

**National Prevention Network
Prevention Research: Striking Gold**

**Saturation Devastation
Engaging Youth In Environmental
Prevention to Change Community
Saturation of Alcohol Outlets and Pro-Use
Messages**

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Wednesday, September 16, 2009

1

Agenda

- Overview of Environmental Prevention
- The Role of Young People
- ARMPY
- Questions and Wrap Up/Closure

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What is your role in the community? What sector do you represent?

Name & picture to represent your role in the community

Why are you concerned about the saturation of alcohol outlets?

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What do you hope to get out of this workshop?

- Why did you choose this workshop?
- How is reducing underage drinking part of your current job focus?
- Why is alcohol outlet density important to your work?
- What do you hope to take away from this workshop?

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Anticipated Workshop Outcomes:

Participants will:

- Increase understanding of environmental prevention
- Increase understanding of the role of young people in reducing youth access to alcohol
- Increase understanding of ARMPY – documenting alcohol outlets and advertising

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Environmental Prevention

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**Wasted –
The Truth on Underage
Drinking**

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**Cultural and community
celebrations are being diluted**

- Birthday Parties
- Graduation
- Prom
- 4th of July
- Labor Day
- Cinco De Mayo
- Christmas
- New Year's Eve
- St. Patrick's Day
- Halloween

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Alcohol Linked With Other Issues

- **Traffic Crashes**
 - Approximately 1/3 of all deaths among 15-24 year olds are from traffic crashes, and in 22% of fatal crashes involving young drivers, the young driver was drinking (NSC, 2005; NHTSA, 2005).
- **Suicide**
 - Up to 38% of adolescent and adult suicide victims (attempted and completed) test positive for alcohol (Bennett & Collins, 2000; Smith et al., 1999).
- **Drowning**
 - Alcohol has been linked to up to 30-70% of drownings among adults and adolescents (Driscoll et al., 2004)

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- **Rape and sexual assault**

- General alcohol use and binge drinking are shown to be associated with sexual and physical assault victimization among adolescent girls (Buzy et al., 2004; Champion et al., 2004).
- Alcohol use – by the victim, the perpetrator or both – has been implicated in at least half of the rapes of college women (Abbey, 2002).

- **Risky sexual behavior**

- Teens who drink alcohol, particularly those who binge drink, are more likely to engage in risky sexual behavior (Dunn et al., 2003).
- A national survey of teens showed that alcohol use was strongly associated with having numerous sexual partners (Valois et al., 1999).

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10

The Public Health Model

- **Host**

- **Agent**

- **Environment**



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- **Individual Prevention:** focuses on changing the host

- **Environmental Prevention:** focuses on changing the agent and the environment

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The decision to use alcohol comes from a combination of all three factors

- The **INDIVIDUAL**: The person drinking. What are his/her attitudes and beliefs about alcohol?
- The **ENVIRONMENT**: Where does alcohol use occur? How is alcohol advertised: How accessible are alcohol beverages?
- The **AGENT**: How much does the alcohol cost? For example, is it cheaper than water? How is it packaged?

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13

- **Environmental prevention** works to change the messages and settings that directly and indirectly make alcohol, tobacco, and drug use appealing.
- **Environmental Prevention** strategies focus on:
 - **Norms** – what is considered acceptable in families, neighborhoods, school and communities (when & where alcohol is consumed, amount of alcohol consumed, public drinking/drunkenness)
 - **Media Messages** – Television advertising, billboards, movies, magazines, advertisements, song lyrics, story lines on TV & movies, product placement
 - **Laws and Policies** – Determined by schools, city councils, boards, businesses, etc. (when and where alcohol can be sold, where alcohol can be consumed)
 - **Access** – How easy it is to obtain alcohol, tobacco and drugs (how many liquor outlets are in your community? How affordable is alcohol? How much is it used in your community? How effective is enforcement/security?)

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14

The easiest place to get alcohol?



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• **How easy (or difficult) is it to get alcohol in your community?**

• **What are the access points in your community?**

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How to respond?

