



Navigating the Seas of Alcohol Prevention

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Knowing Where to Start and Why – *we* *review*

- What's the goal? *Start with the why . . .*
 - *Preventing harms from excessive alcohol use* for a healthy, safe and equitable community
 - Empowering the community to effectively address alcohol-related harms
- Begin by understanding the science and public health change
 - Emphasizing evidence-based, population-level strategies
 - Broaden the focus beyond individual behavior to the larger, shared environment
- Build buy-in from your community
 - Law enforcement, public leaders, faith community, schools, larger business community, parents, youth, media, others
 - We're going to focus on law enforcement today, but others are critical partners

The Science and Resources

- Centers for Disease Control and Prevention
 - National Center for Chronic Disease Prevention and Health Promotion
 - Search excessive alcohol use
 - Alcohol Program
 - Search alcohol and public health – www.cdc.gov/alcohol
 - ARDI – Alcohol-Related Disease Impact by state – national and state data of health impacts – www.cdc.gov/ardi
 - Newly-created **Training and Technical Assistance Center** to Prevent Excessive Alcohol Use to assist communities and states in preventing alcohol-related harms
- Community Preventive Services Task Force – *independent, nonfederal body of experts*
 - The Community Guide – includes recommendations in the prevention of alcohol-related harms based on the body of literature/research regarding effective strategies
 - The Task Force provides guidance based on the body of research available on a wide range of health topics
- World Health Organization
 - The Three Best Buys

Community Guide Recommendations on Alcohol

Recommended	<ul style="list-style-type: none">• Regulation of alcohol outlet density
Recommended	<ul style="list-style-type: none">• Increasing alcohol taxes
Recommended	<ul style="list-style-type: none">• Dram Shop liability
Recommended	<ul style="list-style-type: none">• Maintaining Minimum Legal Drinking Age laws
Recommended	<ul style="list-style-type: none">• Maintaining limits on days of sale
Recommended	<ul style="list-style-type: none">• Enhanced enforcement of laws prohibiting sales to minors
Recommended	<ul style="list-style-type: none">• E-screening and brief intervention
Recommended	<ul style="list-style-type: none">• Maintaining limits on hours of sale
Recommended Against	<ul style="list-style-type: none">• Privatization of retail alcohol sales
Insufficient Evidence	Responsible beverage service training

World Health Organization

THREE BEST BUYS

- Increase alcohol excise taxes
- Enact comprehensive restrictions on alcohol advertising
- Enact restrictions on physical availability of alcohol

Other Resources and Tools

- American Public Health Association
 - **APHA policy position** enacted in November 2019: Addressing alcohol-related harms: a population-level response
 - ATOD's Alcohol Action Network
 - **Surveillance tool** for 3rd party sales – tool allowing communities to collect local data to build data set for the country
 - **Twice/monthly calls** connecting partners doing this work (don't have to be a member of APHA): leadership@apha-atod.org
- National Liquor Law Enforcement Association
 - An association dedicated to enforcement of alcohol laws and regulations
 - Resources for you, your community and your law enforcement

Know Your Community – Including Law Enforcement

- Know what's happening on the landscape of your community and state
 - Who are the players/has power?
 - What are the prevalent attitudes?
 - What are the issues w/i the community generally?
 - Anecdotal/stories helpful
 - Recognize the difference between action and activity

Law enforcement is a primary partnership –

It's difficult to do this work without them

Some Tips for Engaging Law Enforcement

Build relationships

- With chief, sheriff, agency head . . .
But also next in command, street officers

Be respectful of their time

- Meeting times, phone calls and requests

Mean what you say, say what you mean

Never breach their confidence

The community effort should build support for enforcement operations as law enforcement engages in effective strategies

Enforcement efforts are part of the community's evidence-based, population-level strategies – weaving them together is important

Concrete Help – a look at one coalition's efforts

- Provided administrative support during and following operations
- Recruited youth/cooperating individuals
- Engaged the media
- Data collection and retrieval
- Provided notice to officers and youth of upcoming administrative/criminal proceedings

Concrete Help – a look at one coalition's efforts

- Followed-up on cases for prosecution and penalty imposition
- Served as community voice for law enforcement – *advocate* – in both public and private forums
- Think 'anything not requiring a sworn officer'
- Gave law enforcement political permission to do their job



Relationships are Everything

*If you can't get along with
people, it doesn't really
matter how much crap you
know.*



Overview of Federal & State Agencies Roles and Resources

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Federal Agencies Working in the Alcohol Arena

Trade and Tax Bureau
(TTB)

Federal Trade Commission
(FTC)

