

Underage Drinking: Retail Access

Maine Office of Substance Abuse (OSA)

Maine's Environmental Substance Abuse
Prevention Center (MESAP)

Overview of Research

- **Consistent, ongoing enforcement is key.**
 - Effect wears off after 3 months.
- **Seller/Server Training should be required, ongoing, and involve managers & owners.**
 - Managers are the ones that set workplace norms & policies. Sellers/servers have high turnover rates, and behavior change is difficult if not supported by the boss.

Overview of Research

- **One-on-one outreach to owners & managers can increase adoption of responsible retail policies.**
 - Policies are only effective if accompanied by ongoing, consistent enforcement.

Wagenaar, A. C., T. L. Toomey, et al. (2005). Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction*, 100(3), 335-345.

Grube JW. (1997). Preventing sales of alcohol to minors: results from a community trial. *Addiction* 92: S251-60.

Toomey, T.L., Wagenaar, A.C., et al (2001). Project ARM: Alcohol risk management to prevent sales to underage and intoxicated patrons. *Health Education & Behavior*, 28(2):186-199.

Compliance Checks

- Two systems of compliance checks in Maine
 - Statewide through the Maine Sheriff's Association
 - Locally through Police Departments and Sheriff's Offices

Compliance Checks

- All law enforcement agencies conducting compliance checks should work with Liquor Licensing to develop protocol.

Contact:

Jeffrey Austin, Supervisor
Jeffrey.R.Austin@maine.gov
207-624-7231

Card ME Program

- Is a responsible retailing program based on a *collaborative* model.
- Designed to change the practices around selling alcohol through store owners and managers.

Card ME Program

- Uses Community Policing principles
 - Identify,
 - Implement, and
 - Sustain effective RR systems.
- Integrated system addresses 3 levels:
 - Store
 - Community
 - Policy & Enforcement

Card ME Program

- The model was developed by The Responsible Retailing Forum, a joint nationwide project directed by Brandeis University and Florida State University
- Based on the Center for Substance Abuse Prevention (“CSAP”)—*Report on Best Practices for Responsible Retailing (“BP Report”)*

Card ME Program

The Program provides retailers with a structured process to:

- Review their current policies and practices relating to sales of age-restricted products,
- Identify "Best Practices" that may be absent, inconsistent, or weak, and
- Adopt effective responsible retailing practices that are not yet in use.

Seller/Server Training

- **State-Approved Seller/Server Trainings:**
www.maine.gov/dps/liqr/Docs/CertTrain.doc
- Participation in certified training can result in insurance savings for the business and may also result in lessened punishment if sued according to Liquor Liability Act.

Seller/Server Training

- Training is most successful when ongoing compliance checks are also part of the picture (otherwise, why bother?)
- Should also involve managers and owners, to encourage lasting changes in business policies and practices.

Seller/Server Training

- Training content should not only cover how-to information, but also encourage adoption of responsible retailing policies.
- Should be offered on regular basis (not a one-time thing).

Underage Drinking: Social Access

Maine Office of Substance Abuse (OSA)

Maine's Environmental Substance Abuse
Prevention Center (MESAP)

What the Research Says

- **Among youth who drink, the majority obtain alcohol from social (not retail) sources.**
 - Most teens are drinking at parties, not at bars.
 - Alcohol is usually furnished by older friends and family members.

Harrison P.A., Fulkerson, J.A., and Park, E. (2000). Relative importance of social versus commercial sources in youth access to tobacco, alcohol, and other drugs. *Preventive Medicine*, 31:39–48.

What the Research Says

- **Certainty of being caught is the greatest deterrent:**
 - Youth who believe they will be caught are significantly less likely to drink alcohol.

Dent, C.W., Grube, J.W., Biglan, A. (2005). Community level alcohol availability and enforcement of possession laws as predictors of youth drinking. *Preventive Medicine*. 40: 355-362.

Grovesnor, D., Toomey, T.L., Wagenaar, A.C. (1999). Deterrence and the Adolescent Drinking Driver. *Journal of Safety Research*. 30(3) 187-191.

Wagenaar, A.C. and Wolfson, M. (1994). Enforcement of the legal minimum drinking age in the United States. *Journal of Public Health Policy*. 15(1)37-53.

What the Research Says

- **Severity of punishment** doesn't make a difference to youth (!)...but it does make a difference to enforcers.

Dent, C.W., Grube, J.W., Biglan, A. (2005). Community level alcohol availability and enforcement of possession laws as predictors of youth drinking. *Preventive Medicine*. 40: 355-362.

Grovesnor, D., Toomey, T.L., Wagenaar, A.C. (1999). Deterrence and the Adolescent Drinking Driver. *Journal of Safety Research*. 30(3) 187-191.

Wagenaar, A.C. and Wolfson, M. (1994). Enforcement of the legal minimum drinking age in the United States. *Journal of Public Health Policy*. 15(1)37-53.

A Comprehensive Approach:

- Increase enforcement actions related to underage drinking, furnishing, and hosting laws:
 - Community/Police Partnership to raise the issue as priority
 - Model Policy adoption
 - Officer Training
 - Publicize efforts to increase deterrent effect
 - Media to increase awareness of penalties related to hosting & furnishing (e.g. Sticker Shock)

Maine's Model Underage Drinking Law Enforcement Policy

- This Model underage drinking enforcement policy was developed by OSA and the Office of the Attorney General
- It was approved by the Maine Chiefs of Police Association in June, 2005.

<http://www.maine.gov/dhhs/osa/prevention/lawenforcement/policy.htm>

Maine's Model Underage Drinking Law Enforcement Policy

- The model policy is broken down into six sections:
 1. Policy
 2. Purpose
 3. Discussion
 4. Definitions
 5. Procedure: Training
 6. Procedure: Enforcement

Party Patrols

Three categories of party patrols:

1. Law enforcement officers actively patrol known party spots looking for underage drinking

Party Patrols

2. Citizen complaints of an underage drinking party, could be planned or in progress

Party Patrols

3. Law enforcement officers patrol local convenience stores for young people buying alcohol.

Party Patrols

There's a party, now what?

Law enforcement will use the protocols in the model policy or ones specifically developed to address underage drinking parties.

For more information on developing specific protocols for party patrols, go to:

<http://www.maine.gov/dhhs/osa/prevention/provider/powerpoints/ppt/UDERT%20PP.ppt>