

---

---

---

---

---

---

---

---

### About Us

- **21 Reasons:** Field project based on CMCA model program – Communities Mobilizing for Change on Alcohol
- **MESAP:** Provide training and TA based on our lessons learned in the field

**21 reasons** to prevent underage drinking...what's your reason?  
**mesap** Maine's Environmental Substance Abuse Prevention Center  
**MCD**

---

---

---

---

---

---

---

---

### In this workshop, we will:

1. **Examine a case study** from 21 Reasons in Portland, Maine.
2. **Identify key learnings** from the coalition's experience
3. **Review sample materials** to conduct these strategies.
4. **Identify ways** to apply these materials and key learnings to our work.

**MCD**

---

---

---

---

---

---

---

---

### We commit to...

- Respect the diverse expertise that everyone brings to this workshop
- Engage with the material by thinking critically about how it applies to our own work
- Ask questions!
- Participate fully in activities



---

---

---

---

---

---

---

---

### Learning Transfer Worksheets

- In your packets
- Please use to take notes throughout
- You will need your notes for the activities later in the morning



---

---

---

---

---

---

---

---

### What are you working on already?

Reflect and discuss with your coalition-mates (5 min):

- What are **3-5 possible root causes** of youths' social access to alcohol in your community? (list on yellow paper)
- Of these, what is **1 major root cause** that your community has decided to work on? (write on orange paper)
- What is **1 strategy or activity** that you are using—or plan to use—to address this root cause or challenge? (write on green paper)
- Write your **COALITION NAME** on white paper.  
...Select a rep to report out for your coalition & tape papers up on wall.



---

---

---

---

---


---

---

---

**Case Study Introduction**

How we got started...



---

---

---

---

---


---

---

---

**21 Reasons in Portland, ME:**

- CMCA project started 2003 in response to community tragedy
  - State funding for part-time position
- Step 1: Lots and lots of 1 x 1 meetings!
- First partners included City, DA's Office, & Schools
- Took almost a year to get the first meeting with the Police Chief!



---

---

---

---

---


---

---

---

**Initial Assessment/Recruitment:**

- 1 x 1 meetings!
- Door-knocking
- Student Survey data
- Law enforcement data
- Alcohol advertising survey
- Community forums



---

---

---

---

---

---

---

---

### Complementary activities:

- As part of initial recruitment process, we also used projects to bring people on board:
  - Sticker Shock with youth orgs
  - Media advocacy: letters, op eds, editorial board meetings
  - Youth Alcohol Prevention Week (April)
  - City Council Resolution



---

---

---

---

---

---

---

---

### Capacity Building Milestones:

- **Summer 04:** Intensive 1x1 Recruitment
- **Fall 04:** Action Team began meeting monthly
- **Winter 04:** Action Planning process; DFC application
- **Fall 05:** Began DFC grant (now in year 4).
- **2006:** Name change to 21 Reasons



---

---

---

---

---

---

---

---

### ACTION PLAN objective 1:

- **Reduce AVAILABILITY**
  - 7 out of 10 Portland high schoolers reported that alcohol is “easy” or “very easy” to get (2004 MYDAUS).
  - Accessing mostly from social sources (focus groups, anecdotal)
    - **Contributing Factors:** Community norms; Low perception of enforcement; Low parental monitoring



---

---

---

---

---


---

---

---

Part 1

Reducing Social Access:  
Enforcement Strategies



---

---

---

---

---

---

---

---

**ACTION PLAN objective 2:**

□ **Strengthen ENFORCEMENT**

- 8 out of 10 of Portland teens claimed they would NOT be caught by police if they drank alcohol in their neighborhood (2004 MYDAUS)
- City-wide, just 12 underage drinking violations and 3 furnishing violations in 2004! (DA's office)

---

---

---

---

---

---

---

---

**Enforcement Strategies: Getting Started**

■ **Step 1: Relationship-building with Chief of Police**

- **Data tracking:** Just 12 underage drinking violations and 3 furnishing violations in all of 2004 ?!
- **Education/Recruitment:** Why enforcement is prevention, and why preventing underage drinking will prevent other problems, too
- **Assessment:** What are the challenges/barriers and how can we help?
- **Carrot:** Upcoming PR opportunities
- **Invitation:** Coalition Steering Committee (designee/official liaison to the coalition)

---

---

---

---

---

---

---

---

### Enforcement Strategies: Getting started

- Step 2: Chief brings in Deputy Chief and Captains
- Step 3: Relationship-building with supervisors and patrol officers
  - 1 x1 meetings (most effective)
  - Role call presentations (less effective)
  - Education/Recruitment and Assessment
    - What are the barriers, and how can we help?