Alcohol, Tobacco and
Firearms (ATF)

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Federal Agencies Working in the Alcohol Arena – Public Health

Health and Human Services (HHS) Agencies

- NIH
- SAMHSA
- CDC
- FDA
- NHTSA

Services

- Comprehensive Research
- Funding Source to the states
- Product Safety
- National Media Campaigns

State and Local Agencies Working in the Alcohol Arena

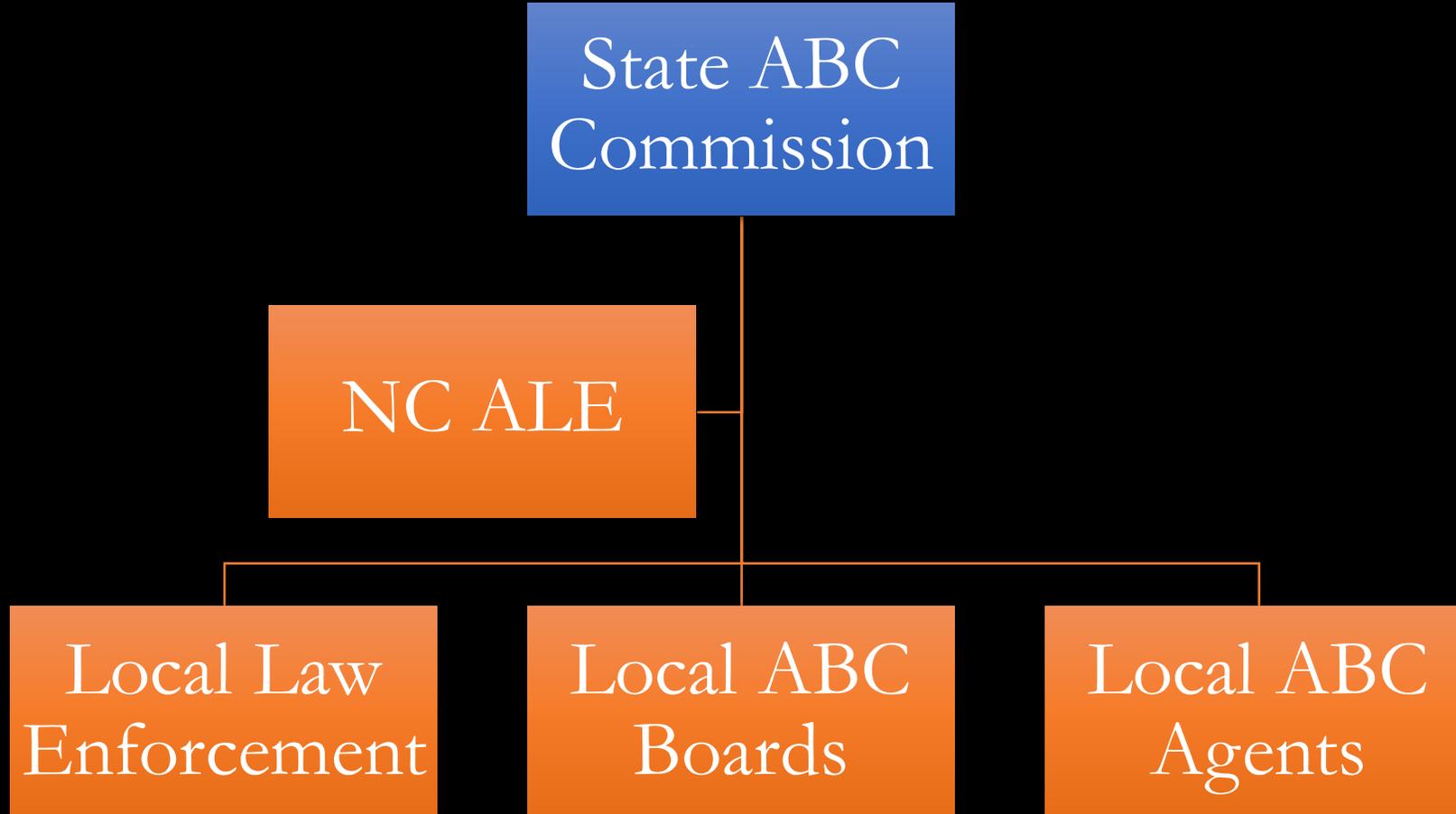
Agencies

- NC Department of Human Services
- NC Governor's Highway Safety Program
- North Carolina Training and Technical Assistance Center (NC TTA)
- Addiction Professionals of North Carolina (APNC)
- Community Impact North Carolina (CINC)
- Universities
- Local Coalitions

Services

- Research
- Funding Source via grants
- Expertise
- Support
- Training
- Networking

North Carolina Licensing/Enforcement Structure



Role of The ABC Commission

Commissioners are political appointees that serve at the pleasure of the Governor.

