoor alcohol advertising near schools: what does it advertise and how is it related to intentions and use of alcohol among young adolescents? *J. Stud Alcohol Drugs*, 68(4): 587-96, 2007.

Tremblay V. J., Okuyama K. Advertising restrictions, competition, and alcohol consumption. *Contemporary Economic Policy*, 19(3):313-21, 2001.

Fidelity Checklist for Alcohol Advertising Restrictions in Public Places

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment/scan was completed of existing current alcohol advertising in public places.		
Assessment/scan was completed of existing current alcohol advertising policies and ordinances.		
Secured necessary resources: including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Created or strengthened policies or ordinances for alcohol advertising in public places.		
Created a plan for monitoring and enforcement of policy changes or ordinance.		
Education and media advocacy were used to increase public awareness of and support for policy changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

IDPH Media Campaign on Underage Drinking

IPFS Priority

Underage drinking

Target of Change

County youth ages 13-16 years old

Agent of Change

Media

Summary

Media campaigns aim to persuade individuals either to avoid underage drinking, to avoid drinking and driving, to avoid binge drinking, or to prevent others from engaging in these activities. Media campaigns use media such as television, radio, newspapers, billboards, and print to get their messages across. Media campaigns fall into three general categories: (1) informational; (2) advocacy; and (3) social norms approaches.

Media campaigns in the above categories are used to:

- Increase awareness of existing laws and punishments;
- Increase awareness of prevention efforts taking place in the community, and
- Increase knowledge and awareness of the social and health consequences of alcohol use.

IPFS Media Campaign

IDPH is in the process of revitalizing the “What Do You Throw Away” underage drinking prevention media campaign that was used during the SPF SIG Project. Only one campaign will be used to address both IPFS priority issue of underage drinking. The campaign is evidence-based as both foundational and creative validation research was executed with the targeted audiences. Foundational research was facilitated through focus groups in Iowa City to understand current drinking behaviors, attitudes and motivations. Later creative validation research was facilitated through focus groups in Dubuque to evaluate multiple creative concepts and discover the most liked campaign.

Target Audience

The target population for this campaign is the 13-16 year old age group. Research indicates audience should be reached *before* their critical decision moment. Younger students are much more impressionable, therefore the campaign is designed to give them the confidence to make a smart decision before they are faced with the decision to drink for the first time.

Foundational Research Findings

- There is no stereotypical “face” to underage drinking – behavior transcends group, crowd, gender.

- Incidence of underage drinking is high among high school teens and increases as students' age.
- Consistent attitudes and behaviors exist with the audience. Aspiration and inclusion are the most influential emotional drivers.
- Can't tell this audience not to drink. Instead, educate on the risks and harms, but keep it real and avoid a lecture.

Creative Validation Research Findings

- Creative must make the audience stop and think about their drinking decision and empower them to take control of their life.
- "Bottle Cap" campaign is easy to grasp and sends a strong message on how drinking can affect your life.
- Creative has stopping power and is inclusive for everyone.

Creative

Posters, billboard copy, radio ads, one television ad and web and social media copy will all be available for use by counties. The television spot can be viewed at www.whatdoyouthrowaway.org. Due to the decrease in funding from SPF SIG to PFS, IDPH will not be funding county media placements from the state's budget. This campaign will be ready before the Implementation step begins. More information will be provided in the coming months.

Core Components

Dosage

- At least 50% of the 13-16 year old population in the county should be reached through the identified media placements.

Required Key Steps:

Counties will not be funded to create or utilize additional media campaigns outside of what IDPH provides for the IPFS Project.

Funding cannot be used to create new media campaign materials not provided by IDPH (including table tents, banners and giveaways items such as t-shirts, notepads, pens, pencils, key chains, etc.).

- Discuss with the coalition and youth members the best way to reach youth 13-16 years through media advocacy in the county.
 - Focus groups could be conducted to decide of media placement and use of media venues.
 - Focus on media types that best reach youth such as social media websites, school newspapers and/or posters in schools or youth centers.
- Create a plan on based on discussions and review costs for placement.
 - Ensure that the IPFS county budget will support the media placement costs.

- Ask for a price break for multiple placements or for a discount due to the topic/project being grant funded.
- Purchase and run media placements.
 - Depending on the type of media purchased, you should be aware of the time of year the placements will run (radio ads on a popular radio station with youth during prom or graduation)
 - Also be aware that some media placements will need to be checked on like posters. Coalition member can help select poster locations, help deliver posters and check to ensure that each are still hanging/need replacements throughout the project.
- Create a process to track reach. Discuss with media placement contacts ways to track impact and numbers reached in order to report on dosage.
- Review placement impact at least twice per Fiscal Year and report results to the coalition. Discuss whether media placements are making the intended impact and if not, discuss other options.

Media Advocacy

- Creation of a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Highlight unique ways the media campaign is distributed in the county and share with media contacts.
 - Contact the media to promote the campaign around “higher-risk” times of the year, such as prom, graduation and/or summer break.
 - Disseminate a press release about the strategy and progress being made.
 - Write a letter to the editor or Op-Ed piece.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how the media campaign can help address the problem.

Training

IDPH will host a training on the media campaign and materials available before the start of the Implementation step.

Implementation Materials

DeJong, W., The Role of Mass Media Campaigns in Reducing High-Risk Drinking Among College Students, Journal of Studies on Alcohol, Supplement No. 14, 2002. (NOTE: See section titled “Lessons from Past Public Health Campaigns,” starting on pp. 185-189 of this article for tips.) www.collegedrinkingprevention.gov/media/Journal/182-DeJong.pdf

References

DeJong, W., The Role of Mass Media Campaigns in Reducing High-Risk Drinking Among College Students, Journal of Studies on Alcohol, Supplement No. 14, 2002. www.collegedrinkingprevention.gov/media/Journal/182-DeJong.pdf

Elder, R.W., Shults, R. A., Sleet, D. A., Nichols, J. L., Thompson, R. S., Rajab, W., Effectiveness of Mass Media Campaigns for Reducing Drinking and Driving and Alcohol-Involved Crashes: A Systematic Review, *American Journal of Preventive Medicine*, 2004; 27(1)

Fidelity Checklist for IDPH Media Campaign on Underage Drinking

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Coalition/collaborative council members and stakeholders, including the target audience, worked with stakeholders to identify methods, avenues and locations for media campaign.		
Media materials and messages were integrated across multiple settings.		
Process was created to track reach.		
Media placement was reviewed at least twice per year. If intended impact was not reached, other options were explored/implemented.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Enforcement

Apply Appropriate Penalties to Minors in Possession of Alcohol

IPFS Priority

Underage drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

City/county leadership

Law enforcement

Summary

Laws are only as effective as the deterrence that backs them up. The strategy of enhancing the enforcement of laws that prohibit sales and provision of alcohol to minors uses deterrence to increase the perception of certain, swift and severe punishment in the event that laws are broken. This strategy includes not only enforcement related to retail sales of alcohol (including bars, liquor stores and convenience stores), but also to other common ways that underage drinkers access alcohol: at parties at a home, in an outdoor area (a beach, park, or an isolated rural area), or in another venue such as a warehouse or hotel room. In addition, this strategy can include apprehending underage buyers in order to hold them accountable for their actions. This strategy may also include approaches that reinforce deterrence (e.g., the implementation of related alcohol use prevention policies and/or practices).

Wherever enforcement takes place, the fact is that when police send a clear and consistent message that selling or providing alcohol to minors is not acceptable behavior, the long-term result will be to help establish new community norms around youth alcohol use. This strategy focuses on enforcing laws around underage drinking, specifically, at both traditional drinking establishments, like bars (called “on-premise” because the drinking is done on the scene), as well as at “off-premise” locations, such as liquor stores, where alcohol is consumed elsewhere.

Core Components

Dosage

- Dosage will be decided dependent on the type of change the county focuses on. This dosage will need to be reviewed and approved by IDPH.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Investigate existing minor in possession laws.
 - Find out if the county prohibits consumption of alcohol beverages by those under age 21 or prohibits internal possession of alcohol beverages for anyone under age 21.
 - Find out if the county allows exceptions to possession, consumption or internal possession laws such as:
 - When a family member consents or is present.
 - When alcohol is possessed or consumed at specific locations.
 - Collaborate with responsible entities to pinpoint ways to strengthen existing county laws. Focus on the presence or absence of consumption and internal possession laws, then consider specific exceptions.
 - Define and strengthen consequences for violating minor in possession laws. Consider penalties that:
 - Require the suspension, revocation or delay in obtaining driving privileges;
 - Increase in enforcement for issuing citations and penalties for selling and/or supplying to underage drinkers;
 - Establish a minimum bar entry age of 21;
 - Adopt a noise assembly ordinance; and
 - Adopt an employment of minors ordinance.

