

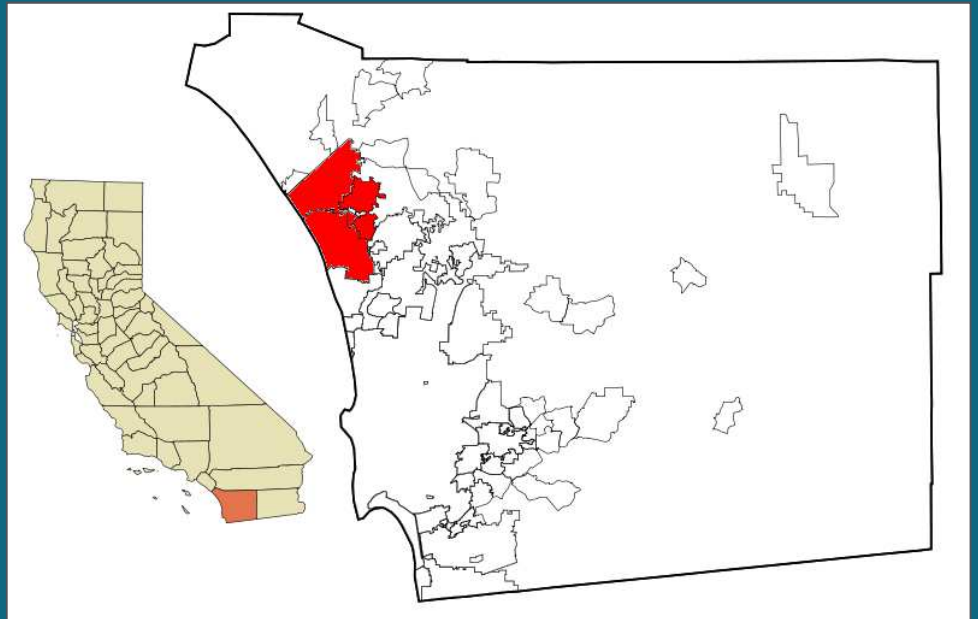
Advocating for Local Alcohol Policies

Oklahoma Prevention and Recovery Conference,
November 2, 2017



NCPC Mission

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.



Managed and Supported by Vista Community Clinic

- Fiscal agent for NCPC grants and contracts since 1998
- National awards in 2008 and 2010
- Public Health Champion award in 2013
- County regional prevention contractor for 20+ years



Got Outcomes! Coalition of Excellence
COALITION OF THE YEAR



**National Exemplary Award for
Innovative Substance Abuse
Prevention Programs, Practices,
& Policies**

Overview

- Alcohol: The Problem
- Alcohol outlet density and the science
- Applying the science at the local level:
 - Campaign examples including community organizing and media
- Q & A

A special thanks to Diane Riibe and Cassandra Greisen for sharing their slides from SD Policy Panel meeting on 9/29/17.

Alcohol and health



3.3 million deaths
6 deaths every minute
from harmful use of alcohol
every year



Harmful use of alcohol causes



100% of fetal alcohol syndrome



100% of alcohol use disorders



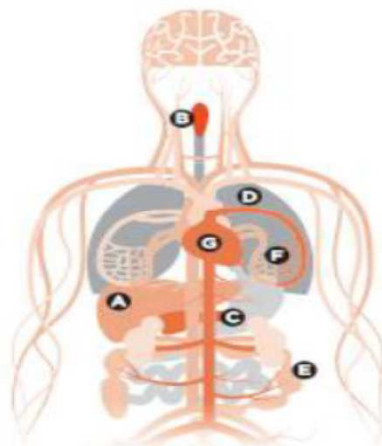
22% of suicides



22% of interpersonal violence



15% of traffic injuries



A 50% of liver cirrhosis

B 30% of mouth and throat cancers

C 25% of pancreatitis

D 12% of tuberculosis

E 10% of colorectal cancer

F 8% of breast cancer

G 8% of heart disease

Impacts of Alcohol



ALCOHOL CONSUMPTION JUMPS AMONG U.S. ADULTS

BLOOMBERG NEWS

Americans are drinking more than they used to, a troubling trend with potentially dire implications for the country's future health-care costs.

The number of adults who binge drink at least once a week could be as high as 30 million, greater than the population of every state save California, according to a study published Wednesday in JAMA Psychiatry. A similar number reported alcohol abuse or dependency.

Between the genders, women showed the larger increase in alcohol abuse, according to the report.

"This should be a big wake-up call," said David Jernigan, director of the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health, who wasn't involved with the research. "Alcohol is our No. 1 drug problem, and it's not just a problem among kids."

While underage drinking has declined in recent years,



WASHINGTON POST

According to a new report, women showed a larger increase in alcohol abuse than men.

adult consumption increased across all demographics. The jump was also especially large for older Americans, minorities and people with lower levels of education and income.

The rise is "startling," said Bridget Grant, a researcher at the National Institute on Alcohol Abuse and Alcoholism and lead author of the paper. "We haven't seen these increases for three or four decades."

The share of adults who reported any alcohol use, high-risk drinking, or alcohol dependence or abuse increased significantly between surveys conducted in 2001-02 and follow-up surveys in 2012-13. Researchers interviewed tens of thousands of people in person with similar questions, offering a nationally representative look at how American drinking habits have evolved in the 21st century.

About 12.6 percent of adults reported risky drinking during the previous year in 2012-13, compared with 9.7 percent in 2001-02. Behavior was considered high-risk if people exceeded the government's recommended limit for alcohol intake, set at four drinks in one day for women and five drinks for men, at least once a week.

That 3 percentage point increase may not seem like a huge jump, but given an adult U.S. population of about 250 million, it represents roughly 7 million more people binge drinking at least once a week.

The increase in alcohol abuse or dependence was even greater: Some 12.7 percent of respondents reported such behavior in the 2012-13 period, compared with 8.5 percent in 2001-02. That percentage increase is roughly equivalent to 10.5 million people at the current population. The surveys assessed abuse or dependence using standard guides, with questions like whether people had difficulty cutting down on drinking, or if they continued drink-

ing even when it caused trouble with family and friends.

There's no single explanation for the increase. Researchers point to economic stress in the aftermath of the Great Recession; easily available alcohol at restaurants and retailers; and the diminished impact of alcohol taxes.

Pervasive marketing by the alcohol industry and new products such as flavored vodkas or hard lemonade and iced tea may also be driving some of the increases among women and other demographics, Jernigan said.

