

Why Do Retailers Continue to Sell Alcohol to Minors? Findings from a Connecticut Study



2018 NATIONAL PREVENTION NETWORK
CONFERENCE
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PRESENTED BY:
GREGORY CARVER
SUPERVISING SPECIAL INVESTIGATOR

STEPHANIE MORAN, BA, CPS
PRIMARY PREVENTION SERVICES
COORDINATOR



Learning Objectives



- **Understand the procedure used.**
- **Identify key components and cultural considerations.**
- **Increase awareness of the challenges to reduce youth access to alcohol.**
- **Familiarize participants with next steps to address retailer non-compliance.**



Connecticut



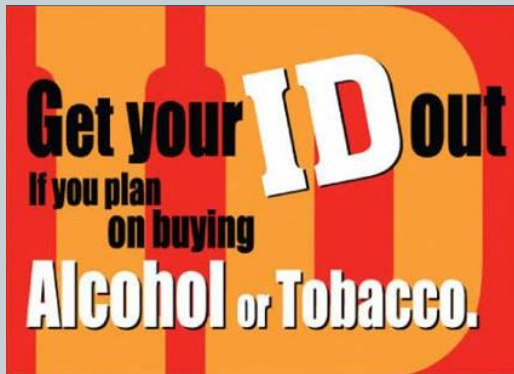
- Population: 3,588,184
- Size: 5,018 square miles
- Population
 - Largest City - Bridgeport:
 - ✦ 147,022 people
 - ✦ \$43,137 median income
 - Smallest Town - Union:
 - ✦ 854 people
 - ✦ \$88,125 median income



Alcohol Compliance Checks in Connecticut

- **Partners**

- CT Department of Consumer Protection, Liquor Control Division
- Law Enforcement
- Youth Inspectors
- Community Coalitions



- **Active Permits: 6152**

- **1895 Restaurant**
- **1281 Package Store**
- **891 Grocery Store**
- **809 Café**
- **45 Winery**

Alcohol Compliance Checks in Connecticut

- Sec. 30-86. Sale or delivery to minors, intoxicated persons and habitual drunkards prohibited.
 - Subject to Sec. 30-11 Penalties