Enforcement Efforts

- Implement at least two of the following with appropriate frequency and dosage (IDPH will provide additional information on these key steps in the coming months):
 - Implement “walk-throughs” which are regular visits by police officers to licensed establishments may help establish a police presence and serve as a reminder to merchants that police intend to punish merchants who provide alcohol to underage youth;
 - Require alcohol warning signs to be posted at liquor establishments;
 - Implement “party intervention patrols” in which law enforcement arrives at a social event where alcohol is being served and check the IDs of party participants;
 - Create or strengthen laws around creation or possession of fake IDs.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Raise public awareness about the problem.
 - Regularly (at least quarterly) meet with law enforcement agencies to review progress, discuss challenges and remind about grant expectations.
 - Create and disseminate a data brief or report related to strategy efforts.
 - Schedule meetings with city/county leadership to discuss policy change.

- Community/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the Collaboration Council/coalition.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Include articles in the local media covering patrols that will be happening.
 - Issue press releases that include education about the strategy, policy changes and progress being made.
 - Invite the media to cover a patrol program.
 - Write an Op-Ed piece or a letter to the editor.
 - Ensure coalition members are available to be interviewed and educate all members about the data on impaired driving and county youth.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Alcohol Restrictions on Public Property

This document describes these restrictions, why they are important, considerations for passing and implementing these restrictions in your community, and examples of what other communities have done.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Social-Access-Policies.pdf>

Community Action Kit: Minimum Drinking Age

This toolkit, developed by Face Project, includes a sample newsletter for police officers; sample op-ed column; and sample news release.

<http://www.weebly.com/uploads/2/5/8/2/25823318/enforcing-minimum-drinking-age-cak.pdf>

Introduction to Party Prevention and Controlled Party Dispersal

<https://members.prevention.org/viewdocument.ashx?i=43&t=d>

Minimum Age of Seller Requirements

This document describes these requirements, why they are important, considerations for passing and implementing these requirements in your community, and examples of what other communities have done.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Commercial-Access-Policies.pdf>

Model Ordinances to Reduce the Supply of Alcohol to Youth

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Commercial-Access-Policies.pdf>

Party Patrols: Best Practice Guidelines for College Communities

www.prev.org/Safer-Toolkit/Toolkit%20attachments/Party%20Patrols/13%20Party_Patrol_Guidebook_FINAL.pdf

References

Wagenaar, A.C., Toomey, T. L., & Erickson, D.J. (2005). Complying with the minimum drinking age: Effects of enforcement and training interventions. *Alcoholism: Clinical and Experimental Research*, 29, 255-262.

Wagenaar, A. C., Toomey, T. L., & Erickson, D. J. (2005). Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction*, 100, 335-345.

Wagenaar, A. C., Wolfson, M. (1995). Deterring sales and provision of alcohol to minors: a study of enforcement in 295 counties in four states. *Public Health Reports*. Vol. 110, No. 4, 419-427. (Full article available at: www.collegedrinkingprevention.gov/SupportingResearch/Journal/toomey.aspx).

Fidelity Checklist for Apply Appropriate Penalties to Minors In Possession

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Conducted assessment of existing policies and ordinances.		
Secured necessary resources: including relationship building and securing commitments from needed partners including law enforcement, securing necessary funding and procuring materials.		
Collaborated with responsible entities to identify ways to create or strengthen existing policies or ordinances. Defined or strengthened consequences for violating MIP laws.		
Created a plan for monitoring and enforcement of policies/ordinances.		
Education and media advocacy were used to inform to increase public awareness of and support for policies and/or ordinance changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Compliance Checks of Alcohol Retailers

IPFS Priority

Underage drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

Alcohol retailers (on-premise and off-premise)

Law enforcement

Summary

A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth. The practice of conducting compliance checks can be mandated by a local ordinance that outlines standards for conducting the checks, the people or agencies responsible for conducting the compliance checks, and the penalties for establishments, servers and sellers who illegally sell or serve alcohol to underage youth. Compliance checks can be used to enforce state criminal statutes, local administrative ordinances, or both OR to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.

Compliance checks can become sustainable through special license fees and/or recycling fines for violations.

Core Components

Dosage/Frequency

- At least 50% of retailers within a specific group (on-premise and/or off-premise) should each be checked for compliance at least three times per Fiscal Year of the IPFS Project.

Required Key Steps:

- Implement in collaboration with the Responsible Beverage Service Training strategy (see page 20). If RBST is being provided through another agency or funding source (not through the IPFS Project) the level of services should be sufficient to impact the target population. Information regarding this should be provided in the strategic plan.
- In collaboration with the coalition, review data to know where to focus compliance check efforts.

Collaboration with Law Enforcement

- Meet with law enforcement to decide or establish the following:
 - Dosage and frequency expectations as well as grant expectations about completing checks on time.

- Often times, law enforcement agencies do not understand grant expectations so it is important to make those clear from the start of the project and discuss to see if law enforcement can commit to those expectations.
- Discuss costs per check. Explain that these checks are grant funded and agree on a cost that can be sustainable within the project funding, throughout the rest of the grant.
- Create a subcontract with expectations and timeframes included and if the subcontract is \$2,000 or more, submit to IDPH through lowagrants.gov for approval before obtaining signatures.
- Establish a detailed compliance check protocol with law enforcement input and approval (see the Procedures Manual in the Implementation Materials section below as an example). A protocol should include the following:
 - Need to be well-designed to ensure that the procedures are fair and not subject to either political or legal attack;
 - Randomly select retailers based on criteria such as the number of retail and the type of outlets in a specific community or geographic area;
 - Evidence suggests that underage purchase rates tend to be highest in convenience and grocery stores. Refer to data from your local community to determine local variables.
 - Deploy undercover officers to accompany underage decoys. If an undercover officer witnesses the sale, this can decrease entrapment challenges.
 - Arrange for citations to be issued once the compliance check operation is over or violators can warn other retailers about compliance checks.
- Discuss how the IPFS Coordinator can assist with compliance checks by sending out prior notification letters or press releases, follow-up letters to those who fail checks to discuss RBST, etc.

Identify, Recruit and Train Underage Volunteers

- In collaboration with law enforcement, identify and recruit underage buyers. These youth can be volunteer or paid. Ideally these youth should:
 - Not yet 20 years old and appear to be under 21 years old;
 - Validate the perceived age of the buyers
 - Be an equal number of male and female buyers;
 - It is recommended that male volunteers have no facial hair
 - Female volunteers should not look older through the use of heavy makeup
 - Not be used in the county in which they live;
 - Represent a racial and/or ethnic mix that reflects the county checked;
 - Dress in a manner consistent with peers in their age group.
- Work with law enforcement to training underage volunteers on how to make alcoholic beverage purchases according to a consistent protocol.

- Create a file on each trained volunteer that includes:
 - His or her personal history and photograph
 - Copy of driver's license
 - Driving and criminal record checks
 - Injury waivers
 - Parental permission form (if under the age of 18)
 - Agreement of understanding
 - A list of compliance check performed

Retailer Notification

- Create a system to inform retailers about compliance checks which can include:
 - Notify all retailers within the specific group of focus about upcoming checks via a letter before each round of checks.
 - Do not include specific dates of when the checks will occur.
 - Provide information about local RBST opportunities available before compliance checks occur.
 - Retailers should be able to participate in RBST programs prior to the start of the compliance checks.
 - RBST promotional materials and training dates should be provided to all retailers on a regular basis.
 - Provide repeated notification to retailers via letters and utilization of local media sources regarding the ongoing compliance check program before each round of compliance checks.

Recognition Plan

- Create a plan to continually recognize retailer which can include:
 - Send congratulatory or thank you letters to those retailers who refused to sell to underage buyers.
 - It's important to NOT promote or publicly list those retailers that did not pass compliance checks.
 - Place an ad through local media recognizing those retailers who refused to sell to underage buyers. Be sure to obtain permission from each retailer before publishing their name or information in the media.
 - Deliver certificates to retailers who passed compliance checks.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Prior to conducting compliance checks, build support from retailers, law enforcement and community members for the strategy.
 - Mail letters informing retailers of the upcoming compliance checks to be occurring (before each round).
 - Deliver helpful materials related to not serving or selling to those under 21 years of age.