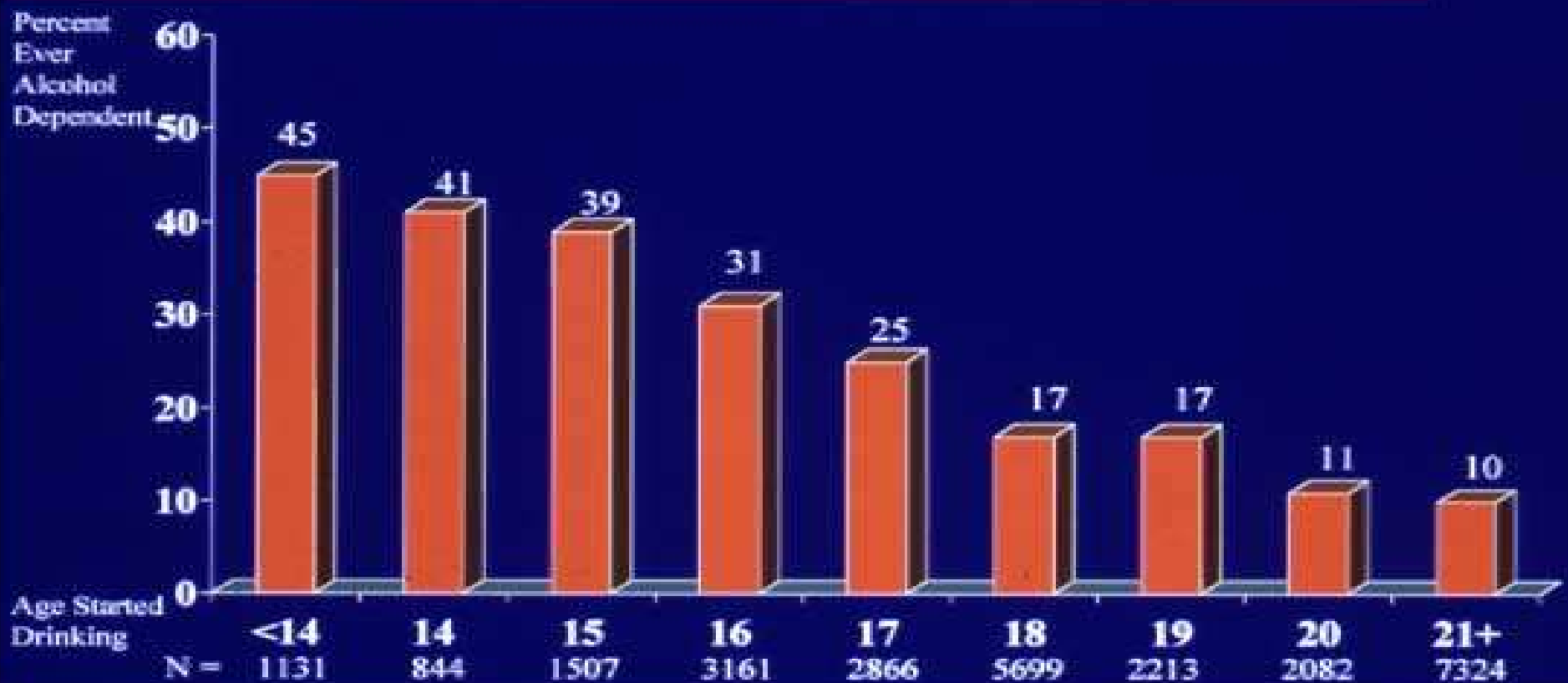
The consequences for health care, well-being and

mortality are severe. Excess drinking caused on average more than 88,000 deaths in the U.S. each year between 2006 and 2010, according to the U.S. Centers for Disease Control. The total includes drunk-driving deaths and alcohol-linked violence, as well as liver disease, strokes and other medical conditions.

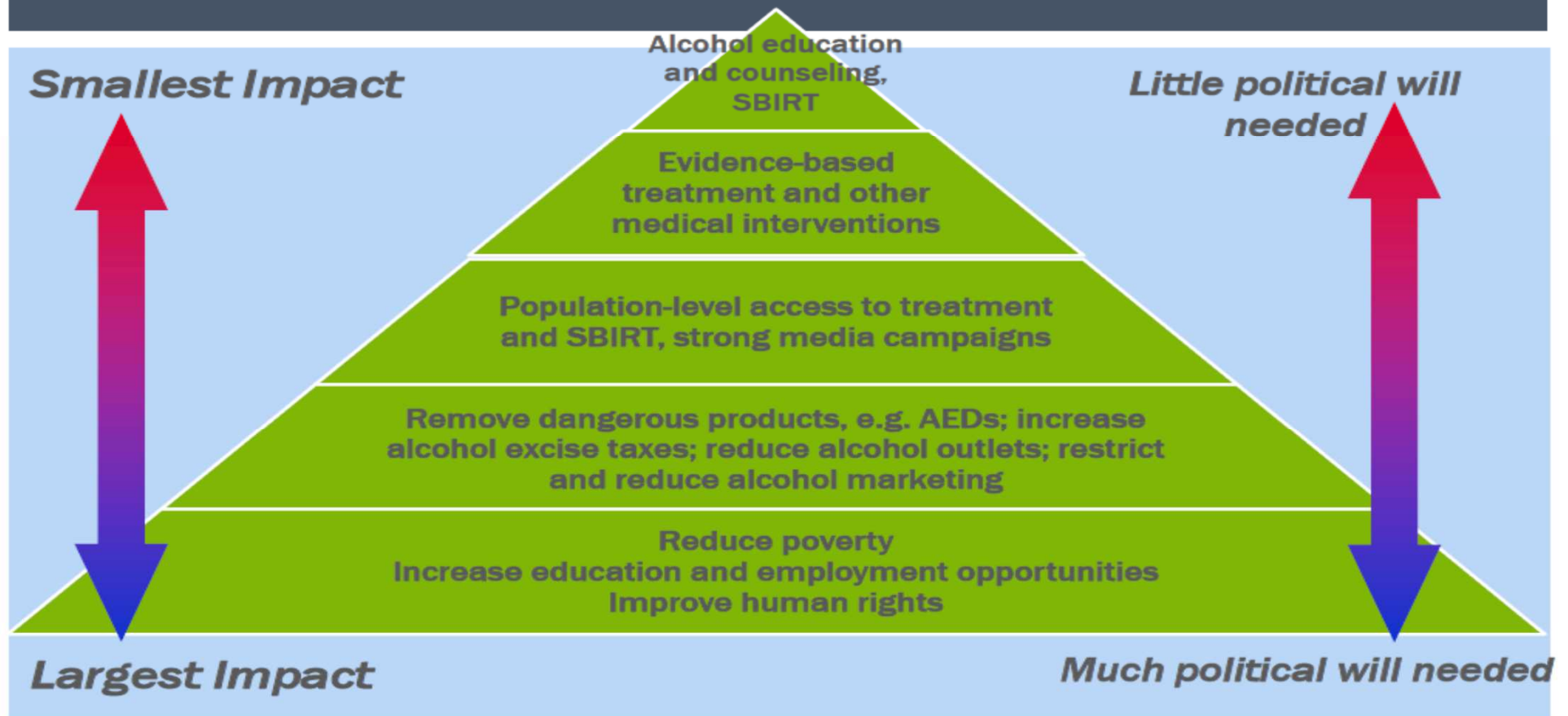
"We pay for all of it," said Jürgen Rehm, senior director of the Institute for Mental Health Policy Research in Toronto. The costs show up in higher health care needs, lost productivity and prosecuting alcohol-fueled crimes from drunk driving to homicide.

"There's no single explanation for the increase. Researchers point to...easily available alcohol at restaurants and retailers..."

Prevalence of Lifetime Alcohol Dependence According to Age of Drinking Onset



FRIEDEN PYRAMID IN ACTION: ALCOHOL



Public Health Policies and Advocacy

IT HAS LONG BEEN KNOWN that *public health policy, in the form of laws, regulations, and guidelines, has a profound effect on health status.* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2724448/>

The business of improving population health has always been linked to action. Buried in seemingly dry public health statistics is the evidence of preventable illness and death. To document this is not enough. *To effect change may never be politically “safe” and is never a simple matter.*

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447936>

ALCOHOL OUTLET DENSITY: ACTION

The Community Preventive Services Task Force recommends limiting alcohol outlet density to reduce excessive drinking through the use of licensing or zoning processes.



EFFECTIVENESS:
Moderate effectiveness



BREADTH OF SUPPORT:
Enough studies for systematic reviews and meta-analyses



CROSS-NATIONAL TESTING:
Testing in several countries



COST TO SUSTAIN:
Low

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ALCOHOL AVAILABILITY & RELATED HARMS

“When the density of alcohol outlets is high or increases, the level of alcohol consumption is correspondingly high or increases, and excessive consumption and its diverse related harms occur.”

- Task Force on Community Preventive Services



TRAFFIC CRASHES



HOSPITAL ADMISSIONS



SUICIDE



ALCOHOL USE DISORDERS



UNDERAGE DRINKING



GONORRHEA



PEDESTRIAN INJURIES



VIOLENCE



CRIME

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Tatlow J, Clapp J, Hohman M. The relationship between the geographic density of alcohol outlets and alcohol-related hospital admissions in San Diego County. *Journal of Community Health* 2000;25:79-88.

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ALCOHOL OUTLET DENSITY: ACTION



REDUCE CROWDING

Limit number of outlets and create distance requirements between outlets and sensitive uses (e.g. churches, schools.)



