North Dakota SPF-SIG
Implementation Planning Training

Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system

Restrictions on Alcohol Discount Promotions (e.g., Happy Hour)

Objectives

Participants will be able to:
• Clarify the goals and intended outcomes of the strategy
• Identify the components of a comprehensive strategy
• Determine the key planning steps necessary to implement the strategy
• Build a “work group” to implement the strategy

<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday, October 21, 2014</th>
<th>Wednesday, October 22, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 AM - 10:45 AM</td>
<td>Alcohol-Related Events at Community Events</td>
<td>Social Host Liability</td>
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<tr>
<td>10:45 AM - 11:00 AM</td>
<td>Responsible Event Assessment</td>
<td>Town Party Endurance</td>
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<tr>
<td>11:00 AM - 12:15 PM</td>
<td>School Policies and Violations</td>
<td>Alcohol-Healing Practices</td>
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<td>College Campus Policies</td>
<td>Counter Marketing and Counter-Advertising Campaigns</td>
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<tr>
<td>1:00 PM - 2:15 PM</td>
<td>Workplace Policies</td>
<td>Lenovo Canada (2011), on other programs targeting school-aged youth</td>
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<td>Alcohol counseling and education in schools</td>
<td>4:13 Foundation/ROKIDS</td>
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<tr>
<td>2:15 PM - 3:30 PM</td>
<td>Media Advocacy and Training Triage</td>
<td>Fitted for Life, or other programs targeting high-risk Found in MRHPP</td>
</tr>
<tr>
<td>3:30 PM - 4:45 PM</td>
<td>Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system (e.g., Happy Hour)</td>
<td>Restrictions on Alcohol Discount Promotions (e.g., Happy Hour)</td>
</tr>
</tbody>
</table>
Expectations

Our Planning Process

The Strategic Prevention Framework

Introductions

Please introduce yourself:

• Name
• Where you are from
• “Hat” you are wearing
• Member of a SPF-SIG Coalition or Work Group
North Dakota SPF-SIG Logic Model

- Economic/Retail Price
- Retail Availability
- Social Availability
- Enforcement
- Promotion of Alcohol
- Community Norms
- Individual Factors

Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system

1. The problem being addressed
2. The intervening variable: Enforcement
3. The process used to choose this strategy

Describe:
- of being caught, and
- that something will happen to them when they are apprehended

Systematic changes to community processes can result in this long-term change.
Discuss efforts you have made to engage the following sectors into your planning efforts:
- Law enforcement
- Local Liquor Control Board
- Juvenile Courts
- Adult Courts
- Probation
- Local defense attorney
- Others...

Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system

The Big Picture

The Local Condition  Law Enforcement Response  Courts and Judicial System Follow Up

Administrative (Civil) Penalties

Criminal Penalties

The Local Condition
The Local Condition
Collect data to fully understand the local condition

Understand each specific “high risk” situation

Law Enforcement Response
Depending on the laws and policies in place law enforcement can respond to an incident in any number of ways. For example, if police respond to the report of a teen party at a local residence the law enforcement or District Attorney may:
• File criminal charges for Social Host Law violation, and/or
• Issue a civil citation for a Social Host Law infraction resulting in a fine against the homeowner or,
• Issue a civil citation for some other offence (e.g. noise, parking violations)
• Disperse the crowd and send folks home.
Court System Follow Up

Depending on the charge:

- Administrative or civil penalties tend to be handled through a local or state agency or administrative office (e.g., license revocation for DUI is handled through the DMV).
- Criminal penalties are processed through the appropriate court system (e.g., Juvenile or Adult Court)

The Big Picture - Activity

- Discuss your current understanding of “the big picture” in your community. Who in your community could describe the relationships?
Case Study – Portland, OR - SNAP Coalition

The SNAP Coalition
• Established in xxxx as the Safe Nightlife Advocacy Partnership,
• Awarded Oregon SPF-SIG Grant in
• Reorganized as Safe Neighborhoods Advocacy Partnership in 2014
• Award DFC Grant in August. 2014

Logic Model

Root Cause
Retail Availability
63% of YA drinks at the residence of a friend when drinking (CHA
Survey)

Problem
YA Binge Drinking
44.5% of 18-25 report binge drinking in the last month (NDSS)

Enforcement
Higher-use rates than state average but lower incidents per 100 18-25
year olds: MIP(3.8 vs. 4.4), DUII (7.4 vs. 1.3), Liquor
Law Violations (36 vs. 2.5)

Community Norms and Support Use
• Frequent theme with youth focus groups and
• Perception of Acceptability
• Perception of community culture

Local Condition
Service to VIPs in bars that cater to YAs
High concentration of bars/highlights especially in PDX E.D.