- Regularly (at least quarterly) meet with law enforcement agencies to review progress, discuss challenges and remind about grant expectations.
- Invite law enforcement officers involved in the compliance check process to present on the strategy at community events or community meetings.
- Recruit a retailer to serve on the coalition or help be a champion for the strategy in the county.
- City/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the coalition.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Include articles in the local media before compliance checks occur and the results after they happen.
 - Issue press release that includes education about the strategy and progress being made.
 - Invite the media to cover a compliance check training session.
 - Write an Op-Ed piece or letter to the editor.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how sale of alcohol to underage youth can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Alcohol Compliance Checks: A Procedures Manual for Enforcing Alcohol Age-of-Sale Laws

This manual is designed for public officials, law enforcement officers, and alcohol-regulation agents as a practical guide for developing and implementing a compliance check system for establishments that sell or serve alcohol. Developed by the Alcohol Epidemiology Program, University of Minnesota, 2000.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Commercial-Access-Policies.pdf>

Retailer Policies and Procedures

http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf
(page 152)

Sample Letters and Materials

http://www.weebly.com/uploads/2/5/8/2/25823318/compliance-checks_cak.pdf

References

Forster JL, McGovern PG, Wagenaar AC, Wolfson M, Perry CL, Anstine PS. The ability of young people to purchase alcohol without age identification in northeastern Minnesota, USA. *Addiction*, 89:699-705, 1994.

Perry CL, Williams CL, Komro KA, Veblen-Mortenson S, Stigler MH, Munson KA, Farbakhsh K, Jones RM, Forster JL. Project Northland: Long-term outcomes of community action to reduce adolescent alcohol use. *Health Education Research*, 17(1):117-32, 2002.

Toomey TL, Wagenaar AC, Gehan JP, Kilian G, Murray DM, Perry CL. Project ARM: Alcohol risk management to prevent sales to underage and intoxicated patrons. *Health Education & Behavior*, 28(2):186-99, 2001.

Wagenaar AC, Toomey TL, Erickson DJ. Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction*, 100(3):335-45, 2005.

Fidelity Checklist for Compliance Checks of Alcohol Retailers

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment of existing efforts and results were used to identify target audience for compliance checks.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including law enforcement, securing necessary funding and procuring materials.		
Compliance check protocol was created with law enforcement.		
Underage volunteers were identified, recruited and trained.		
Retailers were offered the opportunity to participate in responsible sales and service programs prior to the compliance check program as well as on an ongoing basis, and for those who failed a compliance check.		
Education and media advocacy were used to inform licenses of project, timeframe and goals, and informing each retailer of the results of conducted checks and to increase public awareness of and support for compliance checks.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Cops in Shops

IPFS Priority

Underage drinking

Target of Change

Underage county youth ages 12 to 20

Agent of Change

County alcohol retailers (on-premise and off-premise)

Law enforcement

Summary

This approach involves a partnership between retailers and law enforcement designed to deter minors from attempting to purchase alcohol and to discourage adults from purchasing alcohol for minors. Undercover police officers are assigned to pose as either employees or customers of the participating retailer, and are stationed inside the retailer's premises to apprehend underage persons when they attempt to buy alcoholic beverages. The agents also have a secondary, educational role, which is to share their expertise with retailers and their employees on such subjects as false or fake ID, the signs of intoxication, and the physical and behavioral characteristics of minors. (Note: Use "Cops in Shops" approaches only for limited targeting of retail outlets popular with youth purchasers and to establish a working relationship with retailers; can be used as a first step toward implementing a comprehensive prevention strategy that includes a compliance check program). This is a trademarked program developed by The Foundation for Advancing Alcohol Responsibility (formerly The Century Council).

Cops in Shops should be implemented along with a compliance check program. Both strategies should be employed to insure the seller and potential buyer are targeted for enforcement efforts.

Core Components

Dosage/Frequency

- At least 50% of retailers within a specific target group (on-premise and/or off-premise) should be engaged through the program.
- Frequency will be dependent on the number of retailers in the target group. This frequency will need to be reviewed and approved by IDPH.

Required Key Steps:

- In collaboration with the coalition, discuss/decide on the following:
 - Identify the types of retail locations where underage youth are attempting to purchase/purchasing alcohol.
 - Inform judges and prosecutors of the program. Prosecutors are requested to assist in tracking the citations and arrests.

- Inform the retailers of focus of the program and encourage participation, usually through an initial letter or other communication from a law enforcement agency;
- Create strategy related materials including posters and identify other information to be distributed to retailers throughout the county.

Collaboration with Law Enforcement

- Meet with law enforcement to decide or establish the following:
 - Overview of the strategy, dosage and frequency expectations as well as grant expectations.
 - Often times, law enforcement agencies do not understand grant expectations so it is important to make those clear from the start of the project and discuss to see if law enforcement can commit to those expectations.
 - Discuss costs per program. Explain that these programs are grant funded and agree on a cost that can be sustainable within the project funding throughout the rest of the grant.
 - Establish a detailed cops in shops protocol with law enforcement input and approval to include:
 - Retail sites, dates and times
 - These sites are usually determined by the law enforcement agencies with the cooperation of the retailer.
 - Usually these sites are locations where there has been a lot of underage activity in the past.
 - Law enforcement agencies select officers to participate in the program, usually in teams of two or three at each site.
 - Teams usually consist of one undercover officer who works inside the store while a second officer is positioned outside the establishment to apprehend adults who procure alcohol for youth.
 - Law enforcement agencies develop a form to track all citations and arrests.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Raise public awareness about the problem.
 - Community/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the Collaboration Council/coalition.
 - Provide regular, individual visits to retailers to discuss the strategy and ask for participation in the strategy.
 - Regularly (at least quarterly) meet with law enforcement agencies to review progress, discuss challenges and remind about grant expectations.
 - Create and distribute posters highlighting the program to be placed in retail locations, high schools, colleges, and universities to spread the word.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas on and the process of utilizing media advocacy. Some ideas to consider include:
 - Prior to the implementation of the program, hold a news conference to announce that “cops” will be deployed in retail outlets throughout the city/county.
 - Include articles in the local media that the program will be happening.
 - Issue press releases that include education about the strategy and progress being made.
 - Write an Op-Ed piece or a letter to the editor.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage access to alcohol and the impact on county youth.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Cops in Shops Training and Public Awareness Materials

Ron Engle, Director, Traffic Safety, the Century Council: (202) 637-0077

References

National Highway Traffic Safety Administration, U. S. D. o. T. (2001). *Community How to Guide on Enforcement* (Rep. No. DOT HS 809 209). National Highway Traffic Safety Administration, U.S. Department of Transportation.
www.nhtsa.dot.gov/people/injury/alcohol/Community%20Guides%20HTML/Book5_Enforcement.html

The Century Council. Cops in Shops (2006).

<http://responsibility.org/archiveslibrary/cops-in-shops/>

Fidelity Checklist for Cops In Shops

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Used data to determine types of retail locations where youth were attempting to purchase underage.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including law enforcement, judges and prosecutors and retailers, securing necessary funding and procuring materials.		
Established protocol with law enforcement.		
Create posters and additional information to be distributed to retailers.		
Media advocacy was used to increase public awareness of and support for strategy.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Enforce Impaired Driving Laws

IPFS Priority

Underage drinking OR youth binge drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

Law enforcement

Summary

Impaired driving is one of the most serious traffic risks facing the United States, killing thousands every year. Significant reductions in the number of alcohol-related traffic deaths occurred in the 1980s and early 1990s, but progress has since been slow. About 85 percent of drinking drivers in alcohol-related fatal crashes had a blood alcohol concentration (BAC) in excess of .08 grams per deciliter.

Benefits of OWI Youth Enforcement

- Sends a consistent message about alcohol use by underage youth and adults providing alcohol to underage youth when source investigation are conducted and adults are held accountable
- Works as part of a larger comprehensive strategy in preventing youth alcohol-related tragedies
- Removes the youthful offender from immediate harm
- Publicizing the results raises community awareness and helps change or reinforce community norms about underage drinking as well as acts a deterrent

Periodic high-intensity and high-visibility enforcement efforts on a sustained basis, supported by coordinated media advocacy, are proven effective countermeasures for reducing impaired-driving fatalities.

Safety Checkpoints

A safety checkpoint is a predetermined location at which law enforcement officers stop vehicles at a predetermined location to check on vehicle safety like seatbelt usage, headlights/break lights and possible impairment of drivers. They either stop every vehicle or stop vehicles at some regular interval, such as every third or tenth vehicle. The purpose of checkpoints is to deter driving after drinking by increasing the perceived risk of arrest. Sobriety checkpoints are illegal in Iowa but safety checkpoints are permitted.

