

UNDERAGE DRINKING PREVENTION MINI-GRANT GUIDE

Prevention Strategies and Programs for Schools

Supplement



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The Idaho Office of Drug Policy is providing this Underage Drinking Prevention Mini-Grant Guide Supplement as a source of general information for Idaho's schools. The statements in this Underage Drinking Prevention Mini-Grant Guide Supplement are not intended as any form of legal advice and should not be construed as such. Any legal issues or questions should be discussed with the legal counsel for your district or organization, or other private legal counsel.

Some of the information in this guide is from Washington State Department of Social and Health Services' Underage Drinking Prevention Campaign Toolkit, September 2017, the Education Development Center's Safe Schools/Healthy Students Initiative, and the Student Assistance Center at Prevention First.

Introduction

The activities in this document supplement those contained in the *Underage Drinking Prevention Mini-Grant Guide* you recently received. They can be implemented by your school or in partnership with a local substance abuse prevention coalition.

Each activity addresses one of the six underage drinking prevention strategies identified by the Substance Abuse and Mental Health Services Administration (SAMHSA).

PREVENTION STRATEGIES

INFORMATION DISSEMINATION

Increases awareness and knowledge of drug and alcohol abuse, use, effects, and availability for prevention and treatment purposes. Examples include media campaigns, public service announcements, presentations and community meetings, health fair booths, and posters and brochures.

PREVENTION EDUCATION

Aims to affect critical life and social skills, including decision-making, refusal skills, critical analysis, and systematic judgment abilities. Examples include peer leader programs, helper programs, classroom small group sessions, parenting classes, or family management classes.

ALTERNATIVE ACTIVITIES

Activities that exclude drug use and promote healthy lifestyles. The assumption is that constructive and healthy activities offset the attraction to, or otherwise meet the needs usually filled by, alcohol, tobacco, and other drugs. Examples include drug-free social and recreational activities, youth and adult leadership activities, mentoring programs, after-school programs, drop-in recreational centers, and community service activities.

ENVIRONMENTAL

Seeks to establish or change laws, policies, norms, and attitudes, thereby influencing drug and alcohol consumption in communities. Examples include alcohol, tobacco, or other drug policies in schools; technical assistance to maximize law enforcement; modifying alcohol and tobacco advertising; modifying availability and distribution of alcohol or other drugs; and product pricing strategies.

COMMUNITY-BASED PROCESSES

Enhances the ability of the community to more effectively provide prevention and treatment services for alcohol, tobacco, and drug abuse disorders. Examples include systematic planning, multi-agency coordination and collaboration, assessment of services and funding, and community team building.

PROBLEM IDENTIFICATION AND REFERRAL

Identifies students engaged in illegal/age-inappropriate behavior in order to assess if their behavior can be reversed through education. Examples include student assistance programs and DUI/DWI educational programs.

Organize a Sticker Shock Campaign

STRATEGY: Community-Based Processes

What is it?

A Sticker Shock community awareness campaign alerts adults, 21 and older—who potentially could purchase alcohol for minors—about the consequences they could face if they serve alcohol to minors. With the cooperation of local alcohol retail outlets, youth and community members place stickers on store bags (or packs of alcohol) to remind clerks and those purchasing the alcohol about the laws surrounding providing alcohol to minors.

Planning steps:

