North Dakota PFS

Pre-Approved Evidence-Based Prevention Strategies

This document provides a menu of pre-approved, evidence-based prevention strategies targeting underage drinking. This menu highlights strategies linked to each of the four intervening variables addressed in the ND PFS and connects those strategies with local conditions you might have identified. A description of each strategy is provided, along with various considerations for effective strategy implementation. As part of your Strategic Planning Workbook, you will be asked to create a comprehensive action plan for each strategy using "CADCA's Seven Strategies for Effective Community Change." Capacity building activities should also be built around each strategy prior to implementation. If you are considering implementing a strategy which isn't listed in this strategy menu, please complete and submit Appendix B of your Strategic Planning Workbook, "Request for Evidence-Based Strategy," and submit to Laura Anderson at lauranderson@nd.gov. Approval from the state must be given prior to implementation of any strategy not on this list.

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Example Local Conditions	Strategy	Description	Considerations for Implementation
• High number of alcohol retailers within service area • Bars and liquor stores near schools and other public buildings	**Limit and Restrict the Location and Density of Alcohol Retail Outlets and Hours and Days of Sale**	Regulations can reduce alcohol beverage outlet density, limit the increase of alcohol beverage outlet density in an area, or establish controls over location.	1. Survey and map retail outlets within service area 2. Review local ordinances and zoning 3. Publicize information to support effort 4. Draft sample policy and regulations 5. Work with council/commission to implement regulations
• Several community events serving alcohol • Youth able to purchase alcohol at community events • Lack of control over special events	**Special Events Permits and Conditions** (Conditional Use Permits/Land Use Ordinances for Alcohol Outlets)	A special events permit allows a retailer to host an event outside the boundaries of their liquor license (street dance, concert in the park, etc.). This strategy can limit the amount of permits provided, can impose controls over the event, or provide restrictions.	1. Review current ordinances and processes for approving special events permits 2. Assess community events 3. Determine where enhancements can be made 4. Draft sample policy and restrictions 5. Gain community support for changes 6. Work with stakeholders or planners of the events to pass policies
• Youth purchasing alcohol using illegal IDs • Retail staff not carding • Retail staff not taking the time to verify information on ID • No policy in place to mandate carding	**Checking ID for Alcohol Sales** (may include use of ID Scanners; mandatory carding policies [business or city/county])	This strategy relates to any efforts to enhance the checking of IDs. It could be a local carding policy within a retail establishment or an ordinance/law requiring retailers to card customers. This could be the use of electronic ID scanners and training on how to identify false IDs.	1. Assess retail outlets and carding practices 2. Obtain information on local ordinances re: mandatory carding 3. Determine what will work in your community 4. Build support for enhancing carding practices 5. Work with retailers, council, commission, etc. to pass policies/ordinances
• Youth purchasing alcohol using illegal IDs • Retail staff not carding • Youth are in bars or other on-sale retail establishments illegally • Illegal sales to youth	**On-Sale Walk-Throughs** (bars, restaurants, beer gardens, etc.)	Law enforcement officers make unannounced visits to retail establishments to monitor and look for alcohol law violations.	1. Provide training to law enforcement on how to conduct Walk-Throughs 2. Build support with community and retailers 3. Provide information on importance for Walk-Throughs
• Youth purchasing alcohol in off-sale liquor stores • Older kids are purchasing alcohol for youth	**"Cops in Shops" Enforcement Program**	Undercover law enforcement officers work in off-sale locations looking for youth purchasing alcohol, adults purchasing alcohol for youth, and other alcohol law violations.	1. Build relationships with local/county/state law enforcement and off-sale license holders 2. Educate/Train on "Cops in Shops" program 3. Build support for "Cops in Shops" program 4. Work with retailers, council, commission, etc. to pass policy requiring program 5. Should occur during high use times (4th of July, New Years, graduation, etc.)
• Youth purchasing alcohol in bars, restaurants, liquor stores, community events, weddings, etc. • Retail staff not carding • Compliance checks occurring infrequently	**Compliance Checks of Alcohol Retailers**	A standardized enforcement procedure used to identify alcohol establishments that sell to underage youth and to increase retailer compliance with prohibitions on alcohol sales to minors.	1. Educate/train police department on compliance checks procedures 2. Publicize results of checks and build community support 3. Conduct at least four compliance checks per year
• Youth purchasing alcohol from retail outlets or at special events • Retail staff not carding • Lack of trained serving staff	**Responsible Beverage Service (RBS) Training**	RBS is a training designed to educate owners, managers, servers and sellers at alcohol establishments about strategies to avoid illegally selling alcohol to underage youth and intoxicated customers.	1. Survey retailers to see which are providing staff with training 2. Train trainers to host/teach class 3. Work with retailers, council, commission, etc. to gain support for Server Training 4. Provide regular trainings 5. Draft policy and work to pass ordinance requiring training

