

North Coastal Prevention Coalition STOP Act Project

Alcohol Prevention for Hispanic Youth and Families

According to the 2007 Surgeon General’s Call to Action to Prevent and Reduce Underage Drinking, successfully addressing the public health problem of underage drinking requires cooperation, coordination and collaboration among various community sectors including local government, criminal justice, education, business, religious or fraternal organizations, civic or volunteer organizations, healthcare professionals, media, parents, youth, and other organizations involved in reducing substance abuse.

In 2006, Congress passed the STOP Act (Sober Truth on Preventing Underage Drinking) to focus federal attention on the problem of underage drinking, with the first STOP Act grants being awarded to federally supported Drug Free Community Coalitions (DFC) in 2008. NCPCC was among the first cohort of STOP Act grantees with funding from the Substance Abuse and Mental Health Services Administration’s (SAMHSA) Center for Substance Abuse Prevention (CSAP).



Project Overview

The mission of the North Coastal Prevention Coalition (NCPCC) is to reduce the harm of alcohol, tobacco, marijuana and other drugs in the cities of Carlsbad, Oceanside and Vista through community action, education, support and collaboration. NCPCC has partnered with Vista Community Clinic (VCC) since 1998 to serve as the fiscal agent to manage grants and contracts. This has included funding from the federal DFC program from 1998-2009; the County of San Diego, HHS, BHS since 1998 for regional prevention services; and other foundation grants.

NCPCC was awarded a STOP Act grant in 2008 in order to develop underage drinking prevention strategies for Hispanic populations in the region and to increase collaboration between the Eastside Neighborhood Association in Oceanside and the North Coastal Prevention Youth Coalition.

EVALCORP Research & Consulting was contracted to provide evaluation services for the needs assessment and data collection activities on the STOP Act grant. This EvalBrief summarizes key project strategies and evaluation findings of the STOP Act project funded from October 2008 to June 2013.

Needs Assessment

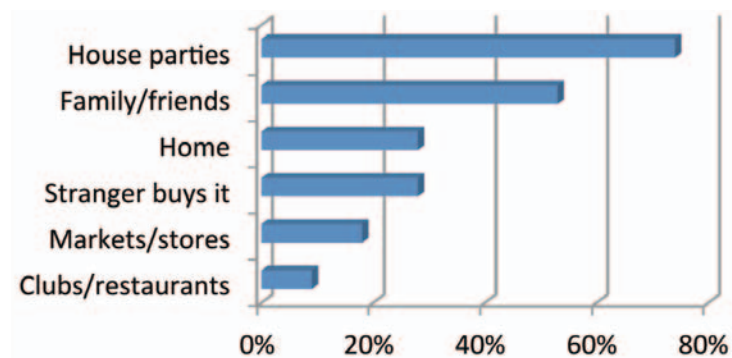
A comprehensive community assessment was conducted during the first year of the project. Quantitative and qualitative

data collection methods were used to determine the primary ways youth obtain alcohol and where they were most likely to consume it.

Based on surveys and focus groups conducted with parents and teens, house parties were identified as both the primary source of alcohol and location where underage drinking was most likely to occur (see Figure 1).

For this reason, project strategies were developed to promote enforcement and awareness of social host ordinances (SHOs) that hold party hosts accountable for allowing underage drinking in private settings.

Figure 1. FY 2008/09: How Youth Who Drink Get Alcohol



Project Strategies

Project strategies focused on increasing law enforcement awareness and utilization of social host ordinances (SHOs), increasing public awareness of SHOs, increasing responsible alcohol sales and service training, and increasing collaboration between residents, youth, and retailers in preventing underage drinking. Highlights of project activities include the following:

Social Host Ordinances

Carlsbad was the most recent city in the Tri-City area to adopt a SHO in September 2009. Oceanside had amended its ordinance in 2007, and Vista's ordinance was adopted in 2003.

- Annual briefings were conducted with law enforcement personnel in Carlsbad, Oceanside and Vista to raise awareness of SHOs and share community support for enforcement action.
- Press conferences to unveil billboards (2009) and bus ads (2010) were held with participation of law enforcement agencies and collaborative partners.

Community Forums and Presentations

A variety of community forums and presentations were held in collaboration with schools, churches, law enforcement and others to inform parents and teens about the dangers of underage drinking, social host ordinances, and the influence parents have on their teens' decision making.

- A total of 8 forums and over 30 presentations were conducted in both Spanish and English in various formats, including panel presentations, small group discussions, and family dinner events with break-out sessions for parents and youth.
- In 2011, NCPC incorporated the Mothers Against Drunk Driving (MADD) 'Power of Parents' program into forums and presentations.



Bilingual social host graphic used for bus sign, magnets and brochures.



Social host ordinance billboard press conference, 2009.

Responsible Alcohol Sales and Service Training

In 2009, the City of Vista passed an ordinance requiring all employees of businesses licensed to sell alcohol to be trained in responsible alcohol sales and service.