Saturation Patrols

A saturation patrol is a concentrated enforcement effort that targets impaired drivers by observing moving violations such as reckless driving, speeding and aggressive driving among others things. A saturation patrol is generally spread over a larger geographic area than a safety checkpoint.

The impaired-driving problem is complex and requires the full range of countermeasures, such as involving the community in preventing underage drinking, creating a general deterrent with high-visibility law enforcement and use of tools such as passive breath sensors.

Core Components

Dosage/Frequency

- Saturation patrols and safety checkpoints should EACH be implemented at least three times per Fiscal Year of the IPFS Project.

Required Key Steps:

Collaboration with Law Enforcement

- Meet with law enforcement to gauge support of the strategy and to discuss the following:
 - Dosage and frequency expectations as well as grant expectations about completing checks on time.
 - Often times, law enforcement agencies do not understand grant expectations so it is important to make those clear from the start of the project and discuss to see if law enforcement can commit to those expectations.
 - Discuss costs per program. Explain that these programs are grant funded and agree on a cost that can be sustainable within the project funding throughout the rest of the grant.
 - If there is a formal written plan for conducting safety checkpoints or saturation patrols;
 - If not, ensure a detailed checkpoint and saturation patrol protocol is created with law enforcement input and approval (include details listed below).
 - Barriers of enforcement of impaired driving laws with local law enforcement agencies. Some barriers can include reduced budgets, lack of hours dedicated to enforcement, lack of equipment, and a lack of community/county support for enforcement efforts.
 - Discuss how the IPFS Project can assist with these needs (any resources purchased should be connected to strategy support)
 - Community/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the coalition.

Safety Checkpoints

- Create an operations plan for safety checkpoint implementation and ensure the following are included (see the “Saturation Patrols and Sobriety Checkpoints Guide” below for details):
 - Decide on locations, back-up locations and dates/times for the checkpoints.

- **Consider location** which includes traffic flow, adequacy of shoulder space and sufficient visibility from a distance.
 - **Consider time of day** the operations are scheduled which includes earlier times in the evening that are in conjunction with events that might involve youth (proms, graduations, sporting events).
 - **Consider officer safety** which includes a location with good visibility and wide shoulder on the side of the road.
- Needs for staffing the checkpoints.
 - Can be implemented with as few as 3 officers – see the “Low Staffing Sobriety Checkpoints Guide” from NTSA as a resource at <http://www.transportation.nebraska.gov/nohs/pdf/LowStaffing.pdf>
- Needs for checkpoint signage which meets law enforcement standards.
- Decide on print literature to be distributed at the checkpoints, if any.
- Decide on checkpoint processes including:
 - Utilize special warning devices to enhance safety of those involved in checkpoint.
 - Create a systematic process for stopping vehicles as they approach the checkpoint.
 - Explain the purpose of the checkpoint to each motorist.
 - Use a mobile breathalyzer.
 - Establish a location for parking vehicles when motorists are impaired
 - Establish a procedure for holding youth who are detained.
 - Document the number of vehicles stopped, number of motorists detained for sobriety testing, number of OWI arrests and changes in arrests over the project.
 - Host briefings on the process to discuss the process.

Saturation Patrols

- Create an operations plan for saturation patrols implementation and ensure the following are included (see the “Saturation Patrols and Sobriety Checkpoints Guide” below for details):
 - Decide on locations and dates/times for the patrols.
 - **Consider time of day** the operations are scheduled which includes earlier times in the evening that are in conjunction with events that might involve youth (proms, graduations, sporting events).
 - Needs for staffing the patrols.
 - Decide on patrol processes including:
 - Document the number of vehicles stopped, number of motorists detained for sobriety testing, number of OWI arrests and changes in arrests over the project.
 - Host briefings on the process to discuss the process.

Increased Enforcement of Zero Tolerance Laws

- Discuss and create a plan with law enforcement for ways to better enforce zero-tolerance laws for underage youth which could include:

- Through command emphasis;
- Training within law enforcement agencies;
- Use of tools and technology;
- Establishing an OWI Task Force; and/or
- Enhanced county support through media advocacy.
- Get feedback from officers who conduct Impaired Driving Enforcement for their observations.
- Encourage use of the Chief's Youth DUI Checklist from NHTSA as an assessment tool.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Community/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the coalition.
 - Create a report on strategy outcomes to share with city/county stakeholders.
 - Regularly (at least quarterly) meet with law enforcement agencies to review progress, discuss challenges and remind about grant expectations.
 - Invite law enforcement officers involved in these enforcement efforts to present on the strategy at community events or community meetings.
 - Recruit a law enforcement officer involved in the strategy to serve on the coalition or help be a champion for the strategy in the county.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Include articles in the local media the checkpoints and patrols will be happening.
 - Counties should utilize a variety of media sources before, during and after each round of checkpoints or patrols occur to ensure the county is aware and educated about the strategy.
 - Issue press releases that include education about the strategy and progress being made.
 - Invite the media to cover a checkpoint or patrol program.
 - Write an Op-Ed piece or a letter to the editor.
 - Ensure coalition members are available to be interviewed and educate all members about the data on impaired driving and county youth.

Training

IDPH will host a webinar training on the various components of this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

High Visibility Enforcement from NHSTA

<http://www.nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services/ci.HVE-enforcement.print>

Low Staffing Sobriety Checkpoints Guide from NHTSA

<http://www.transportation.nebraska.gov/nohs/pdf/LowStaffing.pdf>

Saturation Patrols Fact Sheet by the Centers for Disease Control and Prevention

<http://www.cdc.gov/motorvehiclesafety/calculator/factsheet/patrols.html>

Saturation Patrols and Sobriety Checkpoints Guide from NHTSA

<http://www.njsacop.org/Files/NHTSA/SatPatsSobrietyCheckpoints2002.pdf>

Sobriety Checkpoints Fact Sheet by the Centers for Disease Control and Prevention

<http://www.cdc.gov/motorvehiclesafety/calculator/factsheet/checkpoints.html>

References

Elder RW, Shults RA, Sleet DA, et al. Effectiveness of sobriety checkpoints for reducing alcohol-involved crashes. *Traffic Injury Prevention* 2002;3:266-74.

Hingson, R, Sleet, DA. Modifying alcohol use to reduce motor vehicle injury. In Gielen, Ac, Sleet, DA, DiClemente, R (Eds). *Injury and Violence Prevention: Behavior change Theories, Methods, and Applications*. San Francisco, CA: Jossey-Bass, 2006.

Shults RA, Elder RW, Nichols J, et al. Effectiveness of multicomponent programs with community mobilization for reducing alcohol-impaired driving. *American Journal of Preventive Medicine* 2009; 37(4):360–371.

Fidelity Checklist for Enforce Impaired Driving Laws

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Secured necessary resources: including relationship building and securing commitments from needed partners, including law enforcement and securing necessary funding and procuring materials.		
Created an operations plan for implementing safety checkpoints.		
Created an operations plan for implementing saturation patrols.		
Created a plan with law enforcement improve enforcement of zero tolerance laws for underage youth.		
Education and media advocacy were used to inform to increase public awareness of and support for strategy.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Enforcement of Administrative Penalties

IPFS Priority

Underage drinking OR youth binge drinking (depending on the focus of policy)

Target of Change

Underage county youth ages 12-20

Agent of Change

City/county leadership

Retailers

Summary

An administrative penalty is a legal mechanism that allows a local governing body to penalize alcohol license holders for failing to comply with state laws or local ordinances relating to sales of alcoholic beverages.

An administrative penalty ordinance allows a local government to establish and enforce standards of behavior among alcohol licensees within its jurisdiction. A license to sell alcohol is a privilege, rather than a right, granted by state or local governments. Local governments can use an administrative penalty to revoke this privilege, thereby setting and upholding standards of health and safety related to alcohol.

Administrative penalties may encourage alcohol licensees to create establishment policies and practices that discourage the sale of alcohol to underage youth. If alcohol licensees are held accountable for the actions of their employees, they may be more likely to adequately train and supervise their employees through responsible beverage service programs and other policies and practices that encourage employees to comply with age-of-sale laws.

To apply administrative penalties, communities must identify the alcohol establishments that illegally sell alcohol to underage youth and/or obviously intoxicated patrons. To implement an administrative penalty, mechanisms should exist for identifying alcohol licensees that do not comply with alcohol sales laws. For underage sales, compliance checks may be the most effective method for identifying non-compliant alcohol establishments.

Enforcement of administrative penalties should include a public hearing. Public hearings of accused violators give the local governing body and community members opportunities to publicly declare that the sale of alcohol to underage youth is not acceptable in the community.