State laws regarding alcohol service impede local enforcement of
liquor laws
Statewide 13 VIP violations; 5 Serious and Persistent in
2012
Lack of local control
Consistent theme in law enforcement interviews

Enforcement has limited capacity for MIPs and when
MIPs are issued there is no consequence/intervention
through the court.

Misperception of drinking rates
Visible intoxication and high rates of calls for
service in PDX

44.5% of 18-25 report binge drinking in the last month (NDSS)

40% of 44 outlets served "VIPs" in ED

Law enforcement/retailer observations

Consistent theme in problems

Community Norms
Support Use
• Frequent theme with youth focus groups and
• Perception of Acceptability
• Perception of community culture

Visible intoxication and high rates of calls for
service in PDX E.D.
Case Study – Portland, OR - SNAP Coalition

The Local Condition

Survey Results:
• 39.4% of 11th graders reporting use of alcohol in last 30 days
• 21.0% of 11th graders reporting binge drinking with last 2 weeks
• 44.5% of 18-25 year olds report binge drinking in last 30 days

Youth focus groups report: 1) They were not afraid of getting caught by the police; and, 2) Friends who were caught were more concerned about their parents finding out than legal consequences.2

Law enforcement interviews: Identified 10 “Hot Spots” where underage drinking occurs including: local parks, downtown parking garages, underage accessible clubs.

Case Study – Portland, OR - SNAP Coalition

The Police Response

• In 2012, the enforcement rates for 18-25 year olds in Portland was lower than the OR state average:

<table>
<thead>
<tr>
<th></th>
<th>Portland</th>
<th>OR State Average</th>
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<tbody>
<tr>
<td>MIP</td>
<td>.85 /100</td>
<td>4.4 /100</td>
</tr>
<tr>
<td>DUII</td>
<td>.74 /100</td>
<td>1.3 /100</td>
</tr>
<tr>
<td>Liquor Law Violations</td>
<td>.95 /100</td>
<td>2.5 /100</td>
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</table>

• In 2013, there were just 35 MIP arrests for minors 17 and under and 36 MIP arrests for minors 18-20 in Central Portland (population 181,160).

• Law enforcement has assigned a low priority to enforcing underage drinking.

Case Study – Portland, OR - SNAP Coalition

The Court System Follow Up

Multnomah County Juvenile Court has a policy of dismissing all first and second MIP citations, rather, a letter is sent to parents for the 1st and 2nd time offenses.
### Case Study – Portland, OR - SNAP Coalition

#### The Comprehensive Strategy

<table>
<thead>
<tr>
<th>Enhanced Enforcement</th>
<th>Juvenile Court Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement strategies to increase enforcement of MIP violations:</td>
<td>Multnomah County Juvenile Court to establish a range of options for MIP citations:</td>
</tr>
<tr>
<td>• Purchase an E-ticket writer</td>
<td>• Suspension of driving privileges</td>
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<tr>
<td>• Targeted patrols of “hot spots” in public locations</td>
<td>• Victims Impact Panel</td>
</tr>
<tr>
<td>• Increased signage and publicity at the hot spots</td>
<td>• Fines and Community Service</td>
</tr>
<tr>
<td>• Streamline MIP processing procedures</td>
<td>• Required attendance at Alcohol Class w/parents</td>
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<td></td>
<td>• Assessment and treatment for alcohol addiction</td>
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</tbody>
</table>

#### The Big Picture - Activity

- Discuss your current understanding of “the big picture” in your community. Who in your community could describe the relationships?

#### Considerations

- Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system
- Understand the local condition
- Engage Law Enforcement, the Courts and Juvenile Justice
- Establish clear goals for the effort
- Consider a range of options
- Include as part of a comprehensive strategy to address a local condition
- Form a work group
Form a Work Group

Benefits include:
- Engage a variety of sectors and cultures with different skills and viewpoints
- Share the work and leverage resources
- Networking opportunities
- New ideas and energy
- Information sharing and feedback
- Shared publicity
- Cultural competence & Sustainability

Identify Work Group Members

Identify individuals and organizations who can become involved in this strategy (depending on the policy):
- Law Enforcement
- Courts and Administrative Personnel
- Youth and Parents
- Residents
- Local Coalition
- Other:

Identify Work Group Members

Activity:
1) Identify an individual or organization who you want to recruit.
2) What role can they play in this strategy?
3) In your community how would you recruit this individual or organization?
   - Who would you contact?
   - What would you say to them?
Restrictions on Alcohol Discount Promotions

Fargo Cass
Grant Forks

Describe:
1. The problem being addressed
2. The intervening variable
3. The process used to choose this strategy

Restrictions on Alcohol Discount Promotions

Drink promotions such as happy hours may contribute to excessive and rapid consumption of alcohol. These practices include price reduction on certain drinks for a specific time period and theme nights where certain people receive free drinks.

