

**2007 Request for Proposals:**  
**CUMBERLAND COUNTY UNDERAGE DRINKING ENFORCEMENT MINI-GRANTS**

<b>Application Due Date:</b>	<b>Monday, October 22, 2007, via email to <a href="mailto:eschmitz@mcd.org">eschmitz@mcd.org</a></b>
<b>Total Funds Available:</b>	Approximately \$26,000
<b>Maximum Award:</b>	\$2000
<b>Eligible Applicants:</b>	Must be a municipal or county law enforcement agency in Cumberland County and member of Cumberland County Underage Drinking Enforcement Task Force (CCUDEF).
<b>Project Period:</b>	December 1, 2007 to June 30, 2008, with final reports due on July 11, 2008.
<b>Match Requirement:</b>	Officer training time, meeting time/travel, administrative, indirect, and equipment costs must be provided as an in-kind match, and may not be included in the request budget. However, a breakdown of in-kind costs is not required for this proposal or for the final report.
<b>Funding Source:</b>	Mini-grants will be administered by 21 Reasons at Medical Care Development, through subcontracts with People's Regional Opportunity Program and the City of Portland, with funding from the federal Strategic Prevention Framework State Incentive Grant (CDFA# 93.243), administered by the Maine Office of Substance Abuse, DHHS as part of the Maine CDC Healthy Maine Partnership grant.
<b>Program Objectives:</b>	<p><u>Short term:</u></p> <ul style="list-style-type: none"> <li>• By the end of 2008, we will achieve a 25% increase in the number of violations issued for underage drinking, furnishing, and hosting, compared to 2006 baseline.</li> <li>• By August 2009, we will achieve a 25% increase in the percentage of retailers passing compliance checks by law enforcement, compared to baseline collected by August 2008.</li> </ul> <p><u>Intermediate-term:</u> By 2010 MYDAUS, we will achieve the following changes compared to baseline from 2006 and 2008:</p> <ul style="list-style-type: none"> <li>• An increase in the percentage of students who believe that they would be caught by police if they drink alcohol</li> <li>• A decrease in the percentage of students who believe that alcohol is easy to get</li> <li>• An increase in the percentage of students who believe that they are likely to get caught by their parents if they drink alcohol</li> </ul> <p><u>Long-Term:</u> Reduce teen drinking rates as reported in the MYDAUS.</p>
<b>Critical Elements/Activities</b>	A. Projects must address both social <i>and</i> retail access to alcohol. B. Projects must demonstrate the four essential components to successful underage drinking enforcement: 1) Policy; 2) Training; 3) Collaboration; 4) Communications.
<b>Use of Grant Funds:</b>	A minimum of 50% of the award must go to directly support enhanced enforcement of underage drinking/furnishing laws, with a focus on <i>social</i> access to alcohol (furnishers & hosts of underage drinking parties—not retailers). Up to 50% of the award may be used for retail compliance checks aimed at reducing alcohol sales to minors. However, the retail requirement may be met through other methods (see explanation under “Critical Elements/Activities” below). Applicants may also use up to 20% of the award for media/communications activities.

## Program Overview

Underage drinking is the #1 drug of choice among youth, and contributes to more deaths in this country than all other illegal drugs combined. However, through strategic efforts by law enforcement, many communities are succeeding in reducing and preventing underage drinking as well as its many associated problems—including violence, vandalism, and unintentional injuries. Consistent enforcement of underage drinking and furnishing/hosting laws has a dramatic *prevention* influence on the general population of youth and adults in a community when:

- It communicates community priorities, expectations, & norms for behavior.
- It reduces access by catching and punishing furnishers & hosts, stopping them from continued furnishing/hosting in the future as well as deterring other furnishers & hosts.
- It deters adults by increasing their perception that underage drinking, furnishing, & hosting laws are enforced.
- It deters youth by increasing their belief that they'd get caught if they drank—both by police and their parents.