Core Components

Dosage

- Dosage will be decided dependent on the type of change the county focuses on. This dosage will need to be reviewed and approved by IDPH.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Discuss the issues related to alcohol retailers complying with alcohol license standards.
 - Determine whether communities/county has any administrative penalties in place and if so, whether the penalties are being enforced.
 - Develop and implement an administrative penalties ordinance which should comply with the following:
 - Usually a monetary fine, or the suspension or revocation of an alcohol license;
 - Administered by a local governing body (city council, county board), rather than the court system;
 - Imposed upon the license holder (in contrast to state laws that target the behavior of individual sellers and servers of alcohol);
 - Intended to provide an alternative enforcement mechanism that is more cost-effective, timely and practical than prosecuting servers and sellers through the court system;
 - Provides an alternative to criminal prosecution, but does not necessarily replace criminal prosecution (some communities pursue both prosecution and administrative penalties);
 - Establishes mechanisms for identifying alcohol licensees that do not comply with alcohol sales laws; and
 - Includes a public hearing.
 - The City or County attorney should be engaged in discussions about any potential policy changes.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build county support for this strategy from city/county leadership.
 - Provide at regular face-to-face visits to promote the strategy and educate city/county leadership about strengthening administrative penalties.
 - Attend a Board of Supervisors or City Council meeting to discuss the strategy.
 - Disseminate data briefs or reports related to the strategy to city/county leadership.

- Find communities in the county or in a neighboring county with strong administrative penalties in place and share contact information/details about their policies with city/county leadership.
- Once a policy has passed:
 - Create a plan to educate the city/county about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Creation of a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Create a data brief or report that highlights the need for the strategy and share with media contacts.
 - Recognize communities that make alcohol-related policy change through placement of ads, media coverage, etc.
 - Write a letter to the editor or Op-Ed piece.
 - Disseminate a press release about the strategy and progress being made.
 - Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how strengthening administrative penalties can help address to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Administrative Penalties

This document describes the use of administrative penalties, why they are important, what to consider when attempting to pass such restrictions, and examples of what other communities have done.

<http://www.aep.umn.edu/wp-content/uploads/2012/04/Administrative-Penalties.pdf>

References

Gehan JP, Toomey TL, Jones-Webb R, Rothstein C, Wagenaar AC. Alcohol outlet workers and managers: Focus groups on responsible service practices. *Journal of Alcohol & Drug Education* , 44(2):60-71, 1999.

Stout, E. M., Sloan, F. A., Liang, L., & Davies, H. H. (2000). Reducing harmful alcohol-related behaviors: effective regulatory methods. *J Stud.Alcohol*, 61, 402-412.

Fidelity Checklist for Enforcement of Administrative Penalties

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment was completed of existing current administrative penalties.		
Secured necessary resources: including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Created or strengthened policy or ordinance.		
Created a plan for monitoring and enforcement of policy changes.		
Education and media advocacy were used to increase public awareness of and support for policy changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Shoulder Tap Programs

IPFS Priority

Underage drinking OR youth binge drinking

Target of Change

Underage county youth ages 12-20

Agent of Change

Alcohol retailers (on-premise and off-premise)

Law enforcement

Summary

The goals of a shoulder tap program are to:

1. Reduce underage consumption of and access to alcohol by deterring adults from furnishing to them outside of licensed premises
2. Expand the involvement of local law enforcement in enforcing underage drinking laws
3. Raise public awareness about the problem

One of the main ways that young people obtain alcohol from commercial sources is to ask of-age strangers to buy it for them. In "shoulder tap" operations, a youth decoy approaches an adult outside a store and asks the adult to buy him or her alcohol. If the adult agrees and does so, he or she is cited for procuring alcohol to someone underage. An adult decoy model can also be used. The operations for types of approaches are similar but safety considerations are greater with the youth decoy model. Each model is listed below:

Adult Decoy Model

- Focus is on stopping underage purchasers.
- Enforcement officers dress in plain clothes to blend in with the typical adult population in front of an establishment.
- Officers wait to see if youth ask them to purchase alcohol.

Youth Decoy Model

- Underage volunteers are recruited, selected and trained to serve as decoys.
 - Volunteer guidelines are the same as in the compliance checks strategy.
- An underage decoy, supervised by an officer, approaches an adult going into an establishment to buy alcohol.
- If the adult makes the purchase for the decoy, he or she is detained by the accompanying officer(s) OR an officer could distribute an educational card or any other general literature which addresses the issue of underage drinking in the county.

Both models can be utilized either as active enforcement where arrests and/or summonses are issued OR as an educational opportunity.

Core Components

Dosage/Frequency

- At least 50% of retailers within a specific target group (on-premise and/or off-premise) should be engaged through the program.
- Frequency will be dependent on the number of retailers in the target group. This frequency will need to be reviewed and approved by IDPH.

Required Key Steps:

- In collaboration with the coalition, discuss/complete the following:
 - Identify the locations where underage youth are purchasing alcohol.
 - Decide on the model to use.
 - Check with law enforcement if use of underage decoys in this manner is permitted.
 - Always include law enforcement to assist, even if model is being used as an educational opportunity.
 - Create a plan to gain program support by meeting with the city or county attorney and law enforcement before initiating this strategy;
- Meet with retailers of focus to explain the strategy and gain support to host the tap program at the retailer location.

Collaboration with Law Enforcement

- Meet with law enforcement to decide or establish the following:
 - Dosage and frequency expectations as well as grant expectations about completing checks on time.
 - Often times, law enforcement agencies do not understand grant expectations so it is important to make those clear from the start of the project and discuss to see if law enforcement can commit to those expectations.
 - Discuss costs per program. Explain that these programs are grant funded and agree on a cost that can be sustainable within the project funding throughout the rest of the grant.
 - Establish a detailed shoulder tap protocol with law enforcement input and approval which include the following (see page 18 of the “Introduction to Shoulder Tap Operations” manual listed below):
 - Need to be well-designed to ensure that the procedures are fair and not subject to either political or legal attack
 - Locations, time of day, time of year based on data
 - Ensure public/youth safety
 - Enforcement efforts adhere to state and local requirements
 - Criteria for youth volunteers

Identify, Recruit and Train Underage Volunteers

- In collaboration with law enforcement, identify and recruit underage volunteers. These youth can be volunteer or paid. Ideally these youth should:

- Not yet 20 years old and appear to be under 21 years old
 - Validate the perceived age of the buyers
- Be an equal number of male and female buyers
 - It is recommended that male volunteers have no facial hair
 - Female volunteers should not look older through the use of heavy makeup
- Not be used in the county in which they live;
- Represent a racial and/or ethnic mix that reflects the county checked
- Dress in a manner consistent with peers in their age group.
- Work with law enforcement to train underage volunteers on how to ask adults to purchase alcohol according to a consistent protocol.
 - Provide a script for the youth or adult to use to avoid entrapment
 - Decoys should not accept or ask for incentives to purchase
- Create a file on each trained volunteer that includes:
 - His or her personal history and photograph
 - Copy of driver's license
 - Driving and criminal record checks
 - Injury waivers
 - Parental permission form (if under the age of 18)
 - Agreement of understanding
 - A list of compliance check performed

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build retailer support for the implementation of the strategy in collaboration with law enforcement.
 - Retailers may be hesitant to participate due to the possible impact on patrons/business so discuss ways to address their concerns.
 - Community/county support for law enforcement efforts is an important component to consider. If support is low, identify ways to increase support through the coalition.
 - Deliver helpful materials to retailers related to not selling to those under 21 years of age.
 - Regularly (at least quarterly) meet with law enforcement agencies to review progress, discuss challenges and remind about grant expectations.
 - Invite law enforcement officers involved in the shoulder tap program to present on the strategy at community events or community meetings.
 - Recruit a retailer to serve on the coalition or help be a champion for the strategy in the county.

Media Advocacy

- Create a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion

should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:

- Involve media to publicize enforcement through a press release;
- Disseminate a press release that includes education about the strategy and progress being made.
- Write an Op-Ed piece or a letter to the editor.
- Ask the media to highlight a retailer engaged in the strategy (with retailer permission) to discuss the strategy and lessons learned.
- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how the purchase of alcohol by adults for underage youth can contribute to this problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Introduction to Shoulder Tap Operations

This guide provides a step-by-step approach for implementing a shoulder tap program.

<https://members.prevention.org/viewdocument.ashx?i=45&t=d>

References

Pacific Institute for Research and Evaluation. (1999). Regulatory strategies for reducing youth access to alcohol: Best practices. Calverton, MD: Office of Juvenile Justice and Delinquency Prevention, Center for Enforcing Underage Drinking Laws.