OPERATIONAL PRACTICES

Limit days, hours and adult entertainment, restrict advertising, responsible beverage service training



COMPLIANCE CHECKS

Monitor illegal sales to underage and visibly intoxicated adults

Research on Alcohol Outlet Density

What
research
recommends

The U.S. Task Force on Community Prevention Services concludes that **limiting on- and off-premises alcoholic beverage outlet density**—either by reducing current density levels or limiting density growth—can be an **effective means of reducing the harms associated with excessive alcohol consumption**. It may also provide additional benefits for quality of life by reducing community problems such as loitering, public disturbances, and vandalism. (*American Journal of Preventive Medicine*, 2009)



What
happens in
communities



Putting Research to Practice

THE COAST NEWS

MAY 22, 2015

Oceanside bans beer and wine sales

Ban will affect fast food and drive thru restaurants

OCEANSIDE — Oceanside City Council took action to head off fast food and drive thru restaurant sales of beer and wine on Wednesday. New applicants for a restaurant beer and wine license must have a full service kitchen, and cannot have drive thru or walk up window service to purchase food and beverages.

Currently there are three Oceanside restaurants that sell beer and have drive thru service. Angelo's Burgers' three locations will be grandfathered in, and be able to continue business as usual.

The 20 fast food eateries without full service kitchens that are currently licensed to sell beer and wine will also be allowed to continue sales.

Councilwoman Esther Sanchez said the regulations are not in response to a problem, but directed towards curtailing trends in fast food drive thru restaurants that increasingly offer beer and wine on the menu.

Angelo's Burgers, which has been in operation at its original location on South Coast Highway for 37 years, has policies in place to ensure beer is consumed on location. Beer is served in a glass, while other beverages are sold in paper cups. And beer cannot be ordered at the drive thru.

Adopted regulations will keep new restaurants in check, and not allow drive thru sales of beer and wine.

The City Council and community members discussed the importance of limiting beer and wine sales at



Angelo's Burgers' three locations will be the only Oceanside restaurants with drive thru service allowed to sell beer and wine. The restaurants were grandfathered in when new rules passed. Photo by Thomas Yee

fast food restaurants, because the eateries draw teenage customers. Sanchez said teens often go to fast food joints without their parents.

"We're here to protect the health and safety of our community," Sanchez said. "We're giving our kids a chance to grow up so they can make the best decisions themselves."

Councilmen Jerry Kern and Jack Feller questioned the impact of the new rules on restaurants without full service kitchens, such as sandwich shops or those that sell prepackaged food.

The councilmen were satisfied that existing fast food restaurants that sell beer and wine will be grandfathered in.

And that the definition of a fast food restaurant, being an eatery without a full service kitchen, is one the city has long used.

The city has been mulling over the exact perimeters for restrictions since February 2014. A stakeholders group of North Coastal Prevention Coalition, Chamber of Commerce, MainStreet, and San Diego County Chapter of the California Restaurant Association representatives met with city staff to give input on the citywide regulations.

Council is looking to take further steps to curtail over consumption of alcohol by adopting a sales and service training program at a future date.



Oceanside to require increased training for alcohol-serving businesses

by Ruarri Serpa | Posted: Friday, November 6, 2015 8:00 am

To reduce restaurants and bars over-serving alcohol or serving it to minors, Oceanside will soon require establishments to send their employees for a training on responsible beverage service.

In a 5-0 vote, the City Council approved a measure Wednesday with the support of the city's two business groups, Mainstreet Oceanside and the Chamber of Commerce. If the Council formally adopts the ordinance in December, businesses that sell, serve and/or deliver alcohol will have 180 days to send their employees to the four-hour class.

David Manley, Neighborhood Services division manager, said the ordinance brings Oceanside into league with several other cities in the county — including Encinitas, Solana Beach, San Marcos and Vista — that have adopted similar requirements in recent years. Manley said the city will look into sending notices of the policy change to businesses before their licenses to operate come up for renewal.



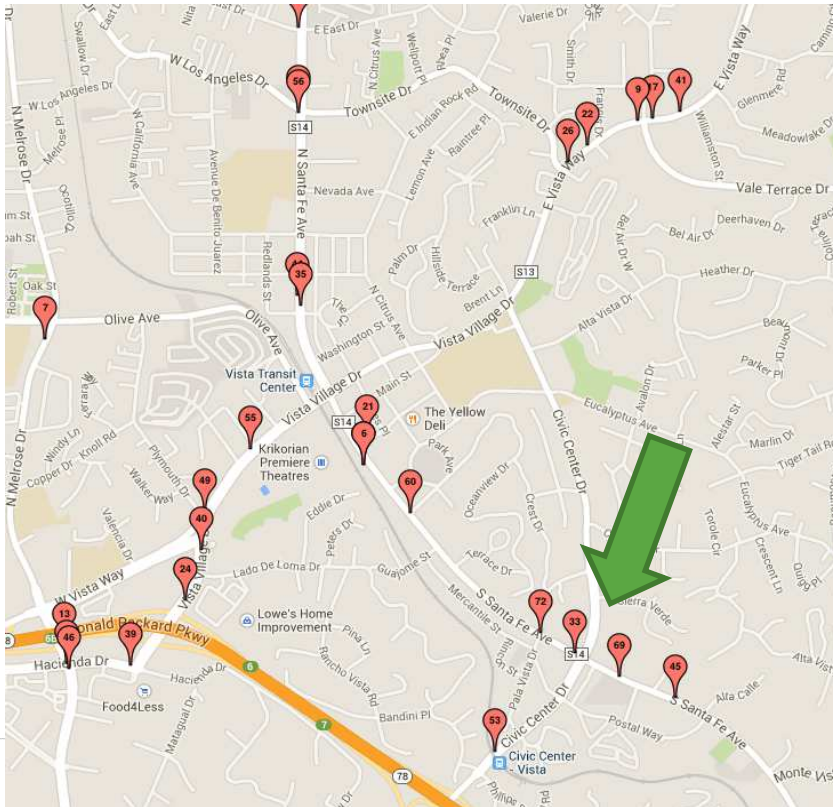
Bartender

- ↑ Oceanside prohibits alcohol sales at drive-through fast food restaurants
- ↓ Regal Theater at Westfield mall sells alcohol in all theaters with mixed age audiences
- ↑ Oceanside adopts alcohol training ordinance (similar to Vista's)
- Oceanside allows CBW in commercial zones but requires local permit

Getting Started and Staying Informed

- How are alcohol licensing decisions made? State? County? City?
 - Can be quite complicated – will take time and research
- Once you know, review regularly
 - Weekly review of license applications
- Stay informed of local government process
 - Email alerts if available
 - Weekly review of meeting agendas (especially Council, Planning Commissions)
- Attend meetings when issues relevant
 - Likely to meet others interested or concerned

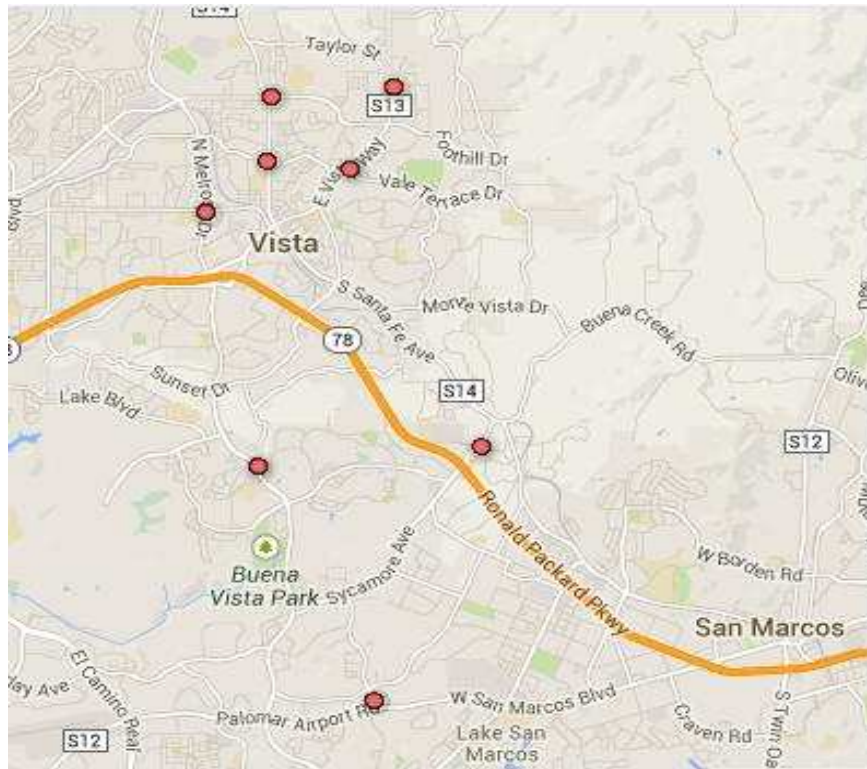
Case Study – 7-Eleven in Vista



The 7-Eleven at **902 S. Santa Fe** applied for a Special Use Permit to sell beer and wine.

