

Effective Strategies to Reduce Underage Alcohol Use (High and Very High Priorities Only)*

LIMITATIONS ON ACCESS		
Enforcement of minimum purchase age laws – enforcement aimed at retailers		
	Eau Claire County Status	Call To Action
<p>1. Vigorous use of compliance checks</p> <p>This strategy has been repeatedly demonstrated to reduce sales of alcohol to minors.</p>	<p>Checks to increase compliance with state statutes that prohibit the sale of alcoholic beverages to underage people are conducted countywide. Checks are consistent but are limited. Past rates of compliance: 2004 - 98%, 05 - 94%, 06 - 94%, 07 - 97%.</p>	<p>How can funding be sustained to continue/expand the compliance check program?</p>
<p>2. Development of community support for enforcement</p> <p>This strategy can be an important strategy for supporting and sustaining the use of compliance checks.</p>	<p>A process for compliance checks has been worked out with all law enforcement agencies. Warnings were given rather than citations during first round of checks in 2004. Those who do the right thing and don't sell are acknowledged. There are 216 alcohol license holders in Eau Claire County.</p>	<p>How can funding be sustained to continue/expand the compliance check program?</p>
<p>3. Education of merchants regarding techniques and responsibilities</p> <p>This strategy is most important as an adjunct to compliance checks.</p>	<p>Each business is required to have at least one person on duty during hours of sale who has completed a certificated responsible beverage service course. Beginning in 2004, the Health Dept. has sent an annual letter to all license holders reminding them that compliance checks are conducted and offering assistance and resources.</p>	<p>Should everyone selling and/or serving alcohol be required to complete the training? Should more education be required for those failing compliance checks? How can funding be sustained to continue/expand the compliance check program?</p>
<p>4. Application of appropriate sanctions to violating merchants</p> <p>This strategy is an important adjunct to compliance checks.</p>	<p>Citations are issued to clerks and/or license holders who sell alcohol to underage buyers.</p>	<p>Should clerks <u>and</u> managers/owners both be cited? Are sales to minors considered when renewing licenses? What criterion is used to determine license renewal?</p>
Controls on availability in general		
<p>5. Increase in price through excise taxes</p> <p>Increased taxes have consistently been found to reduce alcohol consumption and problems, especially among youth.</p>	<p>Current tax rate of \$.06/gal was last raised in 1967. Eight states have passed alcohol tax increases in the past 4 years.</p>	<p>Should the proposed state beer tax be supported? If so, how?</p>

Controls on availability in general (cont'd)

	Eau Claire County Status	Call To Action
<p>6. Conditional use permits for alcohol outlets</p> <p>This strategy may be a way of reducing access.</p>	<p>Process for approving permits varies throughout the county.</p>	<p>How many permits are issued/denied each year? What criterion is used to approve conditional use permits? Should recommendations be developed for granting permits?</p>
<p>7. Controls on outlet location and density</p> <p>Higher density contributes to increased alcohol-related problems. Lower density reduces alcohol-related problems.</p>	<p>There is a control on total number of outlets only. Reality Check 21 is working with UWEC on Geographic Information System (GIS) mapping and will use these maps for community education.</p>	<p>What should be done with the results of the GIS mapping regarding the number of outlets and crime?</p>
<p>8. Controls on hours of sale</p> <p>In general, controls on availability reduce alcohol-related problems.</p>	<p>Hours of sale vary throughout Eau Claire County communities and jurisdictions.</p>	<p>Should there be consistency in hours of sale countywide?</p>

Improvement of laws related to minimum purchase age

<p>9. Improve laws regarding minors in possession of alcohol</p> <p>States with more stringent laws have been found to have lower rates of sales to minors.</p>	<p>Zero tolerance for minors possession by law enforcement. Wisconsin state law allows parents to provide alcohol to their children. Some establishments have a stricter policy than the state's.</p>	<p>Are laws enforced consistently? What establishments in ECC have stricter policies? Are other establishments willing to consider such policies?</p>
--	---	---

EXPRESSIONS OF COMMUNITY NORMS AGAINST UNDERAGE USE

<p>10. Restrictions or controls on alcohol use at community events or in public areas (e.g., at county fairs, in parks, or at beaches), which can also be seen as a control on access</p> <p>The strategy can be a strong expression of community norms and can reduce alcohol access.</p>	<p>There are some controls at UWEC & Express Games, Homecoming, the Blues Fest and Country Jam. Reality Check 21 is working with Country Jam organizers to decrease sales to underage people; the compliance rate has improved from 33% in 2006 to 78% in 2007.</p>	<p>Should compliance checks be conducted at more community events to determine if there is a problem? What assistance can be provided to event organizers? How can alcohol use be restricted or limited and managed in public areas?</p>
---	---	--

Eau Claire County Status

11. Restriction of alcohol sponsorship of public events (e.g., a beer company sponsoring a boat race)

It is unknown what sponsorships currently exist at UWEC and in school districts.

This strategy can be a strong expression of community norms.

12. Media campaigns, media advocacy, and counter- advertising

Reality Check 21 Project, SAMSHA and Alcohol Retailers Association

Media campaigns have been found to be very important components of enforcement efforts, greatly magnifying their effectiveness. Counter-advertising has been found to be effective in reducing use of tobacco; similar campaigns may be effective for alcohol.

STRATEGIES BASED IN SCHOOLS AND OTHER YOUTH ORGANIZATIONS

13. School policies regarding alcohol use on school property or at school-sponsored events (These policies are especially important in high schools, but are even more important in colleges and universities.)

Policies exist in the Altoona, Augusta, CASE, Eau Claire, and Fall Creek School Districts; UWEC and CVTC.

This strategy has been found to reduce substance use problems.

PREVENTION OF IMPAIRED DRIVING

14. Establishment and enforcement of “zero tolerance” laws for drivers under 21.

All States now have these laws.

All States now have these laws. They can be very effective in reducing alcohol-related traffic crashes (as much as 50% reductions), especially if well publicized and enforced.

15. Sobriety checkpoints for impaired drivers (especially important as a method of enforcing zero tolerance laws).

Wisconsin state law does not allow the use of sobriety check points. Fourteen states have Sobriety Checkpoint Laws.

This strategy can be very effective in reducing impaired driving and crashes. Specific effects on youth have not been evaluated.

*Source: “Strategies To Reduce Underage Alcohol Use: Typology and Brief Overview”, September 1999. Prepared by Pacific Institute for Research and Evaluation in support of the Office of Juvenile Justice and Delinquency Prevention *Enforcing the Underage Drinking Laws Program*. A publication of The Underage Drinking Enforcement Training Center www.udetc.org
 This document was prepared by the Consortium for Substance Abuse Prevention in Eau Claire County, January 2008. For more information, contact the Reality Check 21 Project Coordinator at 715-839-6967.