---

---

---

---

---

---

---

---

### Enforcement Strategies: Getting Started

- Step 4: Action Team to guide efforts
  - PD, Corrections, DA's office, Coalition
- Step 5: Kick-off! Press conference collaboration with Chief, Sherriff, & District Attorney
  - Taking a public stand; Making a commitment



---

---

---

---

---

---

---

---



Press Conference, Spring 2005



---

---

---

---

---

---

---

---

### Enforcement Strategies: Getting Started

- Complementary strategies
  - Sticker Shock
  - Media advocacy
  - Law summary cards
  - City Council Resolution
  - County-wide task force activities



---

---

---

---

---

---

---

---

### Enforcement Strategies, timeline

- 2005: Underage drinking & furnishing violations increase dramatically – with no additional funding.
  - Largely due to efforts of one patrol unit, led by Lt. who served as champion for the effort



---

---

---

---

---

---

---

---

### Enforcement Strategies, continued

- 2006: DFC grant funds overtime details for party patrols
  - Leadership turnover at the PD – new Chief; Chain of transfers and promotions; New designated liaisons to Coalition.
  - Coalition provides required training for officers to participate in overtime.
  - PD declines adoption of Maine Model Policy.



---

---

---

---

---

---

---

---

### Enforcement Strategies, continued

- 2007: New Chief declines overtime funds. Instead, party patrols integrated into regularly scheduled details by Evening Directed Patrol.
  - Promising 2006 MYDAUS data presented to Chief, Deputy Chief, and Captains.
  - Chief participates in Coalition PSA campaign.
  - Chain of promotions continue; New designated liaison to Coalition.



---

---

---

---

---

---

---

---

### Enforcement Strategies, continued

2007, continued:

Required Training for all Sworn Officers

- 21 Reasons: Enforcement as Prevention, Underage Drinking Myths vs. reality
- Probation Officer: What happens on our end
- DA's Office:
  - Laws overview
  - What the DA's office needs to prosecute furnishing cases
  - Case Scenarios, Q&A