- 1) **Recruit youth.** This activity is perfect for community service hours, youth leadership activities, or team building. Implement with organizations like the Police Activities League, Boys & Girls Club, Scouts, YMCA, 4-H, faith groups, youth athletic teams, school service clubs, or student government.
- 2) **Connect with alcohol retailers in your community.** Explain the project goals, describe the event you have planned, and show examples of the sticker. Ask how many liquor bags the store would typically use during your campaign period to determine the number of stickers you need.
- 3) **Plan your event.** Establish a date, time, and place to put the stickers on the bags. Have the stickers designed and printed, and gather the liquor store bags ahead of the event.
- 4) **Invite community leaders to join you.** Invite local government officials, law enforcement agencies, and other community stakeholders to attend.
- 5) **Develop a media plan.** Create a media information packet that includes a news release, fact sheets, the event description, and a sample sticker. Send out media advisories in advance of the event date to local newspapers, radio and television stations, newspaper supplements, community bulletin boards, and other appropriate media sources.
- 6) **Hold the event.** Meet and greet all participants, facilitate introductions, apply the stickers, and have fun and take pictures! Drop the bags off at the participating outlets.
- 7) **Celebrate everyone's success.** Complete feedback forms and recognize all participants by preparing and distributing thank you notes.

What you'll need:

- Adult facilitators, interested youth
- Project materials (stickers, store bags)
- Partnership with local alcohol retailers



Sticker used for an ODP and Idaho State Liquor Division Sticker Shock campaign

Develop Social Host Ordinances

STRATEGY: Environmental

What is it?

Social host laws impose liability against individuals (social hosts) responsible for underage drinking events on property they own, lease, or otherwise control.

Laws that establish state/city/county-imposed liability for hosting underage drinking parties help deter underage drinking parties. Research suggests that parties are high-risk settings for binge drinking and associated alcohol problems. Very young drinkers are often introduced to heavy drinking behaviors at these events. Law enforcement officials report that, in many cases, underage drinking parties occur on private property, but the adult responsible for the property is not present or cannot be shown to have furnished the alcohol. Statutes that establish imposed liability for social hosts address this issue by providing a legal basis for holding adults responsible for parties that occur on their property whether or not they provided the alcohol to minors.

Planning steps:

- 1) **Research and identify relevant existing state and local laws.**
The social host ordinance should be drafted to fill in gaps of existing state and local (city or county) laws on underage drinking.
- 2) **Identify and involve key stakeholders.** Meet with city leaders, city attorneys, and law enforcement to explain your goals and ask for their input.
- 3) **Draft the key components of the ordinance.** Using a template from other jurisdictions, identify components that will work in your community.
- 4) **Pass the ordinance.** Partner with elected officials to enact the suggested regulations.
- 5) **Educate the community about the new social host ordinance and social hosting.** Hold public meetings, disseminate flyers to parents, post social media messages, and ask the city to send press releases to the media.
- 6) **Develop enforcement strategies.** After the passage of the ordinance, work with law enforcement to increase party patrols. The ordinance will only act as a deterrent if the community associates breaking the law with being caught.
- 7) **Evaluate the implementation itself.** It is important to assess the following questions: Is the community aware of the ordinance? Is law enforcement implementing the ordinance? Are the associated penalties being imposed? Are there additional barriers that need to be addressed?

What you'll need:

- Sample social host laws to use as a template
- Stakeholder input
- Buy-in from lawmakers
- Partnership with law enforcement
- Community education

Please note: SABG dollars cannot be used for lobbying activities or to fund law enforcement activities.

Coordinate Compliance Check Training

STRATEGY: Community-Based Processes

What is it?

Compliance checks are conducted by law enforcement, including alcohol beverage control agencies, to ensure stores, bars, restaurants, and hotels are not selling alcohol to minors. During these checks, underage youth attempt to purchase alcohol without fake IDs or without lying about their age. If retailers sell the alcohol, law enforcement takes action. Encouraging law enforcement agencies to conduct these checks and publicizing the findings may help reduce the sale of alcohol to minors.

Idaho State Police offers compliance check training to local and regional enforcement agencies so they can carry out these checks appropriately and with fidelity.