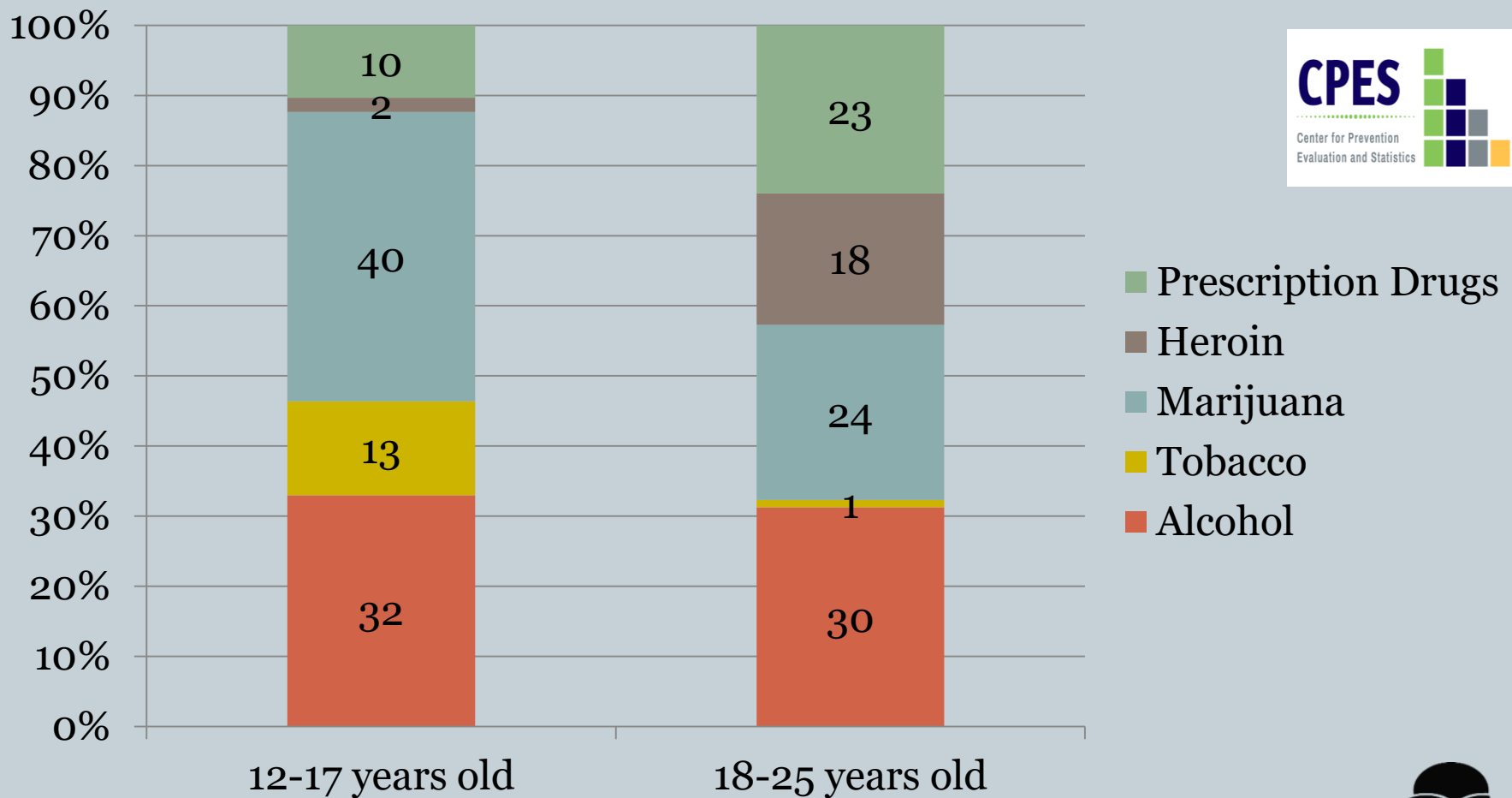
- Sec. 30-11. Penalties
 - “...shall, for each offense, be fined not more than one thousand dollars or imprisoned not more than one year or both.”
 - First Offense is a \$750 fine and a 3 day suspension of the liquor license

Underage Drinking in Connecticut

- Alcohol is the most common substance used by youth
- Prevention Initiatives
 - PFS-2015
 - CT SPF Coalitions
 - Local Prevention Councils
- Youth have identified that the #1 place to get alcohol is from home or an older friend or family member.
- Age of Onset:
 - 13 years old