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Social Access

	Example Local Conditions	Strategy	Description	Considerations for Implementation
Social Access	• Youth drinking alcohol on private property (homes, apartments, land, etc.) • Parents/adults providing alcohol or a place for youth to drink	**Social Host Liability Law**	This law/ordinance makes it illegal for people to knowingly provide a <u>location or environment</u> where underage drinking can occur.	1. Review current state and local laws 2. Understand and be able to communicate how a social host liability law is different from what is currently in place (Dram Shop) and how this law can prevent underage drinking 3. Provide information and build support 4. Draft policy and work to pass ordinance requiring training 5. Work with policy makers
	• Youth drinking alcohol on private property (hotels, apartments, etc.) • Parents renting hotel rooms so youth can consume alcohol • No restrictions or policies on alcohol use within businesses	**Restrict and monitor teen parties at motels/ hotels/ apartments**	This strategy is enhancing or creating restrictions or controls on youth alcohol consumption within private businesses specific to parties or youth gatherings where alcohol is being consumed. It could be a policy that an individual business could implement or could be a city ordinance for all businesses.	1. Review current city, county, and business policies - can be a business policy or city/county-wide ordinance 2. Determine where enhancements could be made 3. Work with policy makers and businesses to pass restrictions or controls on youth alcohol consumption
	• Youth drinking at community events from social sources (friends handing it to them, alcohol in vehicles, etc.) • Lack of family sections or seating • Friends buying more than one drink at a time and handing it off to youth peers	**Alcohol Restrictions at Community Events**	Includes policies that control the availability and use of alcohol at public venues *(concerts, street fairs, and sporting events)*. Such restrictions can be implemented voluntarily by event organizers or through local legislation and can range from a total ban on alcohol consumption to the posting of warning posters.	1. Assess current community events to determine where enhancements can be made 2. Work with event organizers and policy makers to gain support for changes
	• Youth are drinking alcohol on private property • Youth are not informing law enforcement about parties due to fear • Youth do not know how to reach out to law enforcement	**Texting Tipline**	An anonymous method for individuals to provide information to law enforcement about youth drinking and parties.	1. Determine agency responsible for monitoring the tipline 2. Determine coverage area (multi-county, county, city) 3. Communicate and gain support from law enforcement and community 4. Once implemented, promote the tip line and provide information to the public on how to use it
	• Youth are serving and selling alcohol in restaurants • Youth are pressuring peer servers to sell them alcohol	**Restrict age of alcohol servers and sellers**	This could be an establishment policy or a city/county ordinance requiring servers to be 21 years old to sell alcohol in order to reduce the peer pressure to sell alcohol to youth peers.	1. Determine how many establishments use youth sellers/servers of alcohol 2. Understand and be able to communicate how peer pressure to sell alcohol can contribute to youth drinking 3. Gain retailer and community support for change 4. Work with establishments and/or city/county policy makers to draft policy/ordinance
	• Older adults are purchasing alcohol for youth • Youth are approaching adults at liquor stores asking them to purchase alcohol	**Shoulder Tap Enforcement Programs**	This enforcement strategy enlists a minor decoy, under the direct supervision of law enforcement officers, to solicit adults outside of liquor stores to buy the minor decoy alcohol.	1. Build support for Shoulder Tap program 2. Educate/Train law enforcement on Shoulder Tap program 3. Work with retailers, council, commission, etc. to pass policy requiring program 4. Communicate efforts to general public (including results of shoulder tap enforcement operations)

Community Norms

	Example Local Conditions	Strategy	Description	Considerations for Implementation
Community Norms	• Alcohol consumption appears to be the norm at school events or in workplaces • Lack of alcohol-free events	**School/College/ Worksite Policies** (ban sponsorships, prohibit beer kegs, ban alcohol on campus/school property or events, tailgating)	This strategy counters the appearance of alcohol consumption being the norm by implementing policies/controls within the school, college, and workplaces.	1. Assess current policies and determine where enhancements can be made 2. Start with small steps and work towards a larger goal 3. Provide information and build support for change
	• Alcohol advertising is placed where youth can easily see it • Consumption of alcohol at events appears to be the norm	**Banning alcohol advertising, restrict sales and consumption to certain areas** (sports stadiums, arenas and event centers)	This strategy counters the appearance of alcohol consumption being the norm at community events by implementing controls within commercial and city buildings.	1. Assess current city and building policies and determine where enhancements can be made 2. Work with event organizers, city leaders, etc. 3. Start with small steps and work towards a larger goal 4. Provide information and build support for change
	• Community members believe that youth alcohol use is the norm • Belief that there is a lack of support by the community for prevention efforts • There is a low perceived risk of harm for youth alcohol consumption • There are misperceptions about actual alcohol use vs. perceived use	**Local Media Campaign** (Parents Lead, positive community norm campaign)	This strategy uses multifaceted, targeted media efforts to dispel misperceptions, gain community support, and enhance prevention efforts.	1. Identify budget (media can be expensive) 2. Identify target population 3. Identify key message(s) [should include a call to action] 4. Create message/creative 5. Develop dissemination plan [coordinate with implementation of other evidence-based strategies] 6. Disseminate campaign

Enforcement

	Example Local Conditions	Strategy	Description	Considerations for Implementation
Enforcement	• Fees and penalties are not deterring youth use of alcohol • Court systems defer sentencing for youth • Penalties are not being imposed and there are no consequences for youth who get caught • Retailers are not getting fined and continue to make illegal sales to youth • Penalties are inconsistent	**Impose appropriate penalties for alcohol law violations, strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system** (Increase penalties for minors, graduated penalties for illegal sales, administrative penalties)	The foundation for deterring individuals from breaking alcohol laws depends on their perception of the likelihood of being caught, and on their perception of what will happen to them if they are apprehended. Penalties can range from confiscation of the product to fixed or graduated monetary fines, participation in alcohol education programs or community service, suspension of driving privileges and/or imprisonment.	1. Assess the current process within the law enforcement and court system to determine where enhancements can be made 2. Address gaps from the initial violation through the adjudication process. 3. Build capacity and provide trainings on best practices 4. Build relationships with judges, prosecutors, clerks, law enforcement, policy makers, etc.
	• Youth are consuming alcohol at parties • Law enforcement are unable to gain entry in order to make arrests or break up a party	**Teen Party Ordinance/Loud Party**	The purpose of a teen party ordinance is to discourage underage drinking parties by creating legal means to sanction the host and party attendees, reducing the incidence and likelihood of underage drinking and off-premise alcohol-sales.	1. Review current city, county, and business polies and determine where enhancements can be made. 2. Provide information and build support 3. Draft policy and work with policy makers