There are currently 3 other outlets in the census tract – the maximum recommended by ABC calculations – and another two close by.

7-Eleven Presence Vista – 8 Others Exist



Other 7-Eleven Locations

3251 BUSINESS PARK DR (92081)

1595 E VISTA WAY (92084)

895 E VISTA WAY (92084)

470 N MELROSE DR (92083)

900 N SANTA FE AVE (92083)

1501 N SANTA FE AVE (92084)

1610 S MELROSE DR (92083)

298 SYCAMORE AVE (92083)

Initial Decision

7-Eleven initially applied to sell beer and wine in Oct 2013:

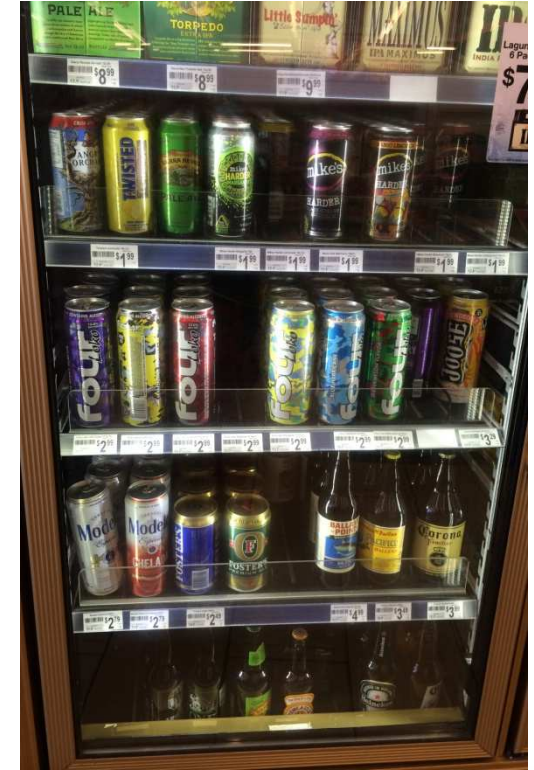
- Denied by Planning Commission 1/21/14
- Denied by City Council on 2/25/14

Reapplied on July 15, 2014

- Denied by Planning Commission on 8/19/14

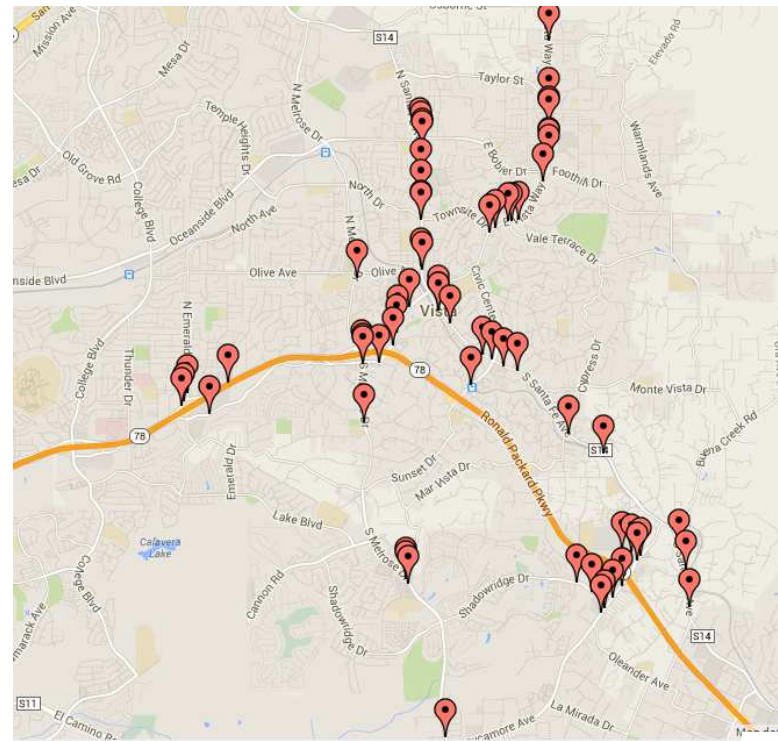


Alcohol Displays at 7-Eleven

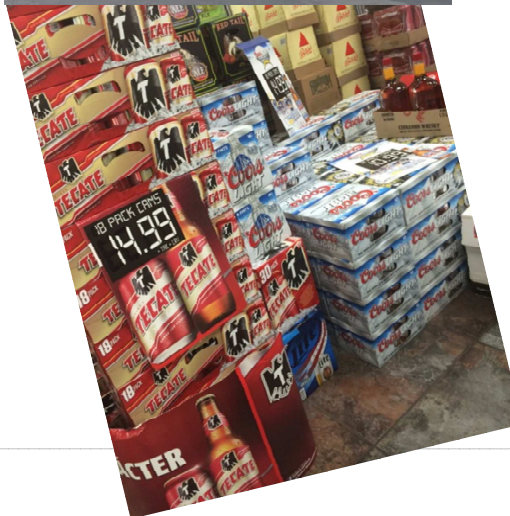


Alcohol Availability in Vista

Vista already has nearly **70** stores licensed to sell alcohol, the highest ratio per population of all neighboring cities.



Other Stores Selling Alcohol in Census Tract



And More Across the Street



City Staff Initially Recommended Denying Application



*The sale of beer and wine for off-site consumption will be **detrimental to the health, safety and welfare of persons residing in the vicinity** of site because statistical data from the United States Department of Justice shows that **there is a direct correlation between facilities that sell alcoholic beverages for off-site consumption and increase in crime**. Considering the findings regarding the availability of other alcohol outlets in the surrounding area, the location of the project site at a busy intersection, and the incidence of people congregating within the project area, **the sale of beer and wine at this site would lead to loitering and other alcohol-related crimes in the area.***

Vista General Plan – Healthy Vista Element

The 'Healthy Vista Element' was a new section of the General Plan, and was included **“because of an alarming increase in certain health risk factors over the last three decades, there is a new urgency to involve all levels of government in promoting improved public health.”**

Vista's General Plan, specifically Healthy Vista Element 1.11, states to **“Strive to reduce problems associated with alcohol and drug abuse when developing or altering programs, policies, and practices.”**

The Healthy Vista Element... **“demonstrates the city's awareness of the role local governments can have in improving public health and promoting healthier residents by taking a leadership role in making community health and wellness priorities.”**

Community Input Survey

**Community Input
Does Vista Need More Alcohol Sales?**

This survey is being conducted to get community input regarding an application by 7-Eleven in Vista to sell beer and wine. The 7-Eleven is located at 902 S. Santa Fe Ave. There are already 5 other businesses nearby where alcohol is sold. In addition, Vista already has nearly 70 stores licensed to sell alcohol, the highest ratio of any city in the county. Many research studies have found that limiting the number of businesses associated with heavy drinking, youth access to alcohol, and the resulting harm to the community can reduce the harms that apply).

WHAT DO YOU THINK?	YES	NO	DON'T KNOW
2. Do you think youth have more access to alcohol if there are a lot of stores in their neighborhood that sell alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Do you think neighborhoods with more stores that sell alcohol have more crime?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Do you think cities should limit the number of places where alcohol can be sold?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Do you think the City of Vista should approve a permit for the sale of beer and wine at the 7-Eleven located at 902 S. Santa Fe?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Which of the following best describes you?