“The Commission provides uniform control over the sale, purchase, transportation, manufacture, consumption and possession of all alcoholic beverages in the state.”

“As the chief regulator for all alcoholic beverages in the state, the Commission sits squarely at the intersection of public health, public safety, and fair commercial regulation.”

Administrative Penalties

- NC G.S. 18B-104 (a) Penalties. - For any violation of the ABC laws, the Commission may take any of the following actions against a permittee:
 - (1) Suspend the permittee's permit for a specified period of time not longer than three years;
 - (2) Revoke the permittee's permit;
 - (3) Fine the permittee up to five hundred dollars (\$500.00) for the first violation, up to seven hundred fifty dollars (\$750.00) for the second violation, and up to one thousand dollars (\$1,000) for the third violation; or
 - (4) Suspend the permittee's permit under subdivision (1) and impose a fine under subdivision (3).
- Compromise - NC G.S. 18B-104(b)

NC Alcohol Law Enforcement (NC ALE)

- “ALE is the lead enforcement agency for the state's alcoholic beverage control, lottery and tobacco laws.” See 18B-500
- “ALE emphasizes working with local law enforcement agencies to provide solutions to community-based problems. ALE partners with sheriffs and police chiefs to spearhead enforcement operations aimed at making communities safer.”
- “Alcohol Law Enforcement special agents are vigorous in their efforts to stop the illegal sale of alcohol to and consumption of alcohol by minors.”

Local ABC Boards

- Responsible for overseeing the day-to-day retail sales of alcohol within their local jurisdictions at both on-premise and off-premise locations.
- Local ABC Boards are required to hire Local ABC Agents or to contract with local or State law enforcement agencies to enforce the ABC Statute within the jurisdiction of the ABC board.
 - “the primary responsibility of a local ABC officer is enforcement of the ABC laws and Article 5 of Chapter 90 (The Controlled Substances Act).”
 - ABC Officers and Departments under contract with an ABC Board are required to submit monthly activity reports.



FUNDING

Law Enforcement Funding

- 18B-805(c)(2) The local board shall spend for law enforcement an amount set by the board which shall be at least five percent (5%) of the gross receipts remaining after the distribution required by subdivision (1).
- The local board may contract with the ALE Branch to provide the law enforcement required by this subdivision. Notwithstanding the provisions of any local act, this provision shall apply to all local boards.
- State ABC stores must remit a percentage of their monthly sales to the North Carolina Department of Health and Human Services 18B-805(b)(3)
- The North Carolina Department of Health and Human Services shall spend those funds for the treatment of alcoholism or substance abuse, or for research or education on alcohol or substance abuse.

Advisory Committee

- Establish a Standing Substance Abuse Committee/ Advisory Board to review current policies and make recommendations for change where needed.
 - The ongoing nature of the committee helps to ensure that the state or community is prepared to address unwarranted attempts to change legislation or public policy based upon a whim.
- Creates a shared responsibility
- Their recommendations can provide much needed cover for policy makers and elected officials



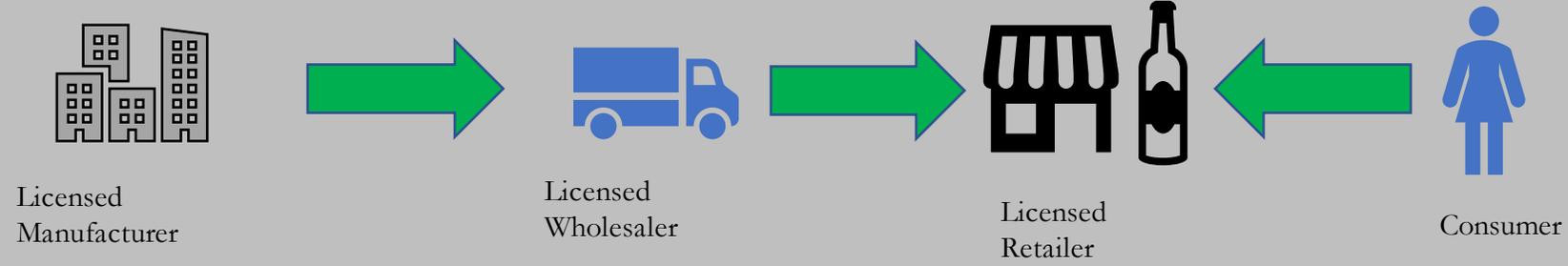
Be Wary the Change

- Key Question to ask, how will the change that the community or the industry are proposing affect public health and safety?
 - Ex: Recent legislation in many states to allow curbside to go and home delivery as a result of Covid-19
 - Potential curbside to go issues
 - Increase in driving under the influence
 - Open container laws
 - Identification procedures