---

---

---

---

---

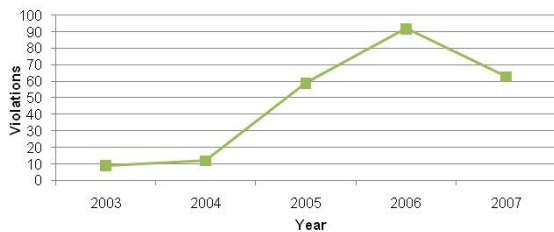
---

---

---

### Results from Enforcement Data

Underage Drinking Violations



Portland Police Department



---

---

---

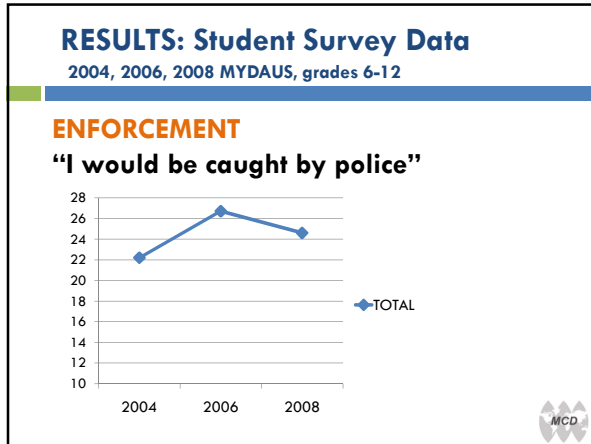
---

---

---

---

---



---

---

---

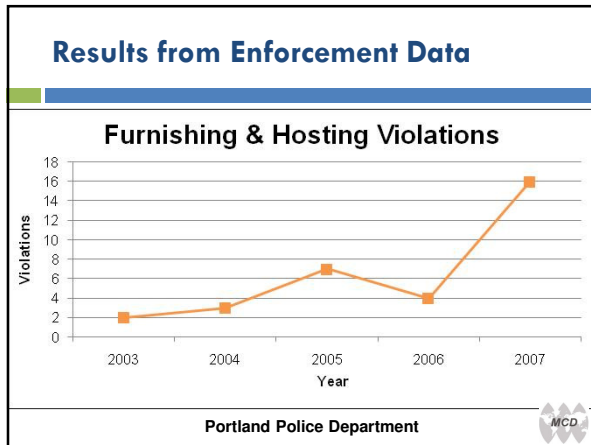
---

---

---

---

---



---

---

---

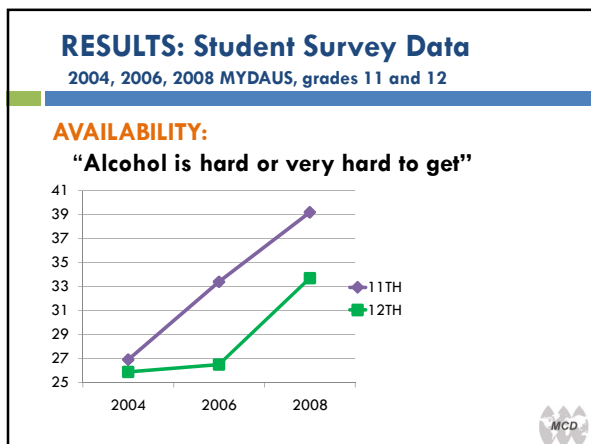
---

---

---

---

---



---

---

---

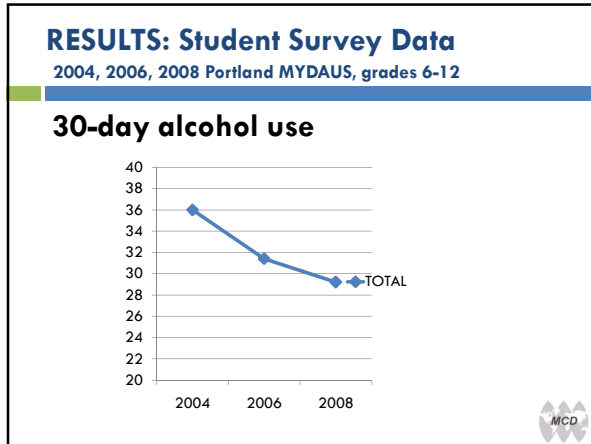
---

---

---

---

---



---

---

---

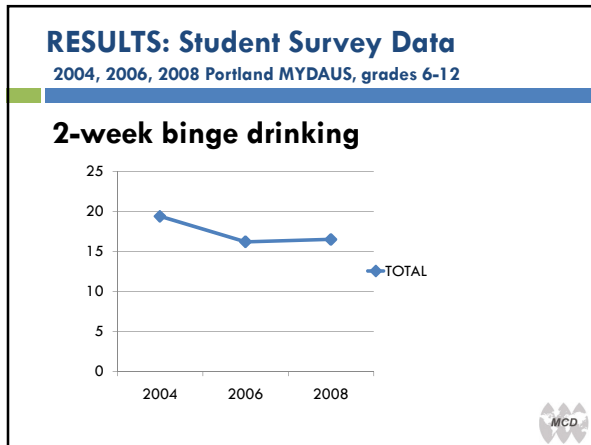
---

---

---

---

---



---

---

---

---

---

---

---

---

- ...What now?**
- More relationship-building
    - Another new Chief! And another new Lt. as liaison
    - Getting Judges on board
  - More training
    - A 2nd round of required training for all officers
  - More policy change
    - No Model Policy yet, but party patrols continue to be integrated into scheduled activities and follow the policy guidelines
- MCD

---

---

---

---


---

---

---

---

### Q&A Break



---

---

---

---

---


---

---

---

### Sample Materials

- Maine Model Policy
- Sample Powerpoint for Officers: Enforcement as Prevention, Myths vs. Reality
- Sample Press Conference Materials
- Law Summary Card
- Mini-grant application
- 1-pager – Diversion Recommendations
- More enforcement resources:
  - [www.udetc.org](http://www.udetc.org)



---

---

---

---

---


---

---

---

### Activity: Key Learnings

- 1) Individually, reflect & jot down at least 3 key learnings from the last section
- 2) Share with your coalition-mates
- 3) As a group, select 3 that resonated the most for your coalition, and write on bright piece of paper
- 4) Who would like to share?
- 5) Hang on to this for later!



