

Source Investigation, Underage Drinking, & High Visibility Enforcement:

Denying Alcohol Access in Greenville County, South Carolina

November 17, 2015 10:45 am – 12:00 pm

28th Annual

National
Prevention Network
Conference

Seattle, WA | November 17-19, 2015

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Upon completion of this presentation, participants will be able to:

- ◆ Understand the importance of continued assessment and evaluation before, during, and after completion of a community project.
- ◆ Gain knowledge of methods to blend earned and paid media into an effective high visibility enforcement campaign.
- ◆ Recognize a coalition involving multiple partners can gain a combined plan that addresses issues of cultural relevance and competence in order to affect positive population level change.
- ◆ Appreciate an evaluation and research design that community practitioners can adopt for their local efforts.

Population Served

- ◇ Greenville is approximately halfway between Atlanta, GA & Charlotte, NC along Interstate 85
- ◇ Largest city in South Carolina
- ◇ 2010 U.S. Census reported 451,223 with 21.4% population in high school.
- ◇ 2010 U.S. Census reported 18.1% is black & 8.1% is Hispanic with 7.4% of the population speaking Spanish
- ◇ Greenville County School District serves 70,000 students with 8,567 employees spread across 100 schools, special & education centers.



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Background

- ◇ 2000 – The Phoenix Center of Greenville lead multi-jurisdictional enforcement operations under an underage drinking grant project.
- ◇ 2003 – Enforcing Underage Drinking Laws (EUDL) Coalition is established in Greenville, SC. The Phoenix Center was named as the lead agency for the county-level coalition.
- ◇ 2007 – The Phoenix Center became lead agency in 13th Circuit (Greenville & Pickens counties) for statewide Alcohol Enforcement Teams (AET).
- ◇ 2011 – Greenville, SC was named as NHTSA Demonstration project for Source Investigation & High Visibility Enforcement effectiveness study. Formal evaluation conducted by Wake Forest School of Medicine, Div. of Public Health, Dept. of Social Sciences & Health Policy.

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The EUDL Coalition focuses on:

- ◆ Consistent enforcement of alcohol laws
- ◆ Holding parents and other adults accountable for youth access to alcohol
- ◆ Addressing media & other community norms, laws, and policies that encourage underage drinking
- ◆ Enforcement & Education planning conducted in monthly meetings & email updates
- ◆ County-level communication to community constituencies through diverse groups of dedicated law enforcement agencies and community partners.



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