Planning steps:

- 1) **Determine which type of compliance operation fits your community (administrative, educational, criminal).**
- 2) **Pitch the training to law enforcement.** Speak to law enforcement agencies about the benefits of compliance check training.
- 3) **Engage certified trainer.** Idaho State Police offers compliance check trainings at no cost.
- 4) **Recruit participants.** Invite law enforcement officers who are in a position to influence their department's policies and procedures regarding underage drinking enforcement.
- 5) **Confirm training sites and dates.** ISP compliance check trainings typically cover the following about enhanced underage drinking enforcements:
 - Planning, implementation, and evaluation
 - Effectiveness
 - Legal issues and challenges
 - Building community support

What you'll need:

- Local police and sheriff departments, or regional law enforcement agencies
- Idaho State Police facilitator
- Location for training

Offer Responsible Beverage Service (RBS) Training

STRATEGY: Community-Based Processes

What is it?

Responsible Beverage Service (RBS) training educates servers and merchants about their legal responsibilities to eliminate sales to minors and intoxicated individuals. Topics include laws and penalties, the importance of avoiding sales to minors to protect the health and well-being of the entire community, proper management techniques, recognizing fake IDs, and ways to refuse a sale safely and comfortably. This education is especially effective when used in conjunction with compliance checks.

Special young adult server training includes tips for young people who may feel intimidated by their friends or by older, intoxicated customers. Topics include avoiding confrontation, resisting peer pressure, management skills, and responsible alcohol service.

What you'll need:

- Business owner buy-in
- Audience
- Alcohol Beverage Control training personnel
- Written RBS policy

Planning steps:

- 1) **Establish business owner buy-in.** Schedule a meeting with business owners of grocery stores, convenience stores, restaurants, or other alcohol outlets to explain to them the importance of responsible beverage service and penalties for serving minors and overserving.
- 2) **Call Alcohol Beverage Control, part of Idaho State Police, to set up RBS training.** You can reach them at (208) 884-7060.
- 3) **Invite all employees or alcohol outlets to attend.**
- 4) **Write RBS policy.** To ensure all servers and merchants are trained to Idaho standards, despite management turnover, it is important for retailers to formalize an RBS policy. If retailers are not willing to do so, you can meet with lawmakers to discuss the option of passing local RBS legislation.

SAMPLE ACTIVITY

Add Lighting

STRATEGY: Environmental

What is it?

Lights can be placed in school parking lots, parks, event centers, or other areas to decrease the allure of popular locations for illegal activity.

Planning steps:

- 1) **Identify specific locations to place lights.** Convene a group of stakeholders to brainstorm locations based on your data and what you and others know about your community. This can be a great first step in developing partnerships with other entities, strengthening your community's substance abuse prevention framework.
- 2) **Encourage feedback on locations from homeowners or users of the given space.** Adding lights that shine into windows or otherwise impact neighborhood aesthetics should be avoided. Some neighbors may encourage lighting if it impacts illegal activity. In any case, it's best to solicit comments from area residents and business owners.
- 3) **Check with the city to determine lighting regulations.** Some communities have lighting restrictions or may have restrictions on the style of the lights.
- 4) **Determine appropriate lighting apparatus.** As most city governments purchase lights for parks and other areas, they may be able to offer information about reputable lighting manufacturers and installation contractors.
- 5) **Install lighting.** If funds are available, add lighting to all areas of interest in a relatively short timeframe. Doing so will create a burden to users to attempt to find another locale.

What you'll need:

- Specific locations to place lights
- Appropriate lighting apparatuses
- Partnerships with other entities

SAMPLE ACTIVITY

Install Cameras

STRATEGY: Environmental

What is it?

Cameras can act as both a deterrence and enforcement strategy in schools to prevent and identify students using alcohol on school property.

Planning steps:

- 1) **Identify specific locations to place cameras.** Based on your data and what you and other stakeholders know about your school, you will probably have several ideas. Ensure that proposed sites are not near restrooms, locker rooms, or any other location in which students might undress. Hallways, closets, lunch rooms, parking lots, and hidden nooks are acceptable locations for cameras.
- 2) **Purchase cameras and contract for installation.**
- 3) **Write clear policy to establish consequences for students caught using alcohol or drugs.** Writing policy provides standardized consequences for all students, unchanged by auxiliary factors such as administration turnover. Various stakeholders, including school resource officers, principals, parents, teachers, counselors, and school nurses should be consulted in policy development. Referring students to treatment programs and evidence-based student assistance programs or family-based programs is encouraged.
- 4) **Inform students and parents of the camera policy.** For cameras to act as a deterrence, it is important for students and parents to recognize the new policy and its consequences. Providing information to parents can prompt a discussion with their child related to the consequences of underage alcohol use, especially on school property.