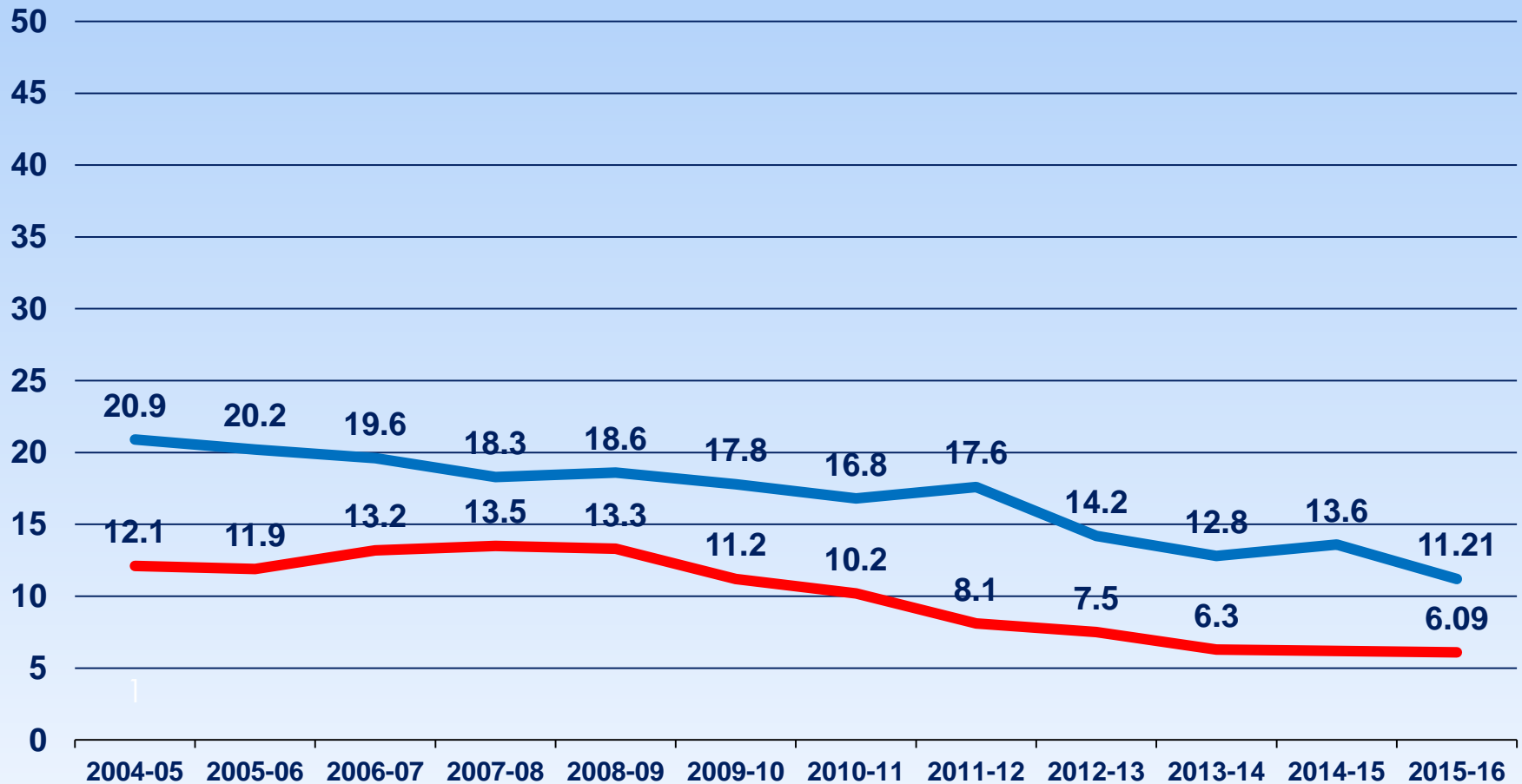
Problem Substances of Greatest Concern According to Informants, By Age Group*



*CT CRS, 2018



Percent of 12 to 17 Year Olds Reporting Past Month Alcohol Use and Binge Drinking: NSDUH, Connecticut, 2004-05 to 2015-16