Shoulder Tap Program. 2003. Department of Alcohol Beverage Control. Available at:

http://www.abc.ca.gov/programs/shoulder_tap.html

Spera, C., Barlas, F., Szoc, R. Z., Prabhakaran, J., & Cambridge, M. H. (2012). Examining the influence of the Enforcing Underage Drinking Laws (EUDL) program on alcohol-related outcomes in five communities surrounding Air Force bases. *Addictive Behaviors*, 37(4), 513–516. doi:10.1016/j.addbeh.2011.11.016.

Fidelity Checklist for Shoulder Tap Programs

Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessment of existing efforts and results were used to identify potential targets.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including law enforcement and retailers, securing necessary funding and procuring materials.		
Procedures were agreed upon by stakeholders, law enforcement and retailers. Decision was made, in advance, if citations would be issued.		
Education and media advocacy were used to inform to increase public awareness of and support for shoulder tap programs.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Other Strategies

College Campus Policies

IPFS Priority

Underage drinking OR youth binge drinking (depending on the focus of policy)

Target of Change

Underage county youth

Agent of Change

College staff and administration

Summary

Campuses should focus on creating a social, academic, and residential environment that supports healthy student behaviors and healthy norms. Creating this environment requires consistently communicating expectations about alcohol-related behavior, while supporting and encouraging healthy choices among students. Environmental strategies affecting college students can operate within the institution of higher education, as well as in the surrounding community (through campus-community mobilization efforts and policy change).

In order to successfully develop and implement new policies, a participatory process must be employed that includes all major sectors of the campus and community, including students. On campus, an alcohol task force should conduct a broad-based examination of the college environment, looking not only at alcohol-related policies, programs, and practices, but also the academic program, the academic calendar and the entire college infrastructure. The objective is to identify ways in which the environment can be changed to clarify the college's expectations for its students, better integrate students into the intellectual life of the college, change student norms away from alcohol, and make it easier to identify students in trouble with alcohol.

Policies designed to be implemented within the college/university setting are listed below. Ideally these policies should be implemented as part of a comprehensive campus-based prevention approach that includes policy, enforcement, and media advocacy. In addition, the specific policies should be selected based on assessed needs, and balanced against community readiness and county capacity.

Core Components

Dosage

- At least 50% of the county colleges should be engaged in the strategy with at least 50% of each of those county college populations being impacted by policy change.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Review data related to alcohol-related issues and college-aged populations.
 - Determine if any county colleges have alcohol-related policies in place and if so, the degree to which current policies are being enforced.
 - It would be helpful to collaborate with an existing alcohol or substance abuse task force with the colleges of focus. If none exists, consider establishing a college focused subcommittee of the coalition with college staff and/or administration involved.
 - Discuss strengthening or developing alcohol-related policies through the county colleges of focus. These can include:
 - Establish or strengthen policies related to alcohol use and possession on campus property and at campus-sponsored events;
 - Revise and strengthen penalties for violation of campus alcohol policies, including disciplinary sanctions on campus (such as participation in an alcohol education program, impact on student record, contacting of parents/guardians);
 - Require ID checks at all campus events where alcohol is available;
 - Prohibit the sale of alcohol on campus and at campus facilities, such as football stadiums, concert halls, and campus cafeterias, restaurants, and pubs;
 - Prohibit alcohol at all campus-sponsored functions and events both on and off campus;
 - Prohibit alcohol kegs on campus and at campus-sponsored events;
 - Prohibit alcohol within all student housing;
 - Require responsible beverage service training for campus facilities that sell or provide alcohol, such as sports arenas, concert halls, and campus cafeterias, restaurants, and pubs. Ideally, responsible beverage service training should be implemented as part of a comprehensive alcohol prevention approach that includes, at a minimum, compliance checks;
 - Require that all incoming and returning students participate in a brief motivational intervention related to alcohol use;
 - Reinstate or maintain Friday classes to shorten the elongated weekend;
 - Restrictions on alcohol advertising and promotion on campus, including:

- Eliminate alcohol sponsorship of athletic events and other campus social activities
- Eliminate alcohol advertising in college publications
- Prohibit announcements of parties and events that offer or allow alcohol;
- Enhance enforcement of alcohol laws and policies on campus property and at campus-sponsored events such as increase capacity of university police to address alcohol laws/policies.
- Distribute the campus alcohol policies to all incoming and returning students and their parents, as well as publicize them on the campus website and in campus venues such as student housing and sports facilities;
- Contacting law enforcement for violations that are illegal.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build support for this strategy from college leadership.
 - Focus on how lack of alcohol policies on college campuses can lead to alcohol-related problems.
 - Establish a college-focused subcommittee of the coalition or work with an existing alcohol/substance abuse task force through the college of focus to promote/complete the strategy.
 - Provide regular face-to-face visits with college staff/administration to promote the strategy and discuss developing/strengthening alcohol-related policies.
 - Disseminate data briefs or reports related to the strategy to college staff/administration.
 - Find similar colleges with strong alcohol-related policies in place and share contact information/details about their policies with city/county leadership.
- Once a policy has passed, in collaboration with the college of focus:
 - Create a plan to educate the college community about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Creation of a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Create a data brief or report that highlights the need for the strategy and share with media contacts.
 - Recognize colleges that make alcohol-related policy change through placement of ads, media coverage, etc.
 - Write a letter to the editor or Op-Ed piece.

- Disseminate a press release about the strategy and progress being made.
- Increase awareness of campus policies and associated consequences through college publications and resources.
- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how alcohol related college policies can help address the problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Reducing Alcohol Problems on Campus: A Guide to Planning and Evaluation

This guide provides direction as to how existing research on college student drinking can be incorporated most effectively into an explicit planning process to not only maximize the impact of any alcohol abuse prevention strategy, but also to actively monitor any intervention's implementation and local impact. Developed by the Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism for the National Institute on Alcohol Abuse and Alcoholism (NIAAA), April 2002.

www.collegedrinkingprevention.gov/media/FINALHandbook.pdf

This guide should be supplemented by NIAAA's **What Colleges Need to Know: An Update on College Drinking Research**, November 2007

www.collegedrinkingprevention.gov/1College_Bulletin-508_361C4E.pdf

Addressing Alcohol Use on Campus

<http://www.aep.umn.edu/index.php/aep-tools/college/>

References

DeJong, W., Vince-Whitman, C., Colthurst, T., Cretella, M., Rosati, M., Gilbreath, M. et al. (1998). *Environmental Management: A Comprehensive Strategy for Reducing Alcohol and Other Drug Use on College Campuses* Higher Education Center for Alcohol and Other Drug Prevention, Education Development Center.

Nelson TF, Toomey TL, Lenk KL, Erickson DJ, KM, Winters KC. Implementation of NIAAA College Drinking Task Force Recommendations: How are colleges doing 6 years later? *Alcoholism: Clinical & Experimental Research*, 34(10):1687-1693, 2010.

Wechsler, H., Seibring, M., Chao Liu, M., & Ahl, M. (2004). Colleges Respond to Student Binge Drinking: Reducing Student Demand or Limiting Access. *Journal of American College Health*, 52, 159-168.

Fidelity Checklist for College Campus Policies

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessed data related to alcohol related issues and existing policies.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including college staff and administration, securing necessary funding and procuring materials.		
Created or collaborated with a campus alcohol task force.		
Created or strengthened policy.		
Media advocacy was used to increase public awareness of and support for strategy.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

School Policies

Target of Change

Underage county youth

Agent of Change

School staff and administration

Summary

School-based, multi-component environmental strategies should use policies and practices to discourage alcohol use among K-12 students by reducing alcohol availability and normative pressures to drink. When schools establish alcohol policies that clearly state expectations and penalties regarding alcohol use by students, they help reinforce the fact that underage drinking is not an acceptable form of behavior, and ultimately help to change student norms around drinking.

Policies that are designed to be implemented within the school setting are listed below. Ideally these strategies should be implemented as part of a comprehensive school-based prevention approach that includes policy, enforcement, and media elements. In addition, the specific strategies should be selected based on assessed needs, and balanced against community readiness and county capacity.

Core Components

Dosage

- At least 50% of the county school districts should be engaged in the strategy with at least 50% of each of those school populations being impacted by policy change.

Required Key Steps:

All policies developed or strengthened through this strategy must be formally written, signed by the community/county leadership and then provided to the IPFS Project Director as documentation.