---

---

---

---

---


---

---

---

Part 2

Reducing Social Access:  
Parent Media Strategies



---

---

---

---

---

---


---

---

**ACTION PLAN Objective 3:**

□ **Increase PARENTAL MONITORING**

- Less than half (46%) of Portland teens believed that they would be caught by their parents if they drank alcohol without permission (MYDAUS 2004).
- Some parents are hosting teen drinking parties, many believing that it is the safer option (focus groups, forums, 1x1, anecdotal)



---

---

---

---

---

---


---

---

**ACTION PLAN Objective 4:**

□ **Strengthen NORMS**

- Only half of Portland teens believed that adults in their community think underage drinking is “very wrong” (MYDAUS 2004).
- Permissive culture – e.g. rite of passage, kids are kids, teach them responsible drinking, just take the keys, etc. (focus groups, forums, 1x1, anecdotal)



---

---

---

---

---


---

---

---

**Parent Media Strategies: Getting Started**

- Step 1: Collect baseline data
  - What are parents feeling, thinking, doing?
- Step 2: Form Action Team of parents & stakeholders
  - Lessons re. self-selected groups
  - Coordination with statewide campaign



---

---

---

---

---


---

---

---

**Parent Media Strategies: Getting Started**

- Step 3: Recruit partners for PSA production & dissemination
  - Lessons re. working with HS class
  - Lessons re. media outlets



---

---

---

---

---

---

---

---

**Parent Media Strategies: Getting Started**

- Step 4: Hold “focus groups”
  - Lessons re. self-selected groups
- Step 5: Launch! And then hear what people really think about it...



---

---

---

---

---

---

---

---

### Parent Media Strategies

Original ad sample:



**Parents, do you know?**  
"There is no such thing as 'safe' underage drinking. Furnishing alcohol to minors is a crime punishable with fines up to \$2,000 and a year in jail." Stephanie Anderson, D.A.  
**Please, be smart. Take a stand.  
No alcohol until they're 21.**  
Join us! Call 773-7737 or visit portlandmca.org.

---

---

---

---

---

---

---

---

### Parent Media Strategies

Original ad sample:



**Parents, do you know?**  
"Kids who drink are more likely to be depressed and have a higher risk of academic failure." -Mary Jo O'Connor Superintendent, Portland Public Schools  
**Please, be smart. Take a stand.  
No alcohol until they're 21.**  
Join us! Call 773-7737 or visit portlandmca.org.

---

---

---

---

---

---

---

---

### Initial Lessons

- Change the tone
- Avoid finger-wagging
- Collect feedback from diverse members of target audience—Not just those who are already on board
- Focus on brain science
- Provide concrete actions for parents to take
- Link better with statewide campaign
- Hire professionals



---

---

---

---

---

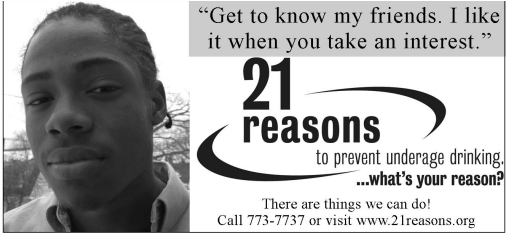
---

---

---

**Parent Media Strategies**

New ad samples:



“Get to know my friends. I like it when you take an interest.”

**21 reasons**  
to prevent underage drinking.  
...what's your reason?

There are things we can do!  
Call 773-7737 or visit [www.21reasons.org](http://www.21reasons.org)

MCD

---

---

---

---

---

---

---

---

**Parent Media Strategies**

New ad samples:



“Having me check in doesn't mean that you don't trust me. Just that you care.”

**21 reasons**  
to prevent underage drinking.  
...what's your reason?

(07)773-7737 [www.21reasons.org](http://www.21reasons.org)

MCD

---

---

---

---

---

---

---

---

**Parent Media Strategies**

New ad samples:



“Set clear rules that I can follow. Be consistent.”