Meanwhile, for the individual youth who are caught drinking, enforcement serves as a powerful *intervention* because it helps to stop youth from continuing to engage in the dangerous behavior:

- It sends a message of community expectations and concern for youth.
- It alerts parents to what is really going on, so that they can intervene.
- It provides an opportunity for youth who are abusing alcohol to receive intervention and assessment.
- It offers a chance for youth who need it to receive treatment.

The CCCUDEF mini-grants will support strategic enforcement of the laws regarding underage drinking, furnishing alcohol to minors, and providing a place for minors to consume alcohol, as a key strategy to reduce underage drinking and associated problems in the community.

## Critical Elements/Activities

In order to receive funding consideration, a proposal **must** demonstrate a plan to implement all of the required *Critical Elements/Activities*.

A. Projects must address both social *and* retail access to alcohol:

- **A minimum of 50% of the mini-grant award must directly support enhanced enforcement of underage drinking/furnishing laws, with a focus on social access to alcohol** (furnishers & hosts of underage drinking parties—not retailers). For example, funds may be used to fund overtime details to conduct patrols of party locations and furnishing locations (e.g. parking lots of alcohol retailers), as well as to conduct furnishing investigations.
- **The project must also include a plan to address underage access to alcohol from retail sources.** Up to 50% of the award may be used for overtime pay to conduct retail compliance checks aimed at reducing alcohol sales to minors. However, grantees may meet the requirement through other methods as follows:
  - If the applicant agency is already conducting compliance checks funded through another source, please count this as a match to the project, and provide information in your project narrative, under Question 2.
  - If the applicant agency chooses not to conduct compliance checks as part of their project, please provide a brief explanation, along with a plan to address retail sales to minors through other methods (e.g. helping to recruit businesses to participate in a regional seller/server training, or disseminating CARDME project materials, which will be available from the state in February 2008). Please count any costs as a match to the project (mini-grant funds may not be used except for compliance checks) and provide information in your project narrative, under Question 2.

B. In addition to the enforcement activities themselves, projects must include the four key components of successful underage drinking law enforcement: policy, training, collaboration, and communications. These are required components of this project.

### 1. Policy:

Grantees must demonstrate commitment by department leadership to implement an effective and consistent

approach to underage drinking enforcement. A written departmental policy increases consistency of enforcement by communicating departmental expectations for handling underage drinking incidents.

- Enforcement activities for this grant must follow the Model Policy approved by the Maine Chiefs of Police Association: <http://www.maine.gov/dhhs/osa/pubs/prev/2005/underenfpolicy.doc>
- If the Model Policy has not already been adopted by the department, the grantee must provide a timeline and process for the department to review the policy for possible adoption. The Model Policy may be modified as appropriate to fit the department's context or needs. In the final report, the grantee must describe its progress toward adoption of the policy.

## 2. Training:

Grantees are expected to provide officer time to participate in training as an in-kind matching contribution. Therefore, no personnel costs related to participating in the required training should be included in the proposed project budget. *For information regarding CCUDEF-approved trainings, please contact Erica Schmitz, [eschmitz@mcd.org](mailto:eschmitz@mcd.org); 773-7737.*

- **Training Requirement for efforts addressing SOCIAL access to alcohol (party patrols):**
  - At a minimum, any officers that will be paid out of grant funds for overtime underage drinking enforcement details must complete a CCUDEF-approved training on underage drinking enforcement (Note: if officers completed an approved training within the past 2 years, they do not need to do the training again this year).
  - One way for officers to fulfill this requirement is participating in the on-line course at the Maine Law Enforcement Online Training Center:
    - <http://www.jpmaeweb.com/etrain/index.asp?o=1>
  - The training component may also be offered as a group presentation. CCUDEF will provide sample training materials, including powerpoints and handouts. In addition, CCUDEF staff and other CCUDEF partners will be available to assist with presentations.
- **Training Requirement for efforts addressing RETAIL access to alcohol via compliance checks:**
  - At least one representative from the agency must attend a CCUDEF-approved training regarding Maine liquor laws and state-approved protocol for compliance checks. It will be the responsibility of that representative to share necessary information with those participating in the compliance checks, including supervisors.