- Over 25 LEAD trainings (Licensee Education on Alcohol and Drugs) have been held at the Vista Civic Center since 2010, reaching nearly 1,500 employees. These are provided by the CA Department of Alcoholic Beverage Control (ABC) with coordination assistance from NCPC and the City of Vista.
- NCPC partnered with Occupational Health Services, the North County DUI Program, to develop a similar training in Spanish. A total of 7 Spanish language trainings have been held since 2010, reaching over 125 Spanish-speaking employees.

Retailer Campaigns

Local retail outlets in Oceanside and Vista were recruited to help inform customers that providing alcohol to minors is illegal. Bilingual messages developed by youth were placed in store aisles, and MADD 'Sticker Shock' decals were placed on alcohol products with the message, 'Hey You!!! It's illegal to provide alcohol to people under 21.' A total of 5 campaigns were conducted with a dozen retail outlets. Campaign efforts were covered by local television and newspaper outlets, and recognition was given to participating retailers in newspaper ads.

Key Evaluation Findings

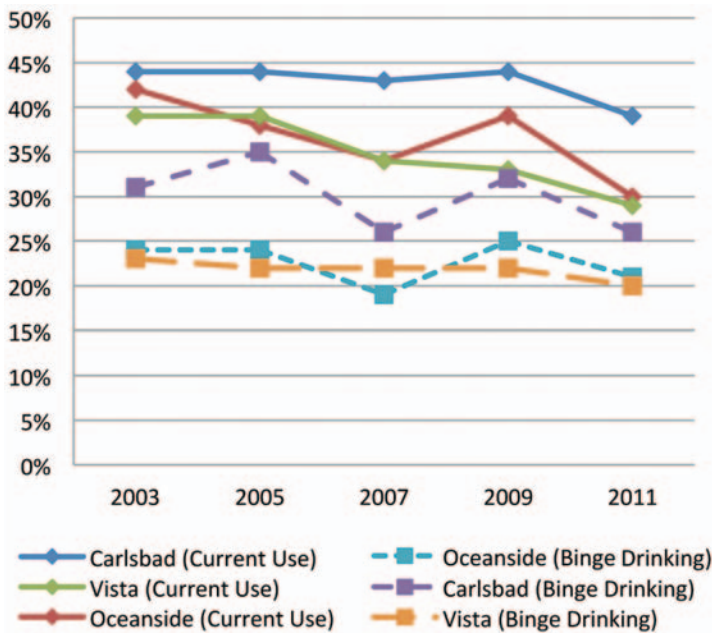
Data collection methods and tools used in the evaluation included law enforcement data on social host ordinance citations, California Health Kids Survey (CHKS) data, and project surveys administered to youth, adults, law enforcement, and LEAD training participants across the four years of the project. Key evaluation findings are summarized below.

CHKS Findings on Youth Alcohol Use

Select findings from the CHKS administered in Carlsbad, Oceanside, and Vista Unified School Districts included:

- Alcohol was the most frequently used substance, with an average of 36% of 11th graders using alcohol in the past 30 days (current use) across the three school districts in 2007, 2009, and 2011.
- Fewer 11th graders reported drinking alcohol and binge drinking (i.e., 5 or more drinks in a few hours) in the past 30 days in 2011 than in 2003 (see Figure 2).

Figure 2. 11th Grader Alcohol Use & Binge Drinking (CHKS Findings)

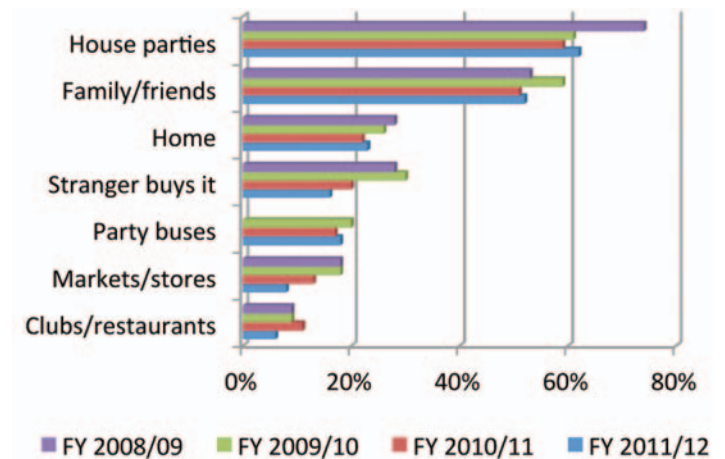


Youth Survey Findings

Of the 1,444 youth surveyed across the four project years, the majority have friends who drink. However, fewer youth reported that they drink alcohol in 2011/12 (33%) than in 2008/09 (45%).

- Significantly fewer Hispanic/Latino youth report that they drink alcohol or binge drink compared to non-Hispanics/Latinos.