**21 reasons**  
to prevent underage drinking.  
...what's your reason?

(07)773-7737 [www.21reasons.org](http://www.21reasons.org)

MCD

---

---

---

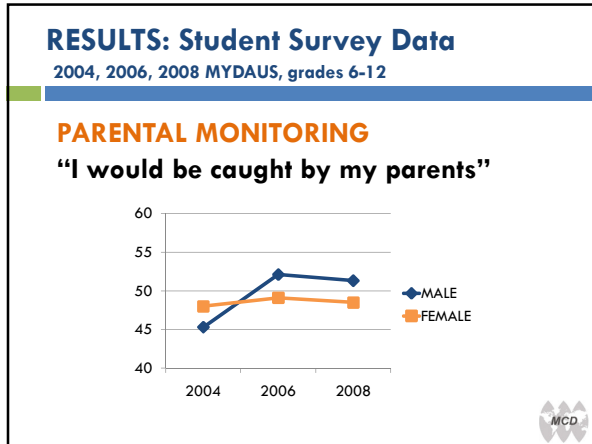
---

---

---

---

---



---

---

---

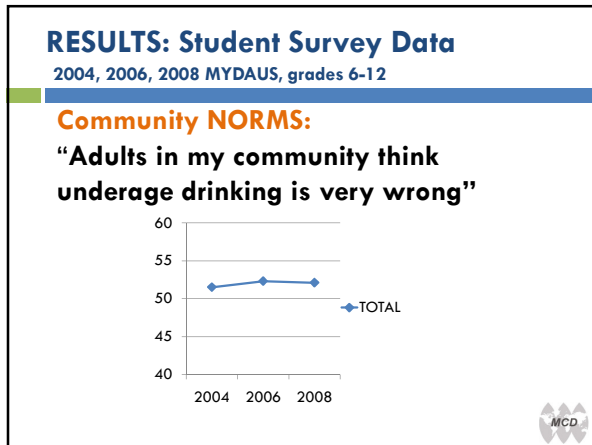
---

---

---

---

---



---

---

---

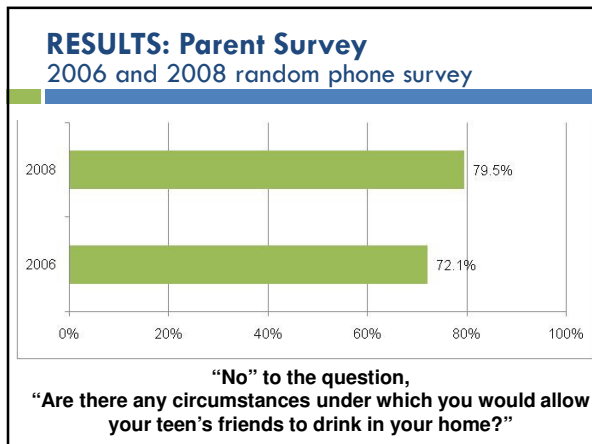
---

---

---

---

---



---

---

---

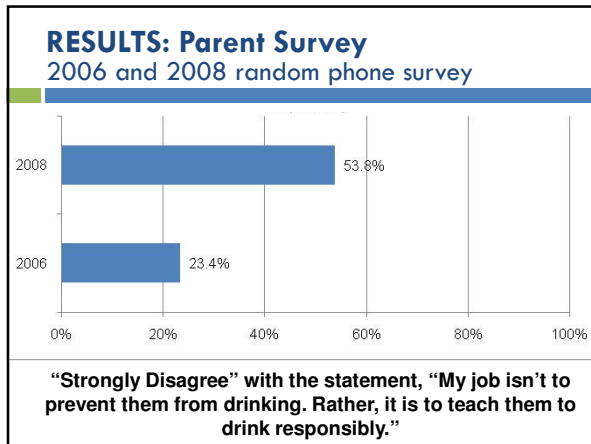
---

---

---

---

---



---

---

---

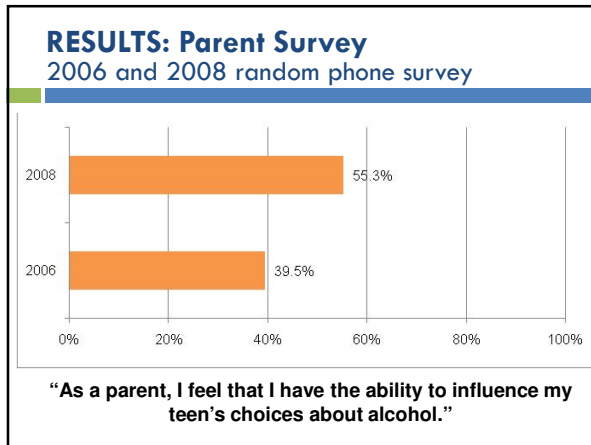
---

---

---

---

---



---

---

---


---

---

---

---

---

- RESULTS: Parent Survey**  
2006 and 2008 random phone survey
- Plus, more parents are taking concrete actions:
- ✓ asking if alcohol will be present at a party
  - ✓ calling parents of teen hosting a party
  - ✓ talking with their teen about the dangers of drinking alcohol
  - ✓ counting or locking alcohol in the home
- 