## 3. Collaboration:

Collaboration demonstrates to the public that there is community support for underage drinking enforcement, and that law enforcement is part of a broader community-wide effort. In addition, inter-agency collaboration can help to maximize limited resources. Grantees are encouraged to collaborate on multiple levels to increase the effectiveness of their efforts.

- On a regional and local level: Grantees must participate in meetings of their regional Substance Abuse Action Team or Coalition and/or their local task force to assist in planning and coordination of prevention activities on a regional and local level:
  - **Lakes Region** (Bridgton, Windham, Casco, Raymond, Naples, Harrison, Sebago). This regional team is convened by PROP/Communities Promoting Health (contact: Liz Blackwell-Moore, [lhm@propeople.org](mailto:lhm@propeople.org)).
  - **Rivers Region** (Westbrook, South Portland, Gorham, Scarborough, Cape Elizabeth). This regional team is convened by PROP/Communities Promoting Health (contact: Liz Blackwell-Moore, [lhm@propeople.org](mailto:lhm@propeople.org)).
  - **Portland Region.** This regional team is convened by 21 Reasons/MCD and One Maine One Portland (contact: Erica Schmitz, [eschmitz@mcd.org](mailto:eschmitz@mcd.org)).
  - **Casco Bay Region** (Falmouth, Cumberland, Yarmouth, North Yarmouth, Freeport, Pownal, Gray, New Gloucester). This regional team is convened by 21 Reasons/MCD (contact: Emily Wolff, [ewolff@mcd.org](mailto:ewolff@mcd.org)).
- On a county level: Grantees must participate in meetings of the CCUDEF. Note: The CCUDEF will adjust its meeting schedule to no more than 6 times per year in order to accommodate participation in the additional meetings as described above.

- *Grantees are expected to provide officer time to participate in collaboration meetings as an in-kind matching contribution. Therefore, no personnel costs related to participating in these meetings should be included in the proposed project budget.*
- *Grantees are welcome to assign different representatives to county-level, regional, and/or local planning meetings, when applicable.*

**4. Media & Communications:**

For enforcement to have a deterrent effect, the public needs to know it's happening. And to promote community support for enforcement, the public needs to know why it's so important.

- Grantees must participate in the CCUDEF press conference, to be held during in the spring of 2008 to coincide with April, National Alcohol Awareness Month.
- In addition, each grantee must provide a plan to increase public awareness and support for the department's underage drinking enforcement activities. Up to 20% of mini-grant funds may be used for communications, media, public relations, and public education efforts. Sample materials are available from the CCUDEF. Efforts may include, for example:
  - Issuing a press release outlining efforts of the department and why they are so important.
  - Developing and delivering presentations for parents and other community members (**primary target audience: adults**), to help the public understand the role that underage drinking enforcement plays in keeping youth safe and healthy.
  - Creating materials to inform the community about the department's underage drinking policy and new strategies being implemented.

**NON-ALLOWABLE USE OF FUNDS:**

- **Supplantation of public funds (For example, only overtime personnel costs can be billed to the grant. All other personnel costs must be counted as in-kind match to the project).**
- **Delivery of non-enforcement-focused services for youth, such as school curricula, after-school programs, counseling, or teen centers**
- **Training costs**
- **Equipment costs**
- **CCUDEF and Regional/Local Team meeting time/travel costs**
- **Indirect or Administrative Costs**

**Cumberland County Underage Drinking Enforcement Mini-Grants  
APPLICATION COVER PAGE**

Applicant Name and Address	Federal Employer ID
Project Director Name, Title, & Address	Telephone                      FAX
	Email Address
Fiscal Officer Name, Title & Address	Telephone                      FAX
	Email Address
Name and Title of Program Administrator (Chief Administrative Official of Jurisdiction or Agency)	