Focus on reducing youth
ACCESS to alcohol
(through social and commercial sources)

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Commercial Access

- Policies that address the commercial sources of alcohol, such as retailers, wholesalers, promoters, restaurants, and hotels
- Compliance Checks
- Responsible Beverage Service Training
- Age Identification Policies/Methods
- Host Manager Training

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Merchant Committed

- The **Merchant Committed** program educates off-sale and on-sale alcohol beverage retailers (markets, stores, gas stations, bars, restaurants, special event venues). The goal of this program is to reduce underage drinking and youth access to alcohol by increasing alcoholic beverage establishment compliance.

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19

Social Access

- Policies that address the social avenues to alcohol access, such as friends, co-workers, siblings, parents, and strangers
- Availability at Community Places & Events
- Hotel/Motel Room Rental Restrictions
- Parking Lot Lighting
- Noisy Assembly Restrictions
- Keg Registration and Keg reg. fees

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20

Parent Committed

- The Butte County **Parent Committed** campaign is about providing support to parents and families with teenagers. The campaign urges parents to renew their commitment as a parent and support their child through their journey into adulthood – when they are discovering who they are
- Unites the Parent community to eliminate underage drinking

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21

Social Host Liability

- Adults who serve or provide alcohol to minors or persons who are intoxicated can be held liable if the person who was provided alcohol is killed or injured, or kills or injures another person

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22

Why Partner With Youth?

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

-Margaret Mead

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23

W o r k i n g W i t h Y o u n g P e o p l e t o

Reduce Youth Access to Alcohol

Youth-Adult Partnerships

A means to increase your effectiveness to address underage drinking prevention efforts

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24

- Adults need to be willing to share their power and responsibility
- Young people need to be willing to gain power and take on responsibility
- Both youth and adults need the skills to work successfully together
- Everyone needs to forget everything they have ever thought about youth and adults as separate groups
- Young people need to demonstrate they can be effective and accountable at every level

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25

Hart's Ladder of Young People's Participation

9. Youth and Adult Initiated and Directed
8. Youth Initiated, Shared Decisions with Adults
7. Youth Initiated and Directed
6. Adult Initiated, Shared Decisions
5. Youth are Consulted and Informed
4. Youth are Assigned and Informed
3. Tokenism
2. Decoration
1. Manipulation

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26

Butte County Friday Night Live/Club Live

- NASADAD Exemplary Substance Abuse Prevention Program Award
- Butte County FNL/CL is a youth led action group that meets weekly on high school campuses or on community based sites. FNL builds leadership skills, broadens young peoples social network, and implements youth led projects to improve school climate and reduce youth access to alcohol.



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27

Butte County FNL/CL Goals

- Provide skill building to chapter members in the areas related to environmental prevention.
- Decrease young peoples use and exposure to ATOD and violence.
- Implement projects that are designed to elicit community or neighborhood-wide social, norm, or policy change.
- Engage young people in opportunities that provide a youth development framework that supports young people as change agents.



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28

Butte County FNL/CL Program Model

- Core group of youth.
- A trained staff member at all FNL/CL gatherings
- Officer meetings
- Chapter meetings
- A weekly session with curriculum guide
- EP Project
- School Climate Project
- Community Service Project
- All project implementation based on data

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29

Program Outcomes

- Youth change perception of harm related to ATODV.
- Youth reduce ATODV use.
- Youth experience ATODV free environments rich in youth development standards of practice.
- Change community norms/policy regarding ATOD.
- Youth increase protective factors.
- Youth have a strong commitment to academic achievement.
- Increase skill in leadership and advocacy,
- Decrease youth exposure and access to ATOD.

