



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.


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

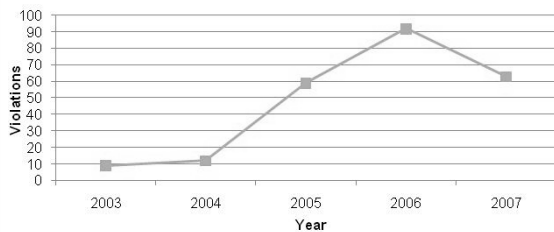
2007, continued:

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

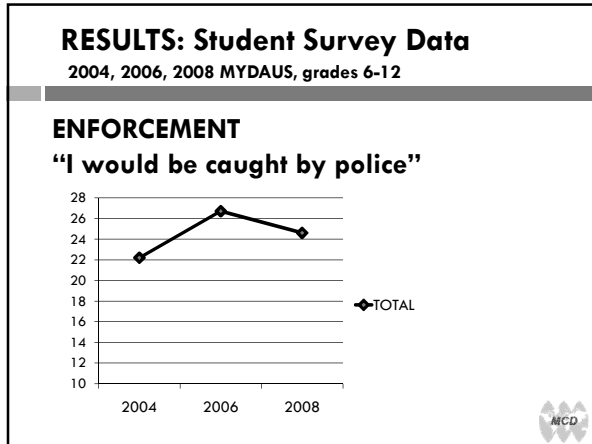
Results from Enforcement Data

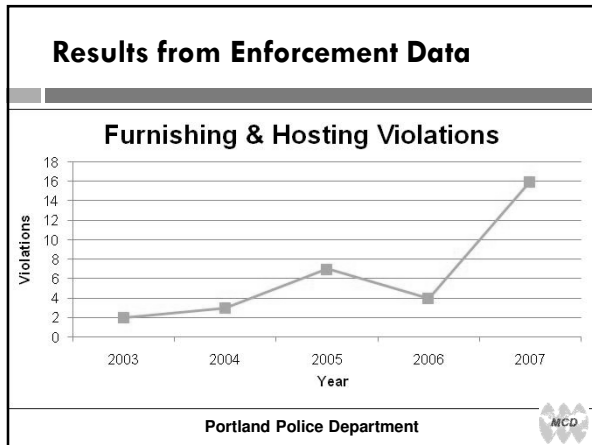
Underage Drinking Violations

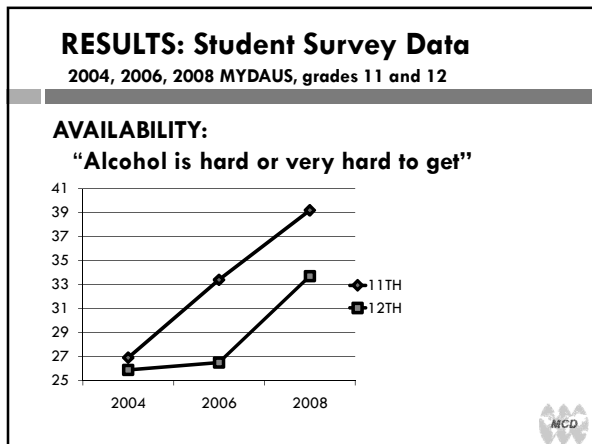


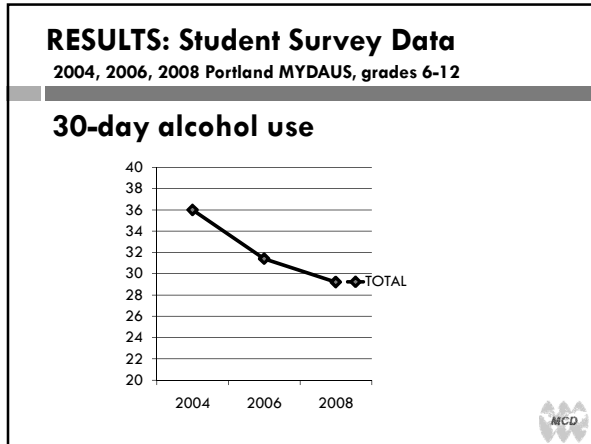
Portland Police Department

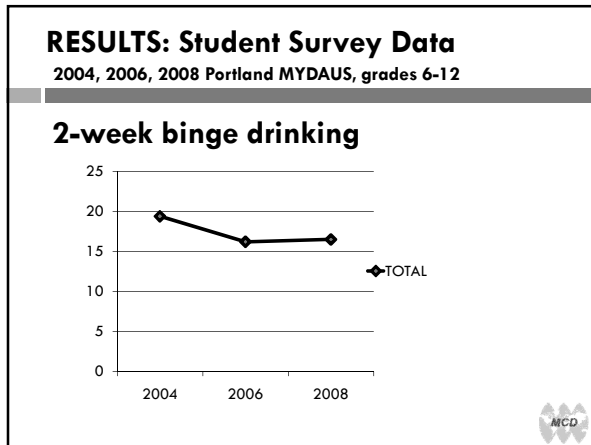














- ...What now?**
- More relationship-building
 - Another new Chief! And another new Lt. as liaison
 - Getting Judges on board
 - More training
 - A 2nd round of required training for all officers
 - More policy change
 - No Model Policy yet, but party patrols continue to be integrated into scheduled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




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.