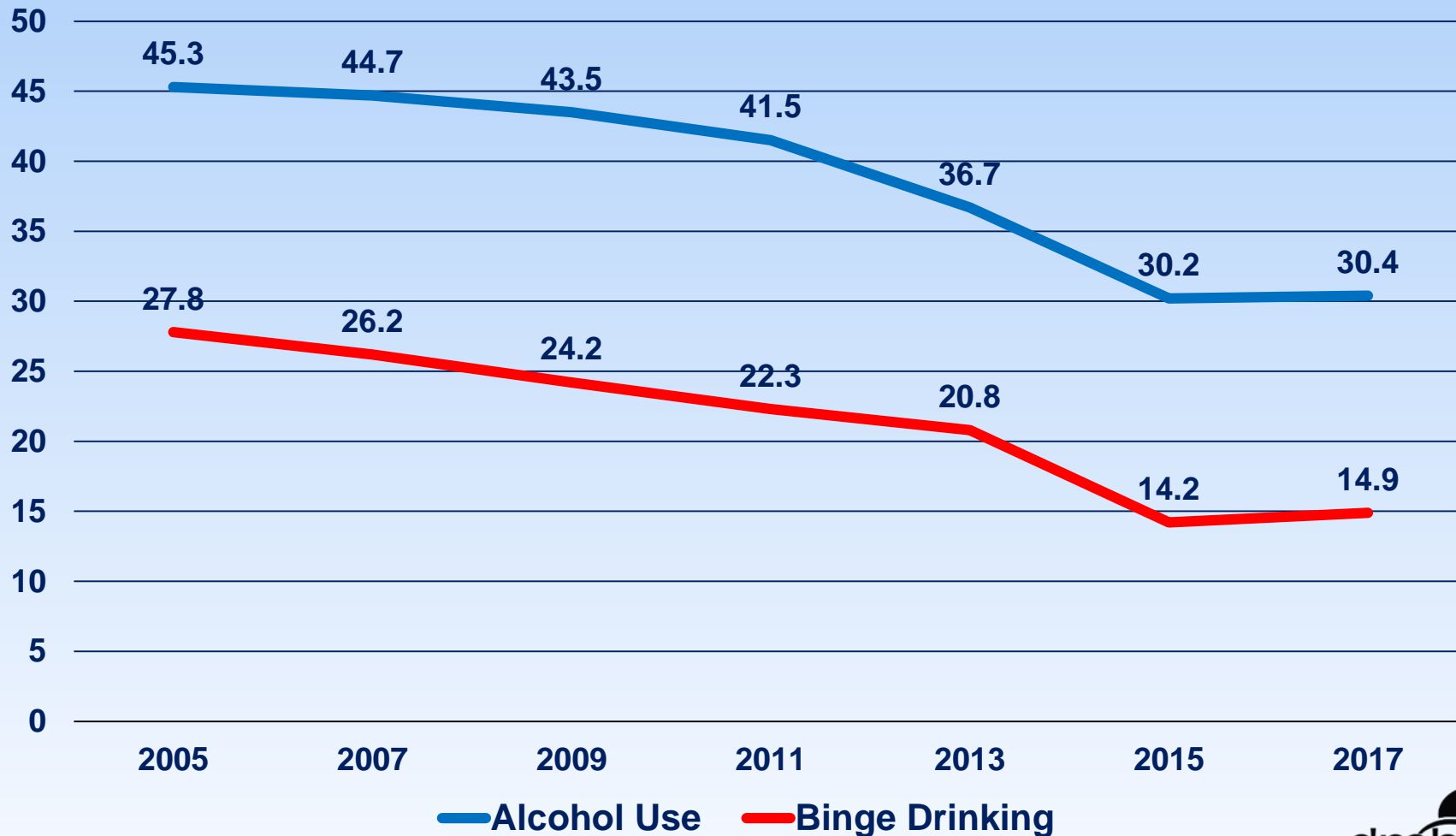


— Past Month Alcohol Use

— Past Month Binge Drinking



Percent of High School Students Reporting Past 30-Day Alcohol Use and Binge Drinking: CT School Health Survey (YRBS), Connecticut, 2005-2017



Purpose of Study



- Determine a statewide baseline for alcohol sales to minors.
- Assess the results/outcomes of our interventions.
- **Initial Hypothesis:**
 - 20-30% of inspected establishments would sell to minors.



Preparation



- **Connect With Partners**

- Connecticut Department of Consumer Protection, Liquor Control Division
- UConn School of Social Work, Evaluation
- Center for Prevention Evaluation and Statistics
- Connecticut Department of Administrative Services



Pulling the Random Sample



Eleni Rodis & Jenna Powers, UConn School of Social Work

- List of *Active Permits* was cleaned
 - Used *Proportional Stratified Sampling*
 - *RAND Command* in Excel to select establishments
 - 95% Confidence
5% Error
- Tools Used:
 - Proportional Stratified Sampling Calculator:
www.surveysystem.com
 - Excel, *RAND Command*

Establishing a Protocol

Process Began in November 2017

- Combination of Synar and Best Practices of Alcohol Compliance Checks
- Developed an Inspection Form

Data Entry _____

Department of Mental Health and Addiction Services
Alcohol Compliance Study

Corrections: _____ *Alcohol Compliance Inspection Form*

Permit #: _____ Establishment: _____
Date of Insp.: _____ Address: _____
Time of Insp.: _____
Type of Insp.: ON OFF _____
Outcome: Compliant
Non-compliant
Ineligible

Product attempted (circle):
Beer Wine Spirit Single Serving
Purchase Amount: \$ _____ Brand: _____

Code: _____ (see back for code listing)