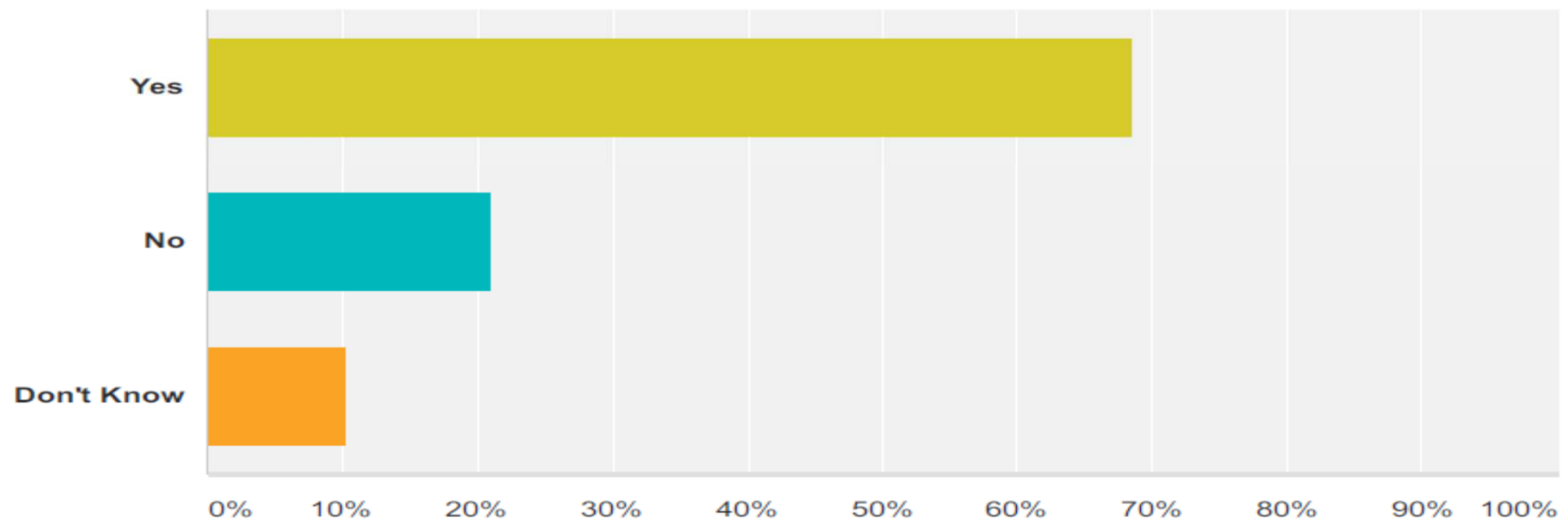
☐ Caucasian/White ☐ Black ☐ Asian/Pacific Islander ☐ Other: _____

[Optional] ☐ YES, please contact me with more information.

Community Input Survey - Results

Q4 Do you think cities should limit the number of places where alcohol can be sold?

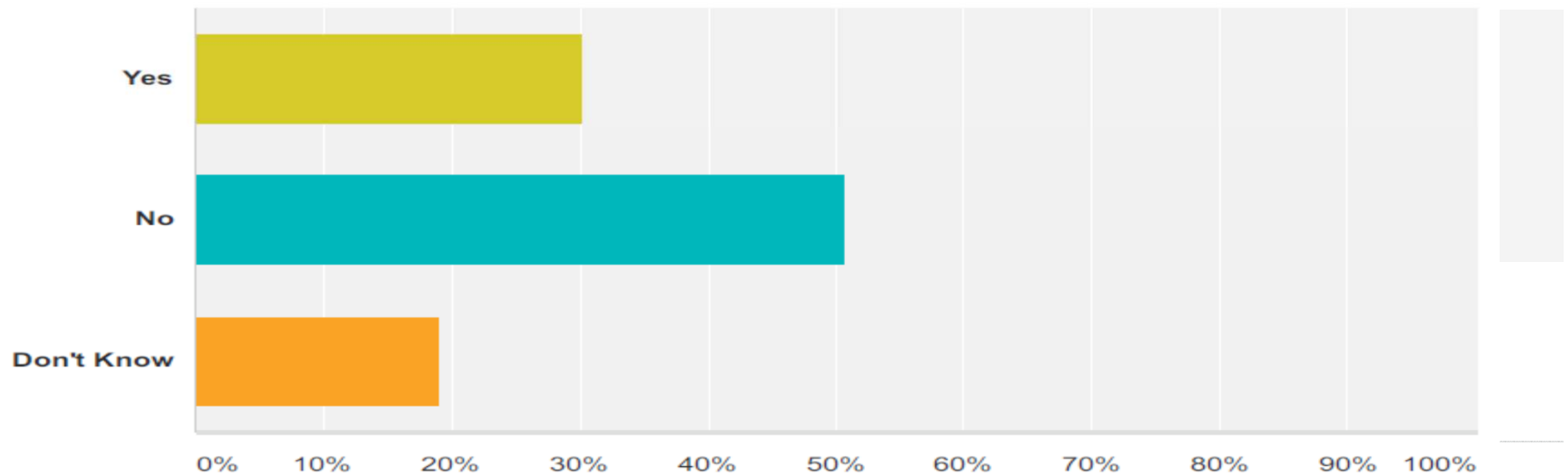
Answered: 388 Skipped: 4



Community Input Survey - Results

Q5 Do you think the City of Vista should approve a permit for the sale of beer and wine at the 7-Eleven located at 902 S. Santa Fe?

Answered: 390 Skipped: 2



Council Approves Alcohol at 7-Eleven



A video player interface showing a recording of a city council meeting. The video title is "CITY OF VISTA" and the content is titled "Voting Results...". The video shows a table of council members and their votes on a proposal. The video player includes a progress bar at the bottom with a timestamp of 2:00:40 / 2:05:05 and a date of September 23, 2014.

Voting Results...	
Judy Ritter	Yes
John Aguilera	Yes
Cody Campbell	No
Dave Cowles	No
Amanda Rigby	Yes

7:30
2:00:40 / 2:05:05
September 23, 2014

Despite your efforts, decisions don't always go your way.

Case Study – K1 Speed



Carlsbad was first location in the country, opening in 2003!

Has since grown to 35 locations nationwide.

NO California locations currently sell alcohol (in fact only 2 locations in Chicago do).

K1 Speed Goals and Philosophy

OUR BACKGROUND, GOALS, PHILOSOPHY AND MORE

Indoor karting has grown into a large industry over the last several years, not only within California, but across the nation, and we pride ourselves on playing a part. K1

Speed was one of the first companies to bring **electric karts** and **indoor go kart** tracks to Southern California, and since our first location opened in Carlsbad in 2003, we have witnessed an explosion in the market. We see the

expansion of the industry as a validation of the sport, which as fans and participants is something that we appreciate. At K1

Speed, we are dedicated to the sport of karting, which is why we operate kart racing centers nationwide; as enthusiasts of the sport, our aim is to make it as accessible as possible!

The premise behind the creation of K1 Speed was to offer enthusiasts and amateurs alike an authentic and genuine racing experience

in a safe, comfortable, accessible and perhaps most importantly, unique environment. Utilizing advanced European electric karts and indoor asphalt tracks, K1 Speed quickly developed a reputation as being fun and exciting, and our growth has been continuous since we first opened our doors. In addition to our Arrive and Drive racing option, which allows individuals to visit our **indoor karting** centers anytime and experience the thrill of racing, we also offer racing leagues and a variety of packages for corporate events and group parties, which have proven quite popular. To meet the needs of customers and **kart racing** enthusiasts who demand more, we also have a Pro Shop – K1 Race Gear – which carries everything that a karter might need to compete at the track. At K1 Speed, our goal is to be synonymous with karting, and we think that we are on our way!

<https://www.k1speed.com/about-us.html>

Alcohol sales and service is serious business! Does it really fit in this business model, which is “dedicated to the sport of karting”?