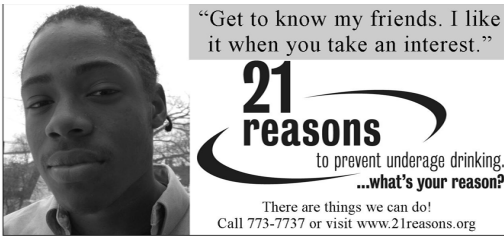
Initial Lessons

- 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:



Parent Media Strategies

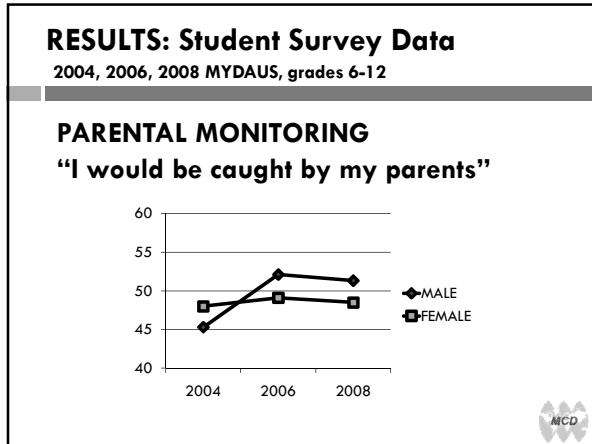
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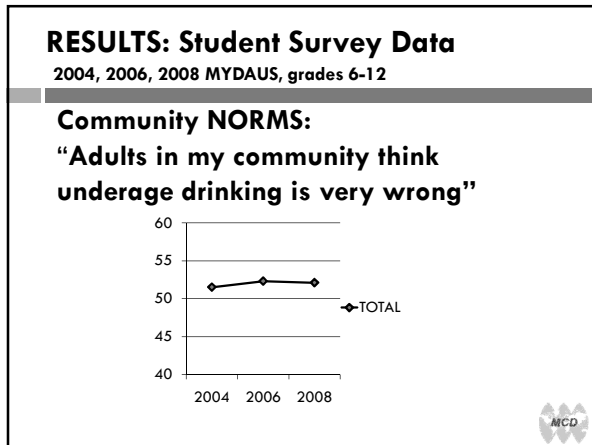


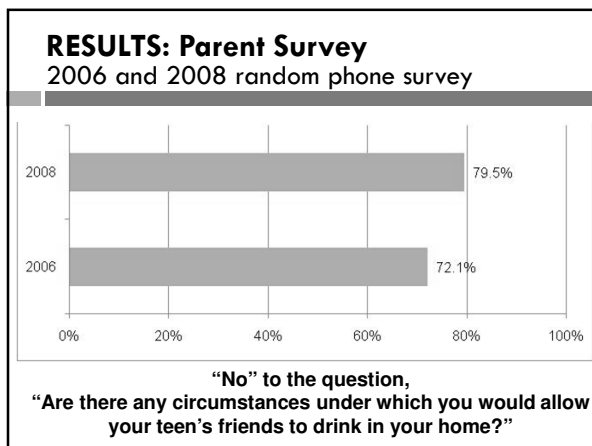
Parent Media Strategies

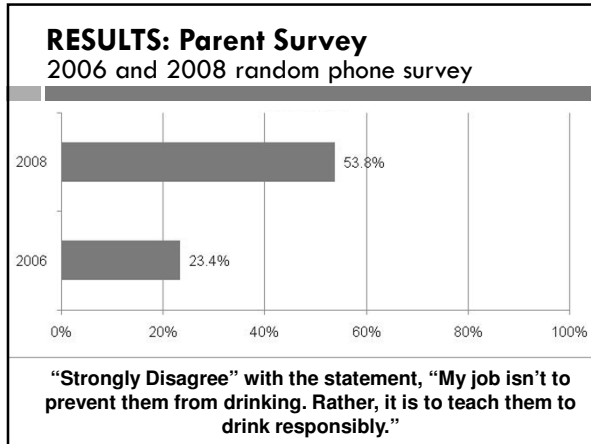
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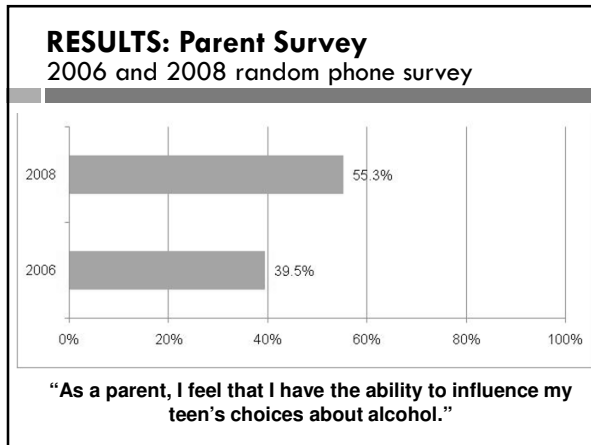













- RESULTS: Parent Survey**
2006 and 2008 random phone survey
- Plus, more parents are taking concrete actions:
- ✓ asking if alcohol will be present at a party
 - ✓ calling parents of teen hosting a party
 - ✓ talking with their teen about the dangers of drinking alcohol
 - ✓ counting or locking alcohol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




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:

- 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!





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