What you'll need:

- Specific locations to place cameras
- Cameras
- Installation services
- Stakeholder input to write clear policy to establish consequences for those who are caught using alcohol or drugs
- Alerts to inform students and parents of the camera policy

Require Wristbands at Events

STRATEGY: Environmental

What is it?

Wristbands provided to those 21 and older, after a valid ID check, at public events can decrease the likelihood that underage attendees will be served alcohol.

Planning steps:

- 1) **Develop partnership with other entities.** Because public events are held at various locations, it will be important to get all venues on board, if they aren't already, with using wristbands at events. Wristbands are more difficult to replicate than stamps.
- 2) **Write policy that requires the use of wristbands for all events that provide alcohol.** Provide the policy to partners so they can customize it for their organizations. The policy should specify that age verification and wristband placement occurs at venue entry, not at individual alcohol retailers.
- 3) **With law enforcement agencies, establish enforcement procedures.**
- 4) **Purchase various types of wristbands.** Use different wristbands for each event to make replicating wristbands or selling extras more difficult.
- 5) **Add signage.** Signs should note that wristbands are required to purchase or possess alcohol and outline the consequences for violators.

What you'll need:

- Partnerships with other entities
- Written policy to incorporate the use of wristbands for all events that provide alcohol
- Various types of wristbands

Implement Student Assistance Programs

STRATEGY: Information Dissemination

What is it?

A Student Assistance Program (SAP) is an evidence-based framework that can help identify K-12 students who are engaging in risky behaviors and refer them to appropriate programming.

SAPs help school personnel recognize and address factors that pose a barrier to a student's success related to alcohol, tobacco, other drugs, and mental health. The primary goal is to help students overcome these barriers so they can achieve, advance, and remain in school. SAPs assist students and their families minimize risk factors and increase protective factors that will positively influence their academic, social, and emotional well-being.

Planning steps:

- 1) **Develop and implement policy to standardize identification of student learning barriers related to alcohol and drugs.** Convene a meeting with stakeholders such as the principal, school counselors, school resource officers, nurses, and teachers to research and plan integration of SAP principles.
- 2) **Make a list of appropriate referral services and resources.**
- 3) **Create a customized evidence-based intervention plan for students identified as needing assistance.** Use appropriate SAP services and service delivery model to tailor the intervention to the individual.
- 4) **Implement evidence-based and evidence-informed interventions.**

What you'll need:

- Policy to standardize identification of student problems
- A tool or standardized way to assess students once they've been identified
- Drug and alcohol education/treatment resources
- School counselor
- Appropriate referral locations

SAMPLE ACTIVITY

Disseminate BeTheParents.org Convo Cards

STRATEGY: Information Dissemination

What is it?

On occasion, engaging youth in meaningful conversation can be difficult for parents. BeTheParents.org's Convo Cards provide icebreakers that can lead to substantive conversations. This deck of cards is filled with fun questions that can be posed from child to parent and vice versa to open the lines of communication.



What you'll need:

- Staff coordination to order and provide Convo Cards at events that parents attend

Planning steps:

- 1) **Order conversation cards** at no cost at <https://prevention.odp.idaho.gov/underage-alcohol-prevention-mini-grant>.
- 2) **Offer** Convo Cards at registration, parent-teacher conferences, sporting events, or other functions parents will likely attend.
- 3) **Organize** a fun Family Night, with presentations and events, and hand out Convo Cards.



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(208) 854-3040

<https://prevention.odp.idaho.gov>