Type of Establishment (circle):
Restaurant Convenience Bar
Cafe Liquor/Package Store
Hotel/Motel Grocery Caterer
Other: _____

Description of Clerk or Server (circle):
Race: _____ Gender: _____ Age: _____
Height: _____ Build: _____ Hair color: _____
Hair Style: _____ Eye Color: _____
Distinctive Characteristics: _____

Requested: ID Age Both Neither
Minor Photo ID: Presented Not Presented

Location of alcohol product (circle): Behind Counter Self Service Display Provided by Server

Liquor Permit posted? Yes No

Minor Signature _____ Initials _____ Age _____
Supervisor Signature _____

Please write legibly

POLICE PARTNERSHIP	Yes	No
Result: Verbal Warning Infraction \$ _____	Written Warning Summons	
Evidence Custody: AREP PD DCP		
Name: _____		
DOB: _____		

Safety is my goal

Establishing a Protocol



Youth Inspectors

- Part-Time Paid State Employees
- Most Have Experience from TPEP Program

- 9 Youth Inspectors
 - 2 – Seventeen Year Olds
 - 5 – Eighteen Year Olds
 - 2 – Twenty Year Olds
- 5 - Female
- 4 - Male



The Inspection



Began January 2018, Completed July 2018

- **On Premise**

- Primarily purchased beer
- Avoided mixed drinks
- Multiple *Youth Inspectors* sent in to sit at a table or bar
- Multiple *Youth Inspectors* attempted to purchase

- **Off Premise**

- Primarily purchased beer or malt liquor – based on demographics
- One *Youth Inspector* went in and attempted to purchase
- Easier type of inspection