- In collaboration with the coalition, discuss/complete the following:
 - Review data related to alcohol-related issues and county youth alcohol issues.
 - Conducting focus groups or surveys with school-aged youth regarding alcohol policy awareness and enforcement could be helpful.
 - Determine the alcohol-related policies in place within the county school districts and the degree to which current policies are being enforced
 - Consider establishing a school focused subcommittee of the coalition with school staff and/or administration involved.
 - Discuss strengthening or developing alcohol-related policies through the county schools of focus. These can include:

- Establish or strengthen school penalties for possession of alcohol or alcohol intoxication on school property or at school-related event;
- Prohibit the consumption of alcohol at all school-related events, including adult consumption;
- Adopt practices to prevent students from bringing alcohol to school or school-related events, prohibiting reentry at events, and monitoring of gates and parking lots at events.
- Enforce school penalties for possession of alcohol or alcohol intoxication on school property or at school-related events:
 - Search student lockers and backpacks when alcohol is suspected;
 - Work with local law enforcement to monitor the school;
 - Hire a security guard, assign staff, and/or use volunteers to monitoring school property as well as athletic and other facilities used for school-related events.

Capacity Building

- Create a capacity building plan to continually engage strategy stakeholders. Some ideas include:
 - Build support for this strategy from school leadership.
 - Focus on how lack of alcohol policies at schools can lead to alcohol-related problems.
 - Establish a school-focused subcommittee of the coalition to promote/complete the strategy.
 - Provide regular face-to-face visits with school staff/administration to promote the strategy and discuss developing/strengthening alcohol-related policies.
 - Disseminate data briefs or reports related to the strategy to school staff/administration.
 - Find similar schools with strong alcohol-related policies in place and share contact information/details about their policies with city/county leadership.
 - Educate parents, through school newsletters, PTA meetings, or other venues, about the importance of school alcohol policies.
- Once a policy has passed, in collaboration with the school district of focus:
 - Create a plan to educate the school community about the policy.
 - Create a plan that will ensure ongoing monitoring of use and enforcement of the policy.

Media Advocacy

- Creation of a media advocacy plan to update the county about the progress on the strategy and engage community members in efforts, when possible. This promotion should happen at a minimum of three times per Fiscal Year. See page 6 for ideas and the process of utilizing media advocacy. Some ideas to consider include:
 - Create a data brief or report that highlights the need for the strategy and share with media contacts.

- Recognize schools that make alcohol-related policy change through placement of ads, media coverage, etc.
- Write a letter to the editor or Op-Ed piece.
- Disseminate a press release about the strategy and progress being made.
- Increase awareness of school alcohol policies and associated consequences through school publications and resources.
- Ensure coalition members are available to be interviewed and educate all members about the data on underage drinking and how alcohol related school policies can help address the problem.

Training

IDPH will host a webinar training on this strategy before the start of the Implementation step. The training will be recorded and can be shared with coalition members.

Implementation Materials

Your Substance Abuse Policy: A Comprehensive Guide for Schools

<https://www1.maine.gov/dhhs/samhs/osa/prevention/schoolcollege/SAPolicyGuiderev2011.pdf>

References

Wechsler, H., Seibring, M., Chao Liu, M., & Ahl, M. (2004). Colleges Respond to Student Binge Drinking: Reducing Student Demand or Limiting Access. *Journal of American College Health*, 52, 159-168.

Komro, K. and Toomey, T. (2002). Strategies to Prevention Underage Drinking, Alcohol Research & Health: *Journal of the National Institute on Alcohol Abuse and Alcoholism*, 26, 5-14.

Fidelity Checklist for School Policies

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Assessed data related to alcohol related issues and existing policies.		
Secured necessary resources: including relationship building and securing commitments from needed partners, including school staff and administration, securing necessary funding and procuring materials.		
Created a school-focused subcommittee of the coalition to promote the strategy and develop/strengthen policy.		
Created or strengthened policy.		
Media advocacy was used to increase public awareness of and support for strategy.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		

Individual Strategies

Individual Strategy Implementation

IPFS Coordinators will work in close collaboration with the organization selected to provide individual strategy service through the IPFS Project. See the expectations listed below:

Identifying Target Population and Dosage

IPFS counties will need to identify a target group (grade/age/specific group and location) to focus individual strategy implementation. The target group should be decided based on data which will be noted in the Strategic Plan. In addition, counties will need to decide on a dosage for the individual strategy that reaches a “tipping point” This will also need to be justified in the Strategic Plan (IDPH may request a dosage adjustment if the county cannot provide proper justification or if the dosage does not reach a “tipping point.”)

Identifying Provider

It is not within the scope of duties of the IPFS coordinator to facilitate individual strategy programs. Counties can choose to work within their own organization, the Comprehensive Substance Abuse Prevention Grant funded agency serving their area or another community organization with experience in facilitating evidence-based substance abuse prevention curriculum. Funds from the IPFS Project can be used to cover staff time and expenses for this implementation. Time and services, paid for by the IPFS project, may not also be counted toward another grant or funding source, such as the Comprehensive Substance Abuse Prevention Grant

Training

IDPH will host initial training on the each individual strategy identified by IPFS counties for implementation. Direction about ongoing training needs and training to prepare for sustainability will be provided by IDPH in subsequent years of IPFS funding.

Sustainability

Counties will need to create an MOU and/or policy with the school or community organization to sustain efforts started through IPFS. This MOU or policy should shift responsibilities for individual strategy implementation through IPFS to the school or community organization by the end of the IPFS Project. IDPH will request a written copy of the MOU or policy agreement by the end of Year 3 of the IPFS Project (details about submission of this document will be provided during Year 3 of the project)

All evidence-based programming/curricula funded through the IPFS Project needs to be implemented with a specific dosage (e.g. population such as a grade level in a school district) to be approved by IDPH.

Guidance for Individual Strategy Implementation with Schools During Year 2

IPFS counties, if possible, should work to start individual strategy implementation before the end of the school year during Year 2 of the IPFS Project. If schools are hesitant due to scheduling issues or other reasons, the reasoning should be noted in the Strategic Plan and the following services should be listed in the Action Plan to be completed in Year 2 of the IPFS Project:

- Identify the appropriate teachers and/or staff to facilitate the individual strategy.
- Facilitators participate in and successfully complete curriculum training (by attending the training in its entirety and completing any required coursework) provided by IDPH.
- Order/print the necessary curriculum supplies (curriculum manual, workbooks, printing of worksheets and pre/post surveys, etc.).
- Create a media advocacy plan to be instituted during Year 2 of the IPFS Project. The plan should include how the curriculum information will be shared with the county residents and parents/guardians of youth participants in the curriculum.
- Schedule a meeting with the appropriate school personnel to discuss the following:
 - Review the pre/post survey provided with the curriculum and ask school leadership if any specific permissions need to be provided in order to utilize the survey.
 - Explain the fidelity guidelines of the curriculum and decide on how those guidelines will be met (the number/length of sessions, spacing of sessions, etc.).
 - Establish a schedule with the school and curriculum facilitators for strategy implementation during the start of Year 3 of the IPFS Project.
 - Discuss sustainability expectations of the program implementation and how the responsibilities for individual strategy implementation will be shifted through IPFS to the school organization by the end of the IPFS Project. An MOU will need to be created outlining the sustainability plan and submitted to IDPH by the end of Year 3 of the IPFS Project (see page 92 of this Implementation Guide for details).

Individual Strategies

Descriptions below for each individual strategy are taken directly from SAMHSA's National Registry of Evidence-based Programs and Practices www.nrepp.samhsa.gov.

All Stars

All Star Intervention Summary

All Stars is a school-based program for middle school students (11-14 years old) designed to prevent and delay the onset of high-risk behaviors such as drug use, violence, and premature sexual activity. The program focuses on five topics important to preventing high-risk behaviors: (1) developing positive ideals that do not fit with high-risk behavior; (2) creating a belief in conventional norms; (3) building strong personal commitments to avoid high-risk behaviors; (4) bonding with school, prosocial institutions, and family; and (5) increasing positive parental attentiveness such as positive communication and parental monitoring. The All Stars curriculum includes highly interactive group activities, games and art projects, small group discussions, one-on-one sessions, a parent component, optional online activities and worksheets, and a celebration ceremony. All Stars Core consists of thirteen 45-minute class sessions delivered on a weekly basis by teachers, prevention specialists, or social workers. All Stars Booster is an optional program designed to be delivered 1 year after the core program and includes nine 45-minute sessions reinforcing lessons learned in the previous year. All Stars Plus includes twelve 45-minute lessons designed to expand instruction to include three additional topics—decision making, goal setting, and peer pressure resistance skills training--and is intended as an option for the third year of the intervention. Multiple packages of student materials are available to support implementation by either regular teachers or prevention specialists.