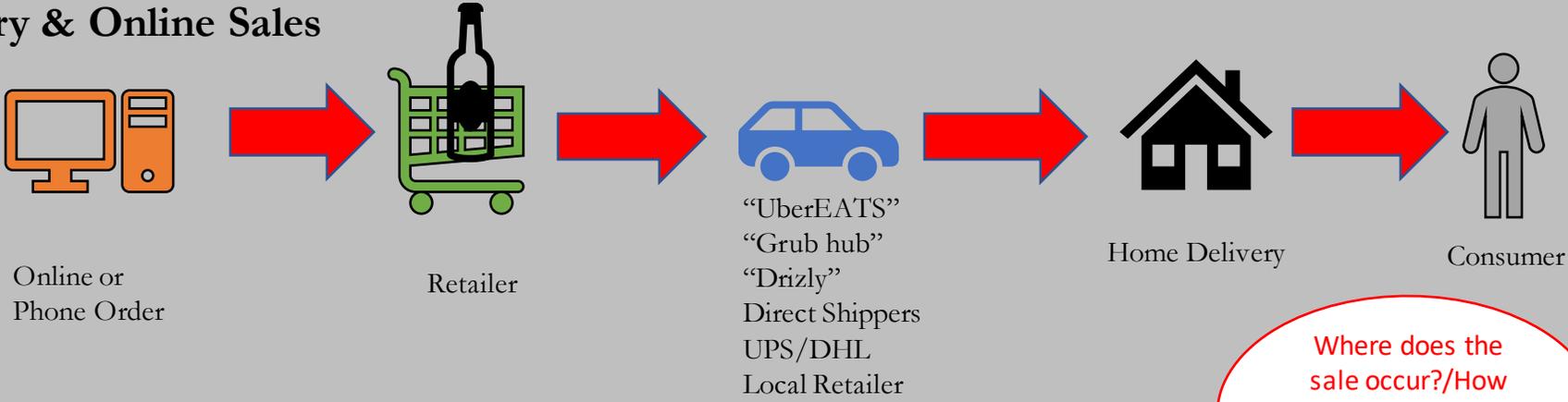


Home Delivery & Online Sales

Normal Supply Chain



Home Delivery & Online Sales



Where does the sale occur?/How do you verify age?/Who has Jurisdiction?



The Role of Enforcement Efforts

IT'S ONLY BEER.



Beer contains alcohol. Alcohol is a drug. Alcohol is the number one drug problem in this country. Not marijuana. Not cocaine. Alcohol. Get the point?

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Evidence of Effectiveness

- Research has shown reductions in alcohol sales to underage youth by as much as 35% to 40% when alcohol policies are combined with proper enforcement. This is especially true when these strategies are combined with media advocacy to educate the community about the laws and enforcement practices.

- Dent, Grube, & Biglan 2005

It Takes a Community to Raise a Child

- Youth access alcohol in a variety of ways
 - In the home – parents/siblings directly or indirectly allow access
 - Older friends
 - Establishments that sell to minors
 - Third-party transactions (stranger purchases)
 - Using False Identifications
- Your efforts should focus on the multitude of ways in which youth access alcohol and must be supported by the data.

Enforcement should be the cornerstone of your community efforts

- Effective enforcement requires a plan!
 - Much of your prevention work will be dependent on working with your local law enforcement and judicial system to ensure that any new ordinances/policies and any existing ordinances are adequately enforced in the community and that appropriate sanctions are imposed against violators.
 - It is important to realize that laws are only as effective as the level of enforcement which is given to them.
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Law Enforcement's Role

Can only enforce at a level citizens allow

- Speed enforcement

Many obstacles within LE ranks

- “Kiddie crime”, manpower, money, equipment

When the big one happens, are they there

- Sports teams, children of power, bad press

Election platforms

- Campaign; hold to task if not followed through
-

Support for Alcohol Regulation

71%

- View underage drinking as a serious problem in their community.

85%

- Support keeping 21 as the minimum age to purchase alcohol.

14%

- Only 14 % of respondents indicated that alcohol regulation within their community was “too restrictive”.
- The remaining respondents indicated that alcohol regulation was either “about right” or “too lenient”.