Identifying Community Voices



Carlsbad needs to hit the brakes on alcohol expansion

By Simon Angel

I've been a proud resident of Carlsbad for more than 40 years, and take pride in our city and neighborhoods, but I've been growing concerned about recent decisions that would expand alcohol in our city where I don't think it's needed or belongs.

On June 21, the Planning Commission approved a zoning change on a 3-2 vote that would have allowed distilleries in the downtown Village District 6, directly across from the Boys and Girls Club.

Thanks to an outcry of resident concerns, the City Council did not allow this to move forward, but instead approved a zoning change to allow restaurants.

Now Carlsbad is facing the prospect of adding alcohol to a go-kart racing facility. Back on May 3, the Planning Commission approved (5-2) an amendment to K1 Speed's conditional use permit to allow them to pursue a beer and wine license.

Carlsbad has the distinction of having the first K1 Speed open in the country in 2004, but we don't need the distinction of being the first K1 Speed in California to allow alcohol sales. K1 Speed's conditional use permit, approved back in 2004, prohibits the sale of alcohol, and for good reason.

Alcohol is the largest contributor to preventable deaths in teens and young adults, such as motor vehi-

cle crashes, homicides and suicides.

Many residents are concerned, and with support from the North Coastal Prevention Coalition and San Dieguito Alliance for Drug Free Youth, an appeal of this decision was filed and will be heard by the City Council on Aug. 22.

K1 Speed has 35 locations nationwide with 11 locations in California. None of the locations in California currently have alcohol sales.

In fact, only their two Chicago locations have added alcohol. K1 Speed's focus is to "bring the thrill and excitement of indoor kart-

ing to a large audience," and includes junior driving leagues and birthday parties. Adults, teens and younger children all enjoy this entertainment facility.

Drinking and driving sends a mixed message to our youth and can lead to putting people's lives in danger. I can see it being hard for the employees to tell adults they can't drive a cart because they've had too much alcohol.

Introducing alcohol to this venue will make it difficult to track and regulate alcohol consumption before getting into the go-cart. Adding beer and wine could alter the character of this venue and become a place where people don't feel safe.

Alcohol sales have a high profit margin, which leads many business oper-

ations to think it will add revenue for little cost.

That's why we're seeing alcohol sales expand into new venues such as movie theaters, coffee shops, and even fast food restaurants in other parts of the country.

But increasing alcohol availability comes at a high price for communities, including increased DUIs, violence, and underage drinking.

According to the Department of Alcohol Beverage Control (ABC), there are already nearly 150 on-sale alcohol licenses in Carlsbad for bars, restaurants and breweries.

Carlsbad's K1 Speed should not serve as a "test-venue" for the introduction of alcohol to its racers in California.

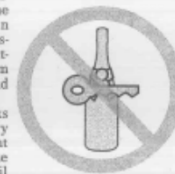
Please don't get me wrong. I enjoy an ice cold beer on a warm summer day or a glass of wine with a nice dinner.

I am not opposed to alcohol. I am opposed to the inappropriate introduction of alcohol where it doesn't belong. The correlation between driving and alcohol should be discouraged, not encouraged.

I encourage others in Carlsbad to email the City Council and urge them to keep K1 Speed an alcohol-free, family-friendly environment, and to attend the council meeting on Aug. 22.

K1 Speed has expanded nationwide since opening here in 2004, and will continue to have success without alcohol sales.

Simon Angel is a Carlsbad resident.



K1 Speed – What Do People Think?

Community Input – Should Alcohol Be Sold at K1 Speed?

K1 Speed, an indoor go-kart racing venue in Carlsbad, is applying for a license to sell beer and wine. The North Coastal Prevention Coalition is seeking community input and feedback. Your responses can remain anonymous.

1. Have you ever been to K1 Speed go-kart racing in Carlsbad? (Circle ONE)

YES	NO	Not sure
------------	-----------	-----------------
2. Do you support K1 Speed's request to sell alcohol (beer and wine) at their Carlsbad location? (Circle ONE)


YES	NO	Not sure
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3. What concerns (if any) do you have about the sale of alcohol at K1 Speed? (Select all that apply)

<input type="radio"/> Promoting racing and alcohol sends a mixed message	<input type="radio"/> Sales to minors / underage drinking	<input type="radio"/> Drunk/unruly customers
<input type="radio"/> Customers driving after drinking (DUIs)	<input type="radio"/> Unsafe environment for youth and/or other drivers	<input type="radio"/> All of the above
<input type="radio"/> Other (please describe) _____	<input type="radio"/> No concerns	
4. City where you live: ☐ Vista ☐ Oceanside ☐ Carlsbad Other: _____
5. What is your age? ☐ 17 or younger ☐ 18-20 ☐ 21-25 ☐ 26-35 ☐ 36-45 ☐ 46-65 ☐ 66 or older
6. What is your gender? ☐ Male ☐ Female Other: _____
7. (OPTIONAL) Please notify me when this issue comes before the Carlsbad City Council (tentatively July 11)
Name: _____ Email: _____

SHOULD ALCOHOL BE SOLD AT K1 SPEED?
WE WANT TO KNOW YOUR OPINION!

For more info please visit
northcoastalpreventioncoalition.org
and take our online survey!
<https://www.surveymonkey.com/r/K1Speed>

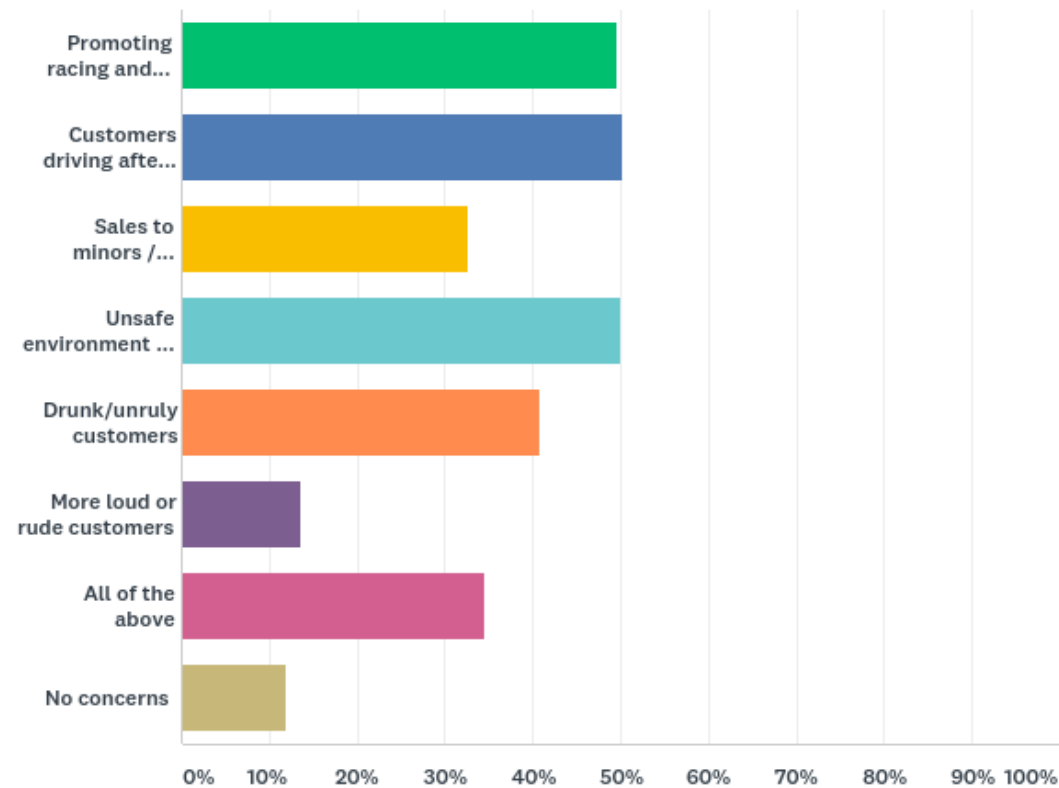
DRIVING IS DRIVING.