The Outcome

356 Inspection Sample Size

32 Deemed Ineligible

324 Total Completed
Inspections

174 On-Premise Inspected

150 Off-Premise Inspected



Inspection Snapshot



Inspection Snapshot

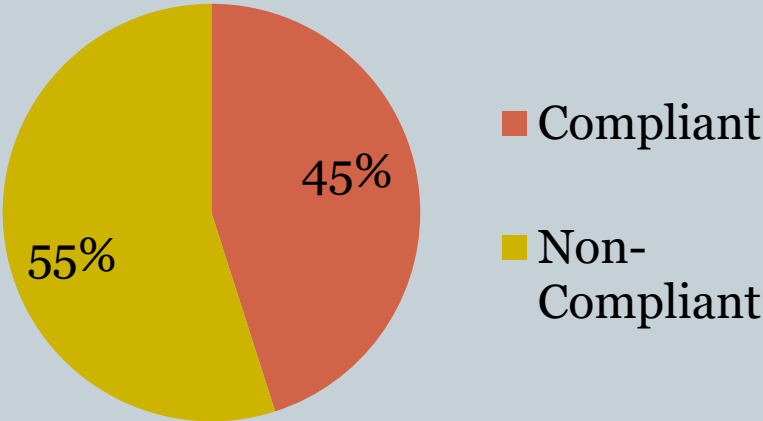


The Data

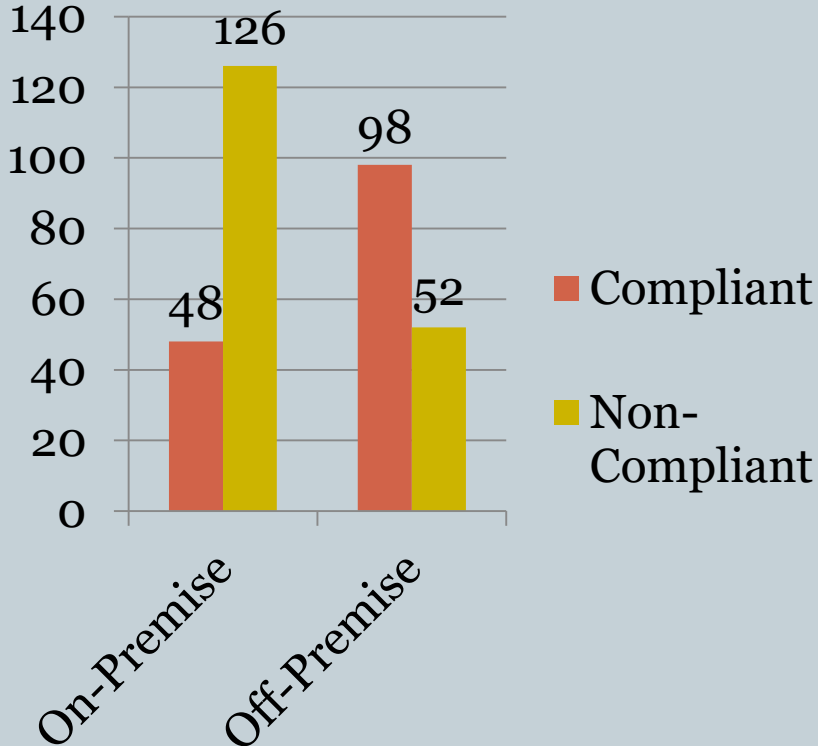


Overall

Inspections



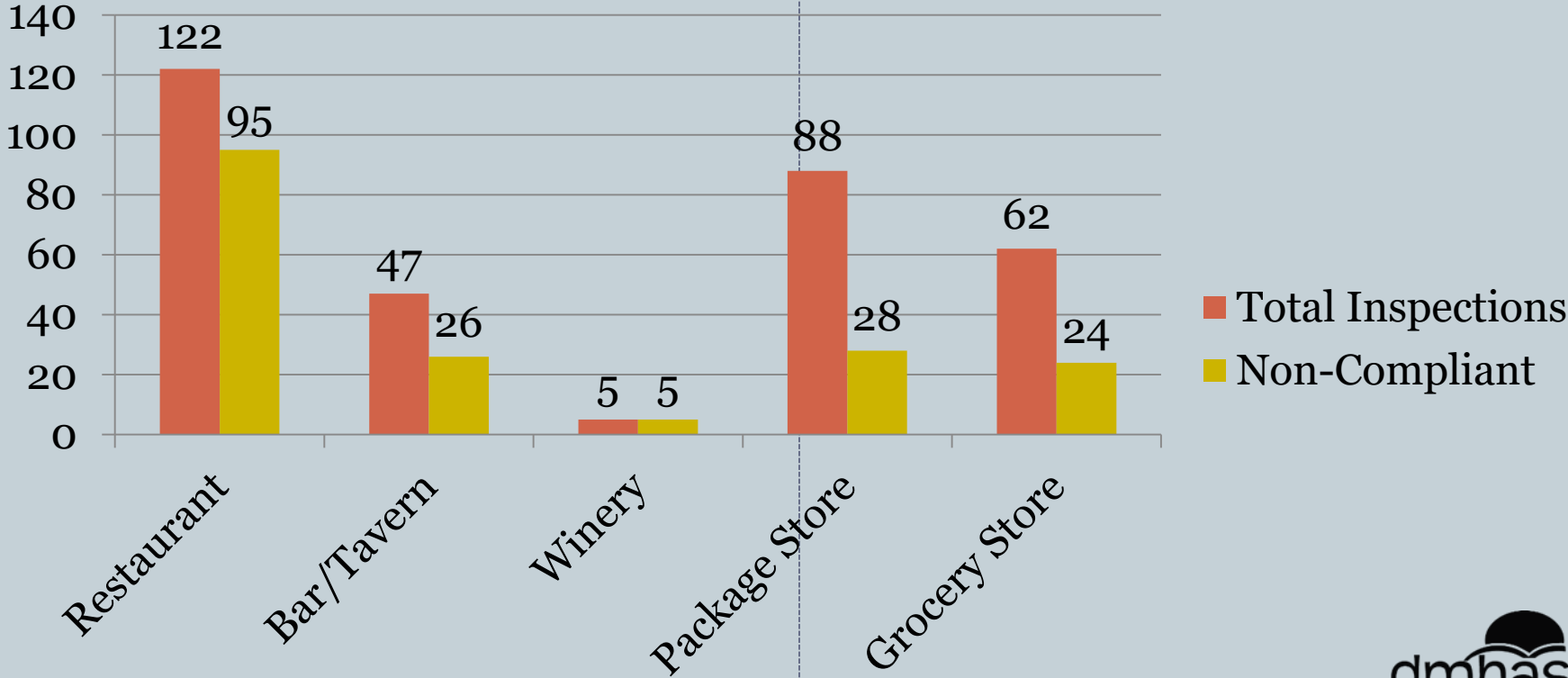
On-Premise vs. Off-Premise



The Data



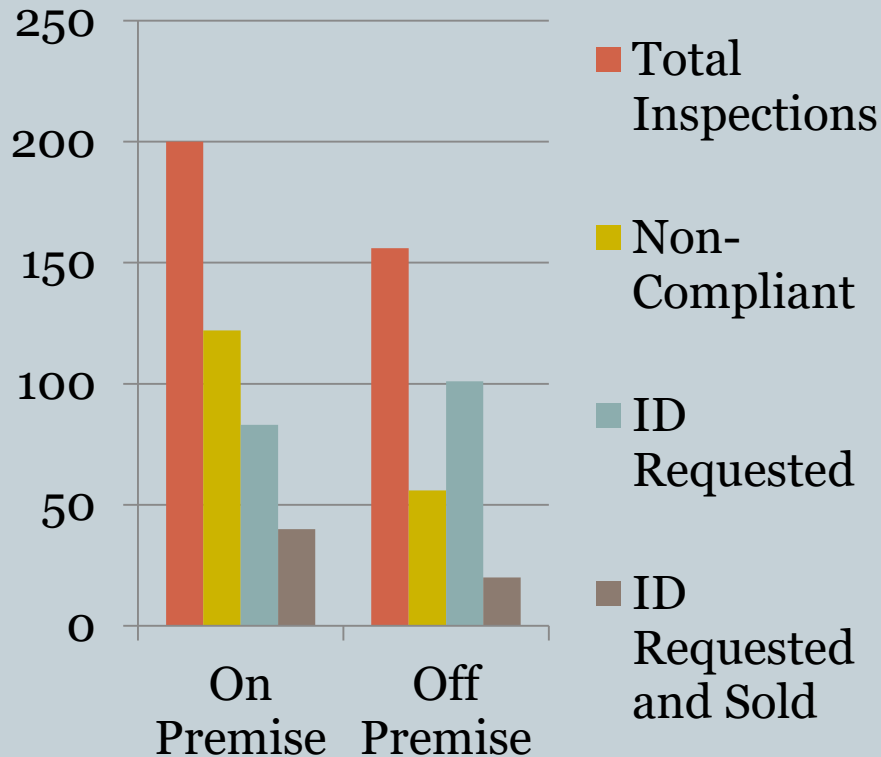
55% Non-Compliance Rate



The Data



Asked for Identification



- 51.6% of establishments inspected requested ID
- 37.9% of establishments that requested ID, sold



The Unexpected



- How do we count multiple sales to minors at one establishment?
 - 29 establishments sold to multiple minors
- Alcohol Inspections Take More Time than Tobacco
 - Restaurants and Bars
- Storage and Disposal of the Alcohol
- Inspector was only asked once if he was the minor's Parent/Guardian
- Youth Inspector's ID was only confiscated once
- Amount of retailers who sold after checking ID

What We Learned



- **Highest Non-Compliance:**

- Restaurants
- Urban Areas

- **Cultural Factors and Barriers:**

- Clerks and Youth Inspectors

- **Store owners were less likely to sell vs. employees**

- **Need for Merchant Education**

- On-Premise Establishments
- Training on checking ID's
- Assuming an older adult is a parent/guardian

- **Need to continue and strengthen our efforts**

Next Steps



- Send Compliant and Non-Compliant Letters
- Merchant Education
- Continue Work With Community Coalitions
- Enhance collaboration with Liquor Control Division
- Look at Options for a Statewide Campaign
- Sustainable Funding for Compliance Inspections
- Recruiting and Training Youth Inspectors (volunteer)



Questions?

- Gregory Carver

Supervising Special
Investigator

gregory.carver@ct.gov

(860) 418-6702

Thank You!

- Stephanie Moran, BA, CPS

Primary Prevention
Services Coordinator

stephanie.moran@ct.gov

(860) 418-6880