Happy hour restrictions aim to reduce alcohol availability through restriction of these promotional activities.
Examples of Efforts to Sell More Alcohol

Restrictions on Alcohol Discount Promotions

- North Dakota Does Not Have “Happy Hour” Laws
- “Happy Hours” Laws include Prohibiting:
  - Happy hours and/or drink specials
  - Free beverages
  - Additional servings
  - Reduced price specified day or time
  - Unlimited beverages – fixed price, time
  - Increased volume
  - Prizes

Which of these practices do you see at bars in your community?
Restrictions on Alcohol Discount Promotions

ALABAMA (Code of Alabama 1975 Section 28-3-49)
It shall be unlawful for any licensee to serve:
• multiple drinks for a single price;
• establish a single retail price upon the required purchase of two or more drinks
• sell or otherwise furnish drinks before 10 a.m. or after 9 p.m. at a price which is reduced from the usual
• customary or established retail price
• sell or provide one person or group of persons drinks at prices less than those charged the general public for that day (Code of Alabama 1975 Section 28-3-49)

Restrictions on Alcohol Discount Promotions

The states which restrict happy hours use two different methods to do so:
• Half of the states curtailing the practice use administrative codes, in these cases the enforcement is delegated to their state’s alcoholic beverage commission and given them the power to make whatever rules they feel are best.
• The other sixteen states place the restrictions in their statutes and can be enforced through civil or criminal law.

Steps to Conducting an Environmental Scan

1. Identify what you want to know
2. Determine how you will collect the information
3. Conduct the environmental scan
4. Analyze the findings and share the results
Steps to Conducting an Environmental Scan

1. Identify what you want to know.

   General information about the drug problem in the community → Detailed information about specific local conditions

   - What is the Problem?
   - Where are drug problems occurring?
   - How are the drug problems?
   - Who is using drugs?
   - What are user practices?

Steps to Conducting an Environmental Scan

2. Determine how you will collect the information

   Depending on what you want to know, environmental scanning can include:
   - Observations
   - Interviews and Surveys
   - Internet Research
   For each method, determine how the information will be collected and reported.

Steps to Conducting an Environmental Scan

3. Conduct the environmental scan

   - Define the boundaries to be scanned.
   - Establish a standardized protocol with:
     - Instructions for conducting the scan
     - Data collection procedures
     - Security warnings and contact information
   - Implement a Method of Oversight – "Two Sets of Eyes."
   - Report illegal behaviors to the appropriate authorities
   - Obtain appropriate permissions
   - Follow up with data collectors
Steps to Conducting an Environmental Scan

4. Analyze the findings and share the results

Provide both qualitative and quantitative data.

Restrictions on Alcohol Discount Promotions

Evaluation Results

The limited evidence on the effectiveness of happy hour restrictions is varied. Studies have shown:

- Higher levels of adolescent drinking when happy hour discounts were available
- No significant differences in levels of underage drinking when happy hours were restricted in a college setting
- Increasing hours of sale led to an increase in alcohol consumption, increase in motor vehicle crash injuries and a shift in timing of motor vehicle crashes to the time of closure
Form a Work Group

Benefits include:
• Engage a variety of sectors and cultures with different skills and viewpoints
• Share the work and leverage resources
• Networking opportunities
• New ideas and energy
• Information sharing and feedback
• Shared publicity
• Cultural competence & Sustainability

Identify Work Group Members

Identify individuals and organizations who can become involved in this strategy:
• Bar and Restaurant Owners
• Alcohol beverage Control
• Economist
• Law Enforcement
• District Attorney
• Coalition
• Others:

Identify Work Group Members

Activity:
1) Identify an individual or organization who you want to recruit.
2) What role can they play in this strategy?
3) In your community how would you recruit this individual or organization?
   • Who would you contact?
   • What would you say to them?
Next Steps

Resources

CADCA – Community Anti-Drug Coalitions of America
www.cadca.org

Help & Technical Assistance – Contact:
800-54CADCA x240
training@cadca.org