Alcohol is associated with the leading causes of death for teens and young adults including motor vehicle crashes, homicides, suicides and unintentional injuries.

Q3 What concerns (if any) do you have about the sale of alcohol at K1 Speed? (Please select ALL that apply)

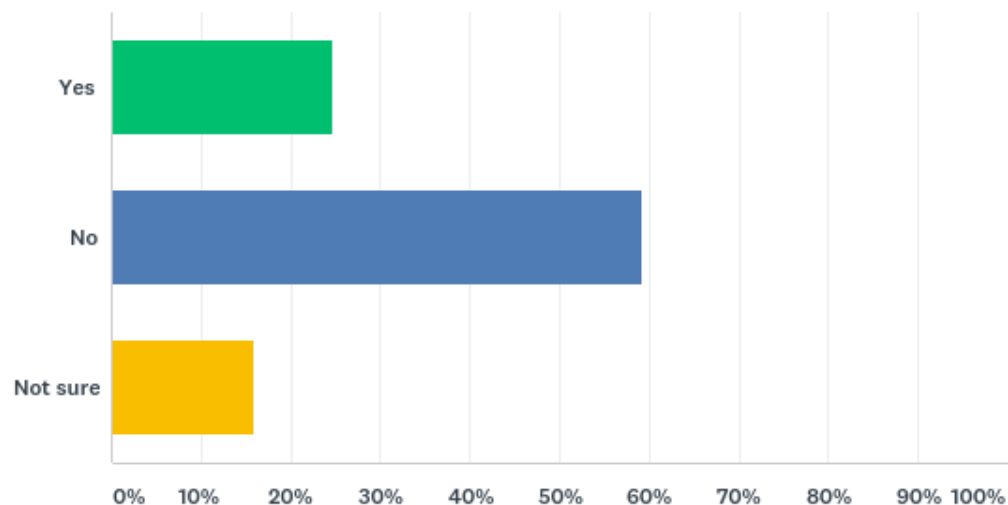
Answered: 428 Skipped: 8



Nearly 60% of Carlsbad residents oppose alcohol at K1 Speed

Q2 Do you support K1 Speed's request to sell alcohol (beer and wine) at their Carlsbad location?

Answered: 194 Skipped: 3



K1 Speed – Sample Comments Support

- *I like K1 speed. As long as the drinking is only allowed AFTER racing and not before, I think this would be a fun idea.*
- *Seems very much like a bowling alley, they have bars, server adults, have kids and adults side by side. Give a guy a brake, have a beer while the kid drive around.*
- *If restaurants and bars can sell alcohol, why can't K1?*
- *Alcohol sales would be great for your business. I believe it would be most appropriate to sell alcohol with strict limitations because of the type of environment you have/want to promote.*

K1 Speed – Sample Comments Opposed

- *It's a HORRIBLE idea to sell alcohol there!!!*
- *Alcohol would alter a fun for the whole family vibe.*
- *This sets a dangerous precedent for K1 Racing locations across the state*
- *Too much alcohol; availability, marketing, and promotion is oversaturated. We need to reduce access to alcohol, not increase it.*
- *Increase revenue another way, get creative. Seems dangerous to mix alcohol with race car driving. If it were a spectator sport that would be a different scenario.*

K1 Speed – Sample Comments Opposed (cont.)

- *I've been here many times, love the venue. Alcohol would RUIN the family environment and send a dangerous and irresponsible message to impressionable youth.*
- *I don't know why we need to promote alcohol w/ kids play places (I know adults can play there too) but what msg. are we promoting to our youth? Alcohol has to be consumed to have a good time? Things aren't fun w/out alcohol? Come on parents you don't need a beer or wine at EVERY function. Just enjoy your kids in real life not a numbing altering state of mind.*
- *K1 speed - an establishment where fast driving is the center of their business - should not be allowed to sell alcohol, it promotes 2 behaviors that should never mix.*

K1 Speed Media Clip

Other Alcohol Prevention Efforts

- Social host ordinance awareness and enforcement



Holiday Sticker Shock Campaign



WATCH CW6 NEWS LIVE ANYTIME, ANYWHERE



Sticker Shock “Drinksgiving” to “Blackout Wednesday”

By Editor / November 21, 2016 / No Comments

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Back L-R: Craig Balben, President, North Coastal Prevention Coalition, Joe Green, Vista City Councilman Elect, Dominic Dublin, Stuart Weinstock, Salsa Market Owner. Front L-R: Vanessa Hernandez, Hanna Lykens, Vicente Morales Jr.

The North Coastal Prevention Youth Coalition (NCPYC) rallied together on Monday November 21, 2016 to conduct a “Sticker Shock” campaign at 19 alcohol retail stores in Oceanside and effort to prevent underage drinking at home parties. From “Drinksgiving” to “Blackout Wednesday,”



Community Events and Beer Gardens

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About

Join us for the Inaugural Vista Beer Run Half Marathon and 5k on Sunday October 22, 2017. Vista is the Microbrewery Capital of the US on a per capita basis. Come match your passion for running with your desire for craft beer in North County's mecca of Craft! Start and Finish line will be in picturesque Buena Vista Park. 10 Vista Craft Breweries will be in the finish expo with all runners getting their first beer for free. Course starts as a trail run, then goes into the Vista Industrial Park, near a dozen different microbreweries. Half Marathon Runners receive a hoodie and a custom bottle-opener finisher's medal. 5K runners receive a tech-t as well as the custom bottle-opener finisher's medal. Finish Expo will have live music, food trucks, vendors and more. Don't delay, register today! Do you remember your first beer run?!

Breweries



Breweries Aren't Risk Free

SDUT 9-27-17 DRIVER IN DUI CRASH PLEADS GUILTY

Father of five died when he, his wife were struck by SUV while out for jog

BY TERI FIGUEROA

VISTA

An Oceanside man accused of driving drunk and slamming his speeding SUV into a married couple out for a jog, killing one of them, pleaded guilty Tuesday to gross vehicular manslaughter and other charges.

Abraham Juarez, 24, faces up to 10 years in state prison for his role in the early evening crash on a busy Vista thoroughfare June 2.

During a brief hearing in a Vista courtroom to change his plea, Abraham also admitted driving with a blood alcohol content of 0.18 percent, more than twice the legal limit to drive in California.

The crash killed 40-year-old Nanglee Vang, who came to the U.S. as a refugee from Southeast Asia as a child. His wife, Molly, now 35, was seriously injured in the crash.

The couple had been married

for 17 years and have five children—two boys, three girls—ranging in age from 2 to 16 years old at the time of the crash.

Before the crash, Juarez was drinking beer by himself at a microbrewery, Deputy District Attorney Robert Bruce said, and called the facts of the case "egregious."

"He went there to drink with his keys in his pocket and a car he knew he was going to take him home," Bruce said.

Authorities say Juarez was driving north on Melrose Drive about 6:30 p.m. when he lost control of his



GAO CALDERON

Nanglee Vang and wife Molly.

Jeep Grand Cherokee, jumped the sidewalk and plowed into the pair
SEE DUI • B6

DUI

FROM B1

just north of Shadowridge Drive.

Bruce said he believes Juarez had been going as fast as 80 mph.

On the night of the crash, one witness said she saw the SUV flip several times before it crashed into a light pole and landed upside down, trapping Juarez inside. She said she ran to the scene, and could see that Nanglee Vang was dead. She said other bystanders tended to Molly Vang, and she held the driver's hand until help arrived. Juarez had to be cut from the SUV.

Juarez changed his plea in front of Vista Superior Court Judge Michael Washington on the day that had been set for his preliminary hearing, a key pretrial proceeding for a judge to determine if there is enough evidence to order the defend-

ant to trial.

Washington indicated that he would sentence Juarez to between seven years, eight months to 10 years in state prison when he sentences the defendant on Dec. 8.



Abraham Juarez

The guilty plea spares the family from sitting through testimony or seeing pictures from the crash and the aftermath. The driver's defense attorney, Joni Eisenstein, noted that her client accepted responsibility at an early stage of the proceedings to eliminate the need for a preliminary hearing or trial, and the emotions that come with them.