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30

Youth/Adult Initiated and Directed

- **Alcohol Retailer Mapping in Proximity to Youth**

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31

ARMPY

- Alcohol Retailer Mapping in Proximity to Youth
- Youth identified an important geographical area
 - Youth collected data and mapped the:
 - Youth attractions
 - Alcohol outlets
 - Youth “graded” the alcohol outlets based on how much advertisements were visible (A, C, or F)
 - Youth created GIS (Global Information System) maps with pictures
 - Youth presented to decision making boards such as School Boards, City Council, and Community Coalitions
 - Purpose: Increase knowledge and influence decision making – ultimately reducing/limiting the number of alcohol outlets in a concentrated area

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32

Remember the goal!

- You want to gather as much evidence as you can from your target area to prove to decision-makers that there may be too many alcohol advertisements and retailers in areas where youth are. You want to make sure that alcohol retailers are safely placed among your community’s youth.

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33

Identify the boundaries of your target area!

- Identify the specific areas where you want to do your research. Take a second look at the area you have chosen, make sure that it is not too big.
- Consider the number of youth and adults you have working on this project. If you have a big group, you may want to break it up into groups of 3-5 youth per adult advisor. That way, you will be able to scan/identify more problem areas.
- As a group, identify and document all youth attractions and alcohol retailers located in your target area. Use a tracking sheet and pictures.

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34

Create a list of alcohol retailers within your target area!

- Check out the Alcohol License master list from the Alcohol Beverage Control (ABC).
- Cross-reference the alcohol retailer list you collected with the list from ABC. Make sure you did not miss any.
- Remember, you are only interested in the alcohol retailers that are located within your target area.

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Map your area!

- There is no clear standard for how close alcohol retailers have to be to a youth attraction in order to influence youth. As a guideline, it is recommended that you and your adult ally map a 0.5 square mile radius around each alcohol retailer, and begin the search for youth attractions within that radius. This guideline has been recommended because 0.5 miles represents a 10-15 minute walk, which, for most people, is their maximum walking distance.

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36

Begin the search!

- You should begin your search for youth attractions by starting at each identified alcohol retailer. While you may use phone books and/or the internet to begin your search for youth attractions, you must also visit each alcohol retail site in person. Not all youth attractions are listed online or in telephone books, and some youth attractions may only be identifiable through visual observation (e.g., an area where youth skateboard after business hours). Use the ARMPY Field Instrument to write down information. Use one ARMPY Field Instrument per alcohol retailer, filling out the information as you search.

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37

Get support from your adult ally!

- Each ARMPY Field Instrument should be looked over by your adult ally – make sure they understand your data – they may identify additional areas

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38

Using the ARMPY Field Instrument?

- **At the top of the ARMPY Field Instrument** there is a line for filling in the name, address and type of alcohol retailer.
- Alcohol retailers can be categorized as either an On-Sale Retailer or Off-Sale Retailer. An Off-Sale Retailer is someone who sells liquor in a retail liquor store, or a store that sells other items as well. The liquor is sold in the original packaging, and is consumed off the premises. An On-Sale Retailer is someone who runs a business where liquor is sold for customers to consume on the premises.
- Also, tally the number of ads you see on the outside of the store, and provide a grade for the alcohol retailer based on the number. The outlet that receives an "A" is not promoting alcohol sales or consumption to passers by and therefore isn't marketing to anyone especially anyone underage.

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39

How to strengthen your case!

- When you are out mapping your target area, make sure to collect all the data you can to make a strong case to the decision-makers.
- **Conduct Intercept Surveys:**
 - What kinds of images do young people see on their way to and from school? Where do youth go during lunch, and what do they see? What do youth see in the areas that they hang out? The best way to find the answers to these questions is to ask youth as they come back from lunch or get to school. You can also ask youth who are at the youth attractions in your mapping area! Create a short questionnaire (2-3 questions). Pick out students you see in your target area, and ask them the questions.
- **Sample Questions:**
 - Where do you generally go during lunch?
 - What kinds of ads do you remember seeing on your way to school?

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43

THANK YOU

“Don’t do easy things first or hard things first or urgent things first. Do first things first – the activities that give you the highest return.”

John Maxwell, from the book Thinking For A Change

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44

Questions...Comments...

- Next steps.....
- Questions.....Comments.....
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45