Local is the Way to Go!

Local/County law enforcement are interested in promoting a safer community in which they serve

Local/County prosecutors are interested in promoting a uniform system of justice

Both are influenced by laws as well community norms

Prevention strategies involving community stakeholders which keep people out of court is a vastly preferred approach and prosecutors should be responsive

Prosecutors also have the powerful use of probation officials who are an often under recognized and underutilized in the comprehensive efforts to provide a comprehensive approach to addressing underage alcohol problems.

Primary Alcohol Enforcement Authorities

NC Alcohol Law Enforcement

Local ABC Agents

City Police Departments

County Sheriff's Departments

Primary Evidence-Based Alcohol Enforcement Strategies

Compliance checks.

Shoulder tap operations.

Controlled party dispersal.

DUI/DWI enforcement.

False identification education/enforcement.

Bar checks/street sweeps.

Special events enforcement.

Enforcement of minor in possession laws.

Effective Enforcement Requires:

Selecting the appropriate strategies for your community.

Securing the support of enforcement.

Securing funding.

Community must support enforcement.

There must be appropriate sanctions for violators.

Enforcement operations must meet “best practice” standards/protocols.

Provide adequate training.

Securing the support of adjudicators.

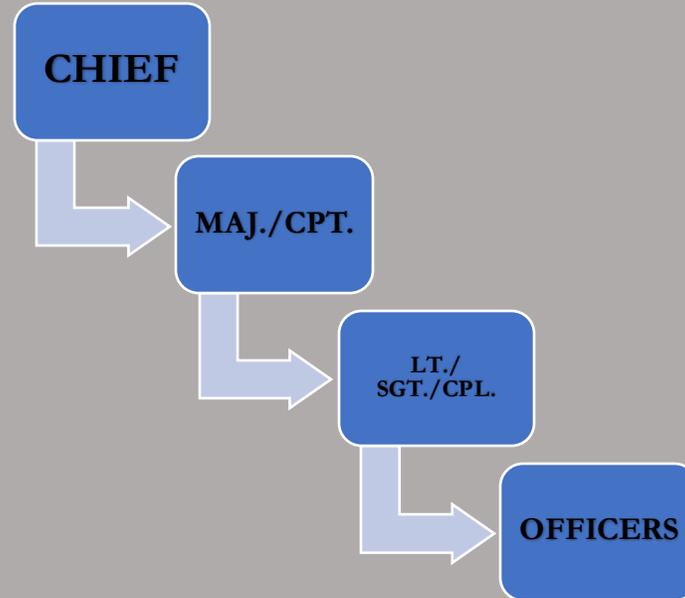
Publicizing results.

Engaging Law Enforcement

- Meet with the Police Chiefs, Sheriffs, and the Prosecutors to introduce your agency/coalition/group and the services you can provide
 - Provide local data that supports the need for enforcement of alcohol laws
 - Educate them on the research that supports specific enforcement strategies
 - Advocate for additional resources for law enforcement
 - Publicly support the agencies when they do conduct alcohol enforcement
 - When possible, provide training and other resources to support alcohol enforcement within the community
 - **NEVER** break their trust

Law Enforcement: Centralized & Clear Structure

- Decision – making authority is clearly delineated.



Dealing With a Structured Command

- Command Structure
 - Make sure to obtain commitment from the Agency Head/Chief/Sheriff/Supervisor
 - Ask that they
 - Appoint someone to your coalition who has been given authority to make basic decisions on behalf of the department.
 - Task officers to do things for the coalition
 - If the individual fails to attend or is not responsive, contact their chief (be gentle, but firm).
 - Reward those who contribute (awards, etc.).

Provide Training

- Ensure that your local police officers know the law by providing free training on State and local alcohol laws/ordinances that can be used to address alcohol-related problems within the community.
 - Do not assume that law enforcement knows the “best practices”. This is not a topic that is generally addressed in the police academy.
 - Make sure training is POST certified
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What Level of Enforcement?

Will depend on what the data tells you

Key is fairness

Need to reassess each year and may need to change up the strategies based upon changing community support & data

Remember it needs to be a comprehensive approach to include several strategies relevant to the needs of the community.

Cops and the Community

- Whichever side is reluctant, give an award
 - Constantly and consistently ask to the table
 - Support when something goes your way
 - Direct when something doesn't
 - Use of media can help
 - Offers of equipment, OT, whatever it takes
 - REMEMBER: We are all in this together
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Overcoming Resistance

Change

“Is easy to propose, hard to implement, and especially hard to sustain”

Andy Hargreaves



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Thank you!

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