---

---

---

---

---

---

---

---

### ...What now?

- Continue positive tone
- Continue focus on brain science & parenting tips
- Broader distribution: "Tip of the Month" in school newsletters, recycling center posters, etc.
- Pediatricians!
- Use data to integrate social norms marketing
- Explore social networking opportunities
- Incorporate "living room meetings" as part of campaign effort



---

---

---

---

---

---

---

---

### Sample Materials

- Sample Editorials & Op Ed
- Sample Tips of the Month
- Portland Parent Survey report & questionnaire
- Sample data overview (from Jan 09 coalition retreat)
- Maine parent campaign materials:
  - [www.maineparents.net](http://www.maineparents.net)



---

---

---

---

---

---

---

---

### Activity, part 1: Key Learnings

- 1) Individually, reflect & jot down at least **3 key learnings** from the last section
- 2) **Share** with your tablemates
- 3) **As a group, select 3** that resonated the most for your coalition, and write on bright piece of paper

---

---

---

---

---

---

---

---

### Activity, part 2: Next Steps (worksheet)

1. **With your coalition-mates**, reflect on your learning over the last two sections.
  - If applicable, use your **ROOT CAUSE & STRATEGY** from the warm-up activity.
2. What is **one key learning** that you hope to transfer to your coalition's work to reduce social access?
3. In doing so, what are **3 concrete actions** that you might add to your coalition work plan?
4. What are some other **elements to consider** in making it reality (e.g. timeline, partners, roadblocks, opportunities?)



---

---

---

---

---

---

---

---

### Activity, part 3: Sharing

- Who would like to share?
- Post on walls for gallery walk at lunchtime.



---

---

---

---

---

---

---

---

### Conclusion

- What have we learned from our experience in Portland?



---

---

---

---

---


---

---

---

**Portland lessons:**

- **It really does boil down to 1 x 1 relationships.**
  - Even though focus is community environment, 1x1 is how it happens.
  - This includes the press, partner agencies, and elected officials.
  - Befriend individuals at several different levels in the organization, in case of leadership transitions!



---

---

---

---

---


---

---

---

**Portland lessons:**

- **Reputation matters.**
  - Do they know who you are and what you stand for? (both as an individual and an organization)
  - Can they remember your name? (21 Reasons vs. Portland Communities Mobilizing for Changing on Alcohol!)



---

---

---

---

---


---

---

---

**Portland lessons:**

- **Remember: Alcohol is a sensitive topic.**
  - What is the tone of your message?
  - Even if you don't mean to, your message may be perceived as accusatory or self-righteous– Not good!
  - It's helpful when the message comes from a teen voice, voice of research/science, or \$\$\$ rationale.



---

---

---

---

---

---

---

---

## Portland lessons:

- **It ain't over when it's over.**
  - The wheels of the SPF go round and round...
  - How will we build on this to take it even further?
  - Prepare for leadership transitions—at police department, city government, local news outlets, and partner agencies.



---

---

---

---

---

---

---

---

## More resources & samples

Online at [www.21reasons.org](http://www.21reasons.org):

- 21 Reasons brochure
- Opinion Editorials: bar density, compliance checks
- City Council Resolutions: Youth Alcohol Prevention Month
- Responsible Bar Management Guidelines
- City Liquor License Brochure
- and more!



---

---

---

---

---

---

---

---



**21 Reasons & MESAP**  
Medical Care Development, Inc.  
107 Elm Street #300  
Portland ME 04101  
(207) 773-7737  
[www.21reasons.org](http://www.21reasons.org)

- Erica Schmitz, Director: [eschmitz@mcd.org](mailto:eschmitz@mcd.org)
- Jo Morrissey, Asst. Project Director: [imorrissey@mcd.org](mailto:imorrissey@mcd.org)
- Emily Wolff, Asst. Project Director: [ewolff@mcd.org](mailto:ewolff@mcd.org)



---

---

---

---

---

---

---

---