Nanglee Vang came to the U.S. three decades ago as a refugee from Southeast Asia, and first enrolled in school when he was in fifth

grade. His family describes him as a devoted husband and father, a man who took deep delight in the joy and success of his children.

Molly Vang and family members cried during Tuesday's court proceedings. Afterward, as her now 3-year-old son ran around at her feet, she said she is healing from her physical injuries, but still faces a roller coaster of emotions. Some days are good, some are not. She also spoke of the continuing pain of losing "a loving father, loving husband."

"Four months out now and it still doesn't feel any different," she said. "He was my rock."

They met through family, she said, and quickly had chemistry.

"I knew he was the one I wanted to grow old with."

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↑
"Before the crash, Juarez was drinking beer at a microbrewery."

Requests to Event Organizers

- ✓ Don't use RBV facility for parking (alcohol and teens don't mix); (agreed – worked with City to have alternate parking)
- ✓ Prevention messages included in race promotion (follow up emails, website, facebook, etc.); (agreed – message to drink responsibly included)
- ✓ Moment of silence for Nanglee Vang before race; (agreed – message to drink responsibly included)
- MADD DUI handouts on race medals (bottle openers); (denied – told not feasible – students placed handouts on parked cars instead)
- Alternate medals for minors; (denied – not enough time)
- MADD booth at event; (denied – told Chamber Board concerned MADD would 'hijack' event)

Observations at Event

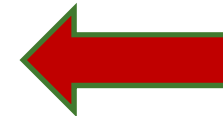
No signage or security at exit to prevent people from leaving with beer; father carried beer out to car to change his clothes.



Inadequate Prevention Messages at Event



Parents have
young child hold
up '#VistaBeer'
sign

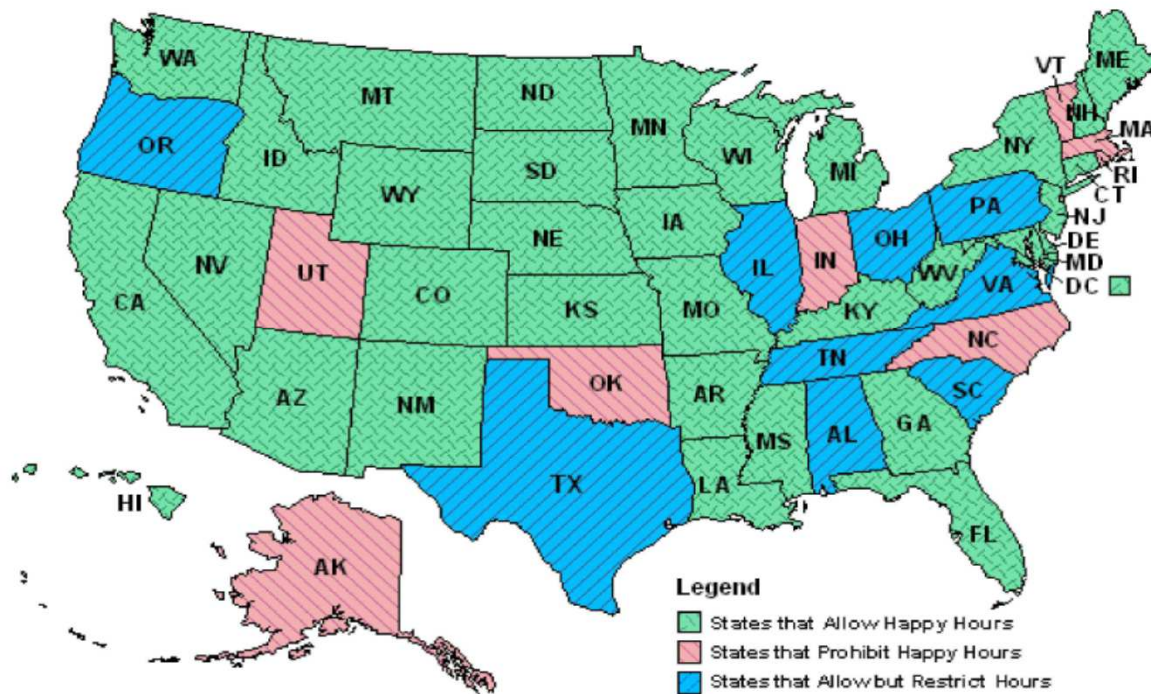


Youth Arrived at 7:00 am to Spread Their Message

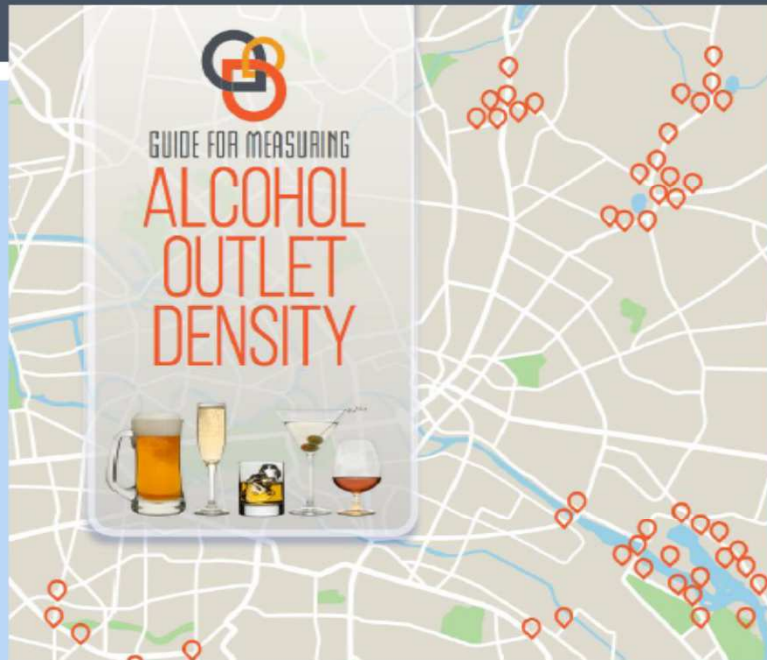


National Resources: Alcohol Policy Information System

Happy Hours Laws as of January 1, 2016



MEASURING ALCOHOL OUTLET DENSITY: GUIDE

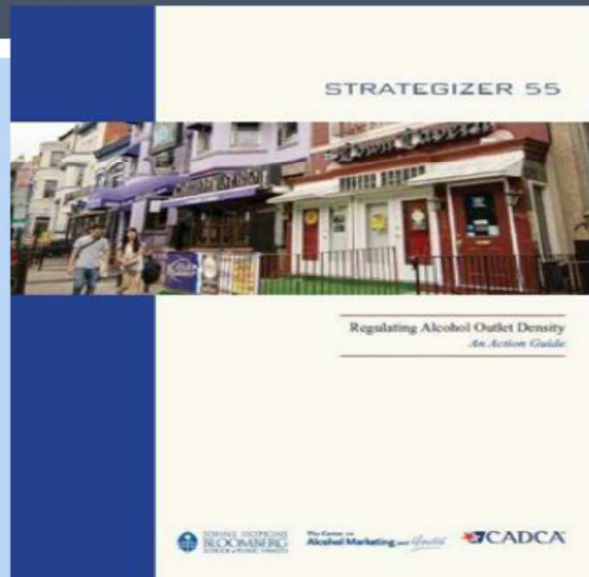


CDC: ALCOHOL AND PUBLIC HEALTH
"RESEARCH IN ACTION"

CDC developed the *Guide for Measuring Alcohol Outlet Density* to help public health practitioners measure alcohol outlet - a key risk factor for excessive drinking - at state and local levels.

This Guide discusses the importance of measuring alcohol outlet density and different approaches for doing so, along with their pros and cons.

STRATEGIZER 55: REGULATING ALCOHOL OUTLETS: ACTION



CAMY, RESEARCH TO
PRACTICE, "ALCOHOL
OUTLET DENSITY"

Strategizer 55 supports community efforts to reduce the number of places that sell and serve alcohol by providing information and guidance on implementing public health and legal strategies.

Thank You!

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