Complete List of Fidelity Checklists

[All Star Observer Fidelity Checklist #1](#)

[All Star Observer Fidelity Checklist p.2](#)

[All Star Teacher Fidelity Checklist](#)

[All Star Teacher Fidelity Checklist p. 2](#)

Lion's Quest Skills for Adolescence

Lion's Quest Skills for Adolescence Intervention Summary

Lions Quest Skills for Adolescence (SFA) is a multi-component, comprehensive life skills education program designed for school-wide and classroom implementation in grades 6-8 (ages 10-14). The goal of Lions Quest programs is to help young people develop positive commitments to their families, schools, peers, and communities and to encourage healthy, drug-free lives. Lions Quest SFA unites educators, parents, and community members to utilize social influence and social cognitive approaches in developing the following skills and competencies in young adolescents: (1) essential social/emotional competencies, (2) good citizenship skills, (3) strong positive character, (4) skills and attitudes consistent with a drug-free lifestyle and (5) an ethic of service to others within a caring and consistent environment. The learning model employs inquiry, presentation, discussion, group work, guided practice, service-learning, and reflection to accomplish the desired outcomes. Lions

Quest SFA is comprised of a series of 80 45-minute sequentially developed skill-building sessions, based on a distinct theme, that may be adapted to a variety of settings or formats.

Additional Fidelity Checklist

[Lion's Quest Fidelity Checklist](#)

Project Northland

[Project Northland Intervention Summary](#)

Project Northland is a multilevel intervention involving students, peers, parents, and community in programs designed to delay the age at which adolescents begin drinking, reduce alcohol use among those already drinking, and limit the number of alcohol-related problems among young drinkers. Administered to adolescents in grades 6-8 on a weekly basis, the program has a specific theme within each grade level that is incorporated into the parent, peer, and community components. The 6th-grade home-based program targets communication about adolescent alcohol use utilizing student-parent homework assignments, in-class group discussions, and a communitywide task force. The 7th-grade peer- and teacher-led curriculum focuses on resistance skills and normative expectations regarding teen alcohol use, and is implemented through discussions, games, problem-solving tasks, and role-plays. During the first half of the 8th-grade Powerlines peer-led program, students learn about community dynamics related to alcohol use prevention through small group and classroom interactive activities. During the second half, they work on community-based projects and hold a mock town meeting to make community policy recommendations to prevent teen alcohol use.

Additional Fidelity Checklist

[Project Northland Fidelity Checklist](#)

Class Action

[Class Action Intervention Summary](#)

Class Action is the second phase of the Project Northland alcohol-use prevention curriculum series. Class Action (for grades 11-12) and Project Northland (for grades 6-8) are designed to delay the onset of alcohol use, reduce use among youths who have already tried alcohol, and limit the number of alcohol-related problems experienced by young drinkers. Class Action draws upon the social influence theory of behavior change, using interactive, peer-led sessions to explore the real-world legal and social consequences of substance abuse. The curriculum consists of 8-10 group sessions in which students divide into teams to research, prepare, and present mock civil cases involving hypothetical persons harmed as a result of underage drinking. Using a casebook along with audiotaped affidavits and depositions, teens review relevant statutes and case law to build legal cases they then present to a jury of their peers. Case topics include drinking and driving, fetal alcohol syndrome, drinking and violence, date rape, drinking and vandalism, and school alcohol policies. Students also research community issues around alcohol use and become involved in local events to support community awareness of the problem of underage drinking. Class Action can be used as a booster session for the Project Northland series or as a stand-alone program.

Additional Fidelity Checklist
[Class Action Fidelity Checklist](#)

PRIME for Life

[PRIME for Life Intervention Summary](#)

PRIME For Life (PFL) is a motivational intervention used in group settings to prevent alcohol and drug problems or provide early intervention. PFL has been used primarily among court-referred impaired driving offenders, as in the two studies reviewed for this summary. It also has been adapted for use with military personnel, college students, middle and high school students, and parents. Different versions of the program, ranging from 4.5 to 20 hours in duration, and optional activities are available to guide use with various populations.

Based on the Lifestyle Risk Reduction Model, the Transtheoretical Model, and persuasion theory, PFL emphasizes changing participants' perceptions of the risks of drug and alcohol use and related attitudes and beliefs. Risk perception is altered through the carefully timed presentation of both logical reasoning and emotional experience. Instructors use empathy and collaboration (methods consistent with motivational interviewing) to increase participants' motivation to change behavior to protect what they value most in life. Participants are guided in self-assessing their level of progression toward or into dependence or addiction. PFL also assists participants in developing a detailed plan for successfully following through with behavior change. Multimedia presentations and extensive guided discussion help motivate participants to reduce their substance use or maintain low-risk choices. Individual and group activities are completed using participant workbooks.

Additional Fidelity Checklist
[Prime for Life Fidelity Checklist](#)

LifeSkills Training Program

[LifeSkills Training Program Intervention Summary](#)

LifeSkills Training (LST) is a school-based program that aims to prevent alcohol, tobacco, and marijuana use and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. LST is based on both the social influence and competence enhancement models of prevention. Consistent with this theoretical framework, LST addresses multiple risk and protective factors and teaches personal and social skills that build resilience and help youth navigate developmental tasks, including the skills necessary to understand and resist prodrug influences. LST is designed to provide information relevant to the important life transitions that adolescents and young teens face, using culturally sensitive and developmentally and age-appropriate language and content. Facilitated discussion, structured small group activities, and role-playing scenarios are used to stimulate participation and promote the acquisition of skills. Separate LST programs are offered for elementary school (grades 3-6), middle school

(grades 6-9), and high school (grades 9-12); the research studies and outcomes reviewed for this summary involved middle school students.

Additional Fidelity Checklist

[LifeSkills Fidelity Checklists](#)

Strengthening Families Program for Parents and Youth 10-14

[SFP Intervention Summary](#)

The Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14) is a family skills training intervention designed to enhance school success and reduce youth substance use and aggression among 10- to 14-year-olds. It is theoretically based on several etiological and intervention models including the biopsychosocial vulnerability, resiliency, and family process models. The program includes seven 2-hour sessions and four optional booster sessions in which parents and youth meet separately for instruction during the first hour and together for family activities during the second hour. The sessions provide instruction for parents on understanding the risk factors for substance use, enhancing parent-child bonding, monitoring compliance with parental guidelines and imposing appropriate consequences, managing anger and family conflict, and fostering positive child involvement in family tasks. Children receive instruction on resisting peer influences to use substances. Sessions, which are typically held once a week, can be taught effectively by a wide variety of staff.

Additional Fidelity Checklist

[SFP Fidelity Observation Forms](#)

[Guidance for Conducting Fidelity Observations](#)

Brief Alcohol Screening Intervention for College Students (BASICS)

[BASICS Intervention Summary](#)

Brief Alcohol Screening and Intervention for College Students (BASICS) is a prevention program for college students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. Following a harm reduction approach, BASICS aims to motivate students to reduce alcohol use in order to decrease the negative consequences of drinking. It is delivered over the course of two 1-hour interviews with a brief online assessment survey taken by the student after the first session. The first interview gathers information about the student's recent alcohol consumption patterns, personal beliefs about alcohol, and drinking history, while providing instructions for self-monitoring any drinking between sessions and preparing the student for the online assessment survey. Information from the online assessment survey is used to develop a customized feedback profile for use in the second interview, which compares personal alcohol use with alcohol use norms, reviews individualized negative consequences and risk factors, clarifies perceived risks and benefits of drinking, and provides options to assist in making changes to decrease or abstain from alcohol use. Based on principles of motivational interviewing, BASICS is delivered in an empathetic, nonconfrontational, and nonjudgmental manner and is aimed at revealing the discrepancy between the student's risky drinking behavior and his or her goals and values. The intervention is delivered by trained personnel proficient in

motivational interviewing and may be tailored for use with young adults in settings other than colleges.

Additional Fidelity Checklist

[BASICS Fidelity Checklist](#)

Evidence Based Programs to Address Individual Factors Fidelity Checklist

Strategy/Program Name:		
Who will be responsible for collecting needed information? How will needed information be collected (surveys, interviews, etc.)? How often/when will it be collected?		
Please list any anticipated strategy/program adaptations and justification:		
Component	Yes or No	Reason or Additional Information
Worked with stakeholders to identify program considering best fit for the target audience.		
Worked with stakeholders to identify if program adaptations would be needed. Any anticipated program adaptations were made with good justification.		
Secured necessary resources, including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Those providing programming received appropriate training.		
All program sessions were implemented.		
Duration of each program session met or exceeded program guidelines.		
All program topics were covered.		
All program materials and handouts were provided to participants.		
Number of program participants reached met or exceeded planned expectations.		
Outcome data was collected as planned.		