Figure 3. How Youth Who Drink Get Alcohol (Youth Survey)



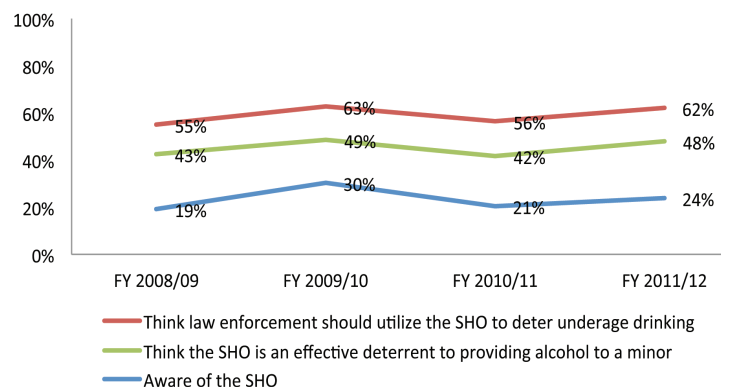
- Most youth who drink obtain alcohol from house parties or from family and friends, although access to alcohol in these ways has decreased from 2008/09 to 2011/12 (see Figure 3).
- Of youth who report drinking, 68% drink beer, 64% drink liquor, 49% drink alcopops, 39% drink alcoholic energy drinks, 29% drink wine, and 8% drink other types of alcoholic drinks.

Adult Survey Findings

Almost all (96%) of the 1,345 adults surveyed in Oceanside and Vista across the four project years think underage drinking is a problem in their community.

- Hispanics/Latinos are significantly more likely than White/Caucasians to agree that alcohol is not as dangerous as other drugs (34% Hispanics vs. 14% Caucasians agree).

Figure 4. Adult Attitudes toward the SHO (Adult Survey)

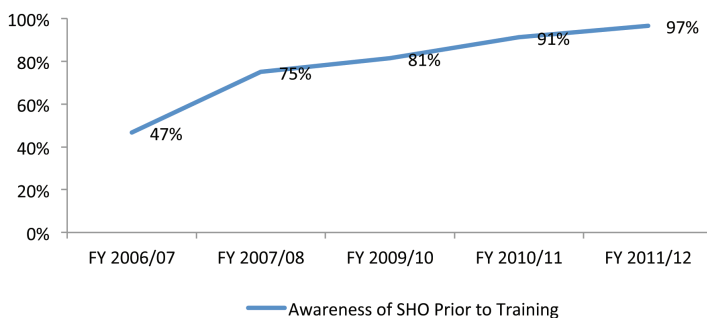


SHO Law Enforcement Training Survey Findings

STOP administered surveys to approximately 140 law enforcement personnel annually after they received training on SHO enforcement.

- Each year, more law enforcement personnel were aware of the SHO prior to the training, with almost all aware of the SHO in FY 2011/12 (see Figure 5).
- Fewer law enforcement personnel thought the SHO was an effective tool in 2011/12 (71%) than in 2006/07 (94%). In addition, more anticipated problems or obstacles in enforcing the SHO in 2011/12 (40%) than in 2006/07 (16%).

Figure 5. Awareness of SHO Prior to Training



SHO Enforcement Data

A total of 95 SHO citations/arrests were made across the Cities of Carlsbad, Oceanside and Vista from January 1, 2009 to December 31, 2011, which is a third (33%) of all SHO citations/arrests in San Diego County for that time.

Table 1. Social Host Ordinance Citations/Arrests

	2009	2010	2011	Total
Carlsbad	4	17	5	26
Oceanside	8	7	16	31
Vista*	13	12	13	38
Total	25	36	34	95

*Includes 9 citations/arrests in unincorporated areas of Vista.

Alcohol Sales and Service Training Survey Findings

From FY 2009/10-2011/12, over 1,500 surveys were collected from participants at the end of retailer trainings. Nearly all participants (95%) would recommend the training to others.

- 89% of training participants said they were very likely or likely to change the way they did their job as a result of the training.
- 67% of LEAD training attendees and 82% of Spanish training attendees had not attended a similar training previously.

“It is good because they gave us useful information that will help us all to help others.”

- Spanish Language Alcohol Sales and Service Training Participant, 2011

Recommendations and Next Steps

Based on evaluation findings, the following steps are recommended to continue to prevent and reduce youth alcohol use.

Continue to implement public awareness campaigns

- Inform parents, youth and the community on the hazards of underage drinking and effective prevention strategies.
- Educate the public about social host ordinances, and encourage reporting of underage drinking parties.
- Ensure culturally appropriate messages for the Hispanic community to address differences in the perception of the dangers of alcohol relative to other drugs.

Strengthen and enforce policies to prevent underage drinking and youth access to alcohol

- Support law enforcement efforts to utilize SHOs, and other alcohol violations, to deter underage drinking.
- Explore policy changes that could streamline the enforcement and adjudication process.

Continue to train alcohol retailers on responsible alcohol sales and service

- Train on-sale and off-sale alcohol establishments on strategies to reduce youth access, laws and consequences for selling/serving to minors, and strategies for handling alcohol-related problems.
- Explore expanding the training requirement to other municipalities.

Strengthen and enhance collaboration with new and existing partners

- Enhance partnerships with schools, youth-serving organizations, churches, healthcare, business, and others to increase involvement with underage drinking prevention efforts.