**APPLICATION CHECKLIST**

\_\_\_\_\_ **This application has been reviewed and approved by our department’s Chief Administrative Official.**

**The following are included in this application:**

\_\_\_\_\_ **Application Narrative (3 p max)**

\_\_\_\_\_ **Project Timeline (1 p)**

\_\_\_\_\_ **Project Budget (1 p)**

\_\_\_\_\_ **Optional Appendix A: Departmental Policy on Underage Drinking Enforcement**

**Cumberland County Underage Drinking Enforcement Mini-Grants  
APPLICATION NARRATIVE**

**Please limit your application narrative (Questions 1-6) to no more than 3 pages, single-spaced, using Times New Roman font size 12, with one-inch margins.**

**1. Description of problem to be addressed** (15 pts max; suggested length: ½ page)

Explain why your department wishes to implement the kind of comprehensive approach this program is designed to fund. Briefly describe how underage drinking manifests itself as a problem in your community, and how minors are accessing alcohol. Provide information about how your department has been approaching the problem so far, what aspects of that approach have been working well, and what barriers and challenges remain. Provide 2006 and 2007 data regarding total numbers of violations issued by your department for the following: minor in possession of alcohol; furnishing alcohol to a minor; providing a place for minor to consume alcohol.

**2. Enforcement plan** (15 pts max; suggested length: ½ page)

Describe how your project will address both social and retail access to alcohol by minors, according to the requirements outlined on page 2 of this RFP. Discuss the enforcement strategies you will use, and why you expect these strategies to have an impact on the problem. What expenses will be covered by grant funds, and what resources will be provided by the department? Explain how any successful strategies initiated under the grant project will be integrated into the normal practice of the department after the grant has ended.

**3. Policy plan** (10 pts max; suggested length: less than ½ page)

Describe the commitment by department leadership to implement an effective and consistent approach to underage drinking enforcement. How are expectations regarding underage drinking enforcement communicated to officers?

- If your department already has a written policy that is based on the Model Policy: Attach a copy as Appendix A, immediately following your budget page. Describe any differences from the Model Policy, and why these changes were made. How is the policy communicated to line officers and supervisors?
- If your department does not have a written policy: What process will your department undergo to review the Model Policy for possible adoption? Provide a timeline for the policy review process in your Project Timeline (see p. 7). The Model Policy may be modified as appropriate to fit the department's needs.

**4. Training plan** (10 pts max; suggested length: less than ½ page)

Describe your plan to meet the training requirements outlined on page 3 of this RFP.

**5. Collaboration plan** (10 pts max; suggested length: less than ½ page)

Describe your plan to meet the collaboration requirements outlined on pages 3-4 of this RFP. Describe any other agencies, coalitions, institutions, etc., with whom you plan to partner in order to ensure the success of your project. What will be their roles? If your plan includes partnering on multi-jurisdictional efforts with law enforcement agencies from neighboring communities, please name them, and describe how you will work together.

**6. Communications plan** (10 pts max; suggested length: less than ½ page)

Describe your external communications plan regarding the enforcement strategies you plan to implement with this grant. How will you increase public awareness that the laws are being enforced? How will you increase public support and decrease resistance to the work you are doing?

**Cumberland County Underage Drinking Enforcement Mini-Grants  
APPLICATION PROJECT TIMELINE (15 points max)**

Provide a brief timeline of project activities. The chart below is offered as a template.

	<b>Enforcement</b>	<b>Policy</b>	<b>Training</b>	<b>Collaboration</b>	<b>Communications</b>
<b>Dec</b>					
<b>Jan</b>					
<b>Feb</b>					
<b>Mar</b>					
<b>Apr</b>					
<b>May</b>					
<b>June</b>					

