

32nd Annual
NPN Conference 2019



★ AUGUST 27–29, 2019 ★ CHICAGO, IL ★

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Working Together in York County, South Carolina: Community
Stakeholder Collaborative Efforts to Decrease Underage Drinking

Thursday, August 29, 2019 10:15 am – 11:30 am

Objectives

1

Know the background of the development and implementation of local underage drinking enforcement and education campaign.

2

Comprehend how cultural relevance and competency is developed and implemented at the local level within the coalition framework.

3

Understand the necessary components of a high visibility enforcement campaign.

4

Recognize the importance of sharing successes with all coalition stakeholders.

York County All On Board Coalition History



York County All On Board Coalition

Alcohol
Enforcement Team

Operation
Medicine Drop

Blunt Truth YC

Out of the Hands
Prevention Alcohol
Collisions and Teen
Drinking (PACT)

Tobacco Free York
County Coalition

All YOUth on Board

Advocacy

York County Heroin
Opioid Prevention
Education
(YCHOPE)

- 16-year coalition
 - 10 year DFC recipient
- 70+ members
- 12 county-wide sectors represented
- 8 subcommittees

AET –Needs Assessment

2008 York County Student Perception Survey indicated:

1/3rd

of 11th graders reported using alcohol in the past 30 days

35%

of retailers were selling alcohol to minors.

Cultural Competency

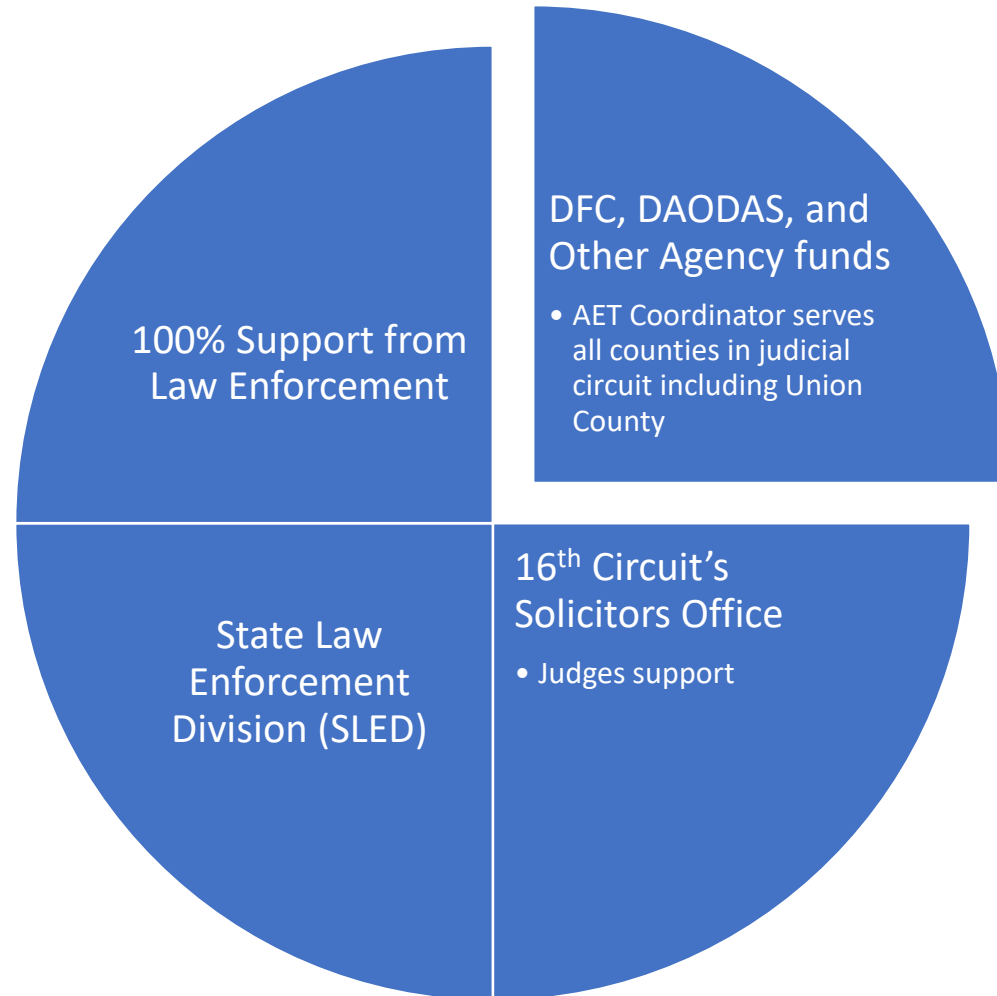
- **Working together**

- LE likes tasks/action, help them understand that SPF “planning” is necessary (don’t necessarily have to use SPF language)
- Show how you can benefit LE’s efforts with their agency’s mission and organize data to easily understand and share.
- Understand the business community

- **Understand your community’s alcohol culture**

- Hot spots for York County- Lakes and restaurants
- Social hosting (parents providing alcohol to their children is legal, but not their children’s friends).

YC-AET Capacity Building



AET Buy-In

Explained the why, showed the need, and presented the solution

Vision and missions aligned with LE

“Everyone was in it for the right reason. Nobody cared about who got credit, we all cared about the mission of protecting our youth from substances.”
– Bob Norwood, Executive Director of YCAOB

Financial incentives

- \$30/hr. paid overtime
- Paid lunch each month during meetings

County-wide law enforcement initiative

- More community support
 - Bigger impact
 - No alienating

Actionable group

PRAISE, RESPECT, TRUST



Using Multijurisdictional Approach to AET

York County Drug Enforcement Unit

- DEU has structure/rank/ and command unit
- AET Chairman- Commander of DEU
- Lieutenants appointed “Lead AET” for their agency
- Lieutenants pass AET location packets out to trained AET (from all rankings)

State Law Enforcement Division

- partners with AET to write administrative violations to the alcohol license holder (business owner gets fined ad employee)
- 3 offenses in the same year result in license suspended/revoked and/or jail

Enforcement Strategies- YCAET

- Alcohol/Tobacco Compliance checks
- Underage Party Patrols/Dispersals
- Fake ID checks in alcohol establishments
- Saturation Patrols:
 - Rock Hill Come See Me Festival
 - Prom/Hotel Patrol
 - Boat Landing Patrols/lake patrol at hot spot-sandbar



I. Compliance Outcomes for May– Alex

	CITATIONS	ALCOHOL COMPLIANCE CHECKS	NON-COMPLIANCE (BUY RATE)
MONTHLY:	3	122	2.46% ↓
YEAR TO DATE:	89	1297	6.86% ↓

DATE	LOCATION	SOLD	TOTAL CHECKED	TYPE
5/7/2019	York/McConnell's	0	24	ALCO
5/10/2019	Rock Hill	0	23	TOBACCO
5/14/2019	Rock Hill	0	18	ALCO
5/22/2019	Fort Mill	1	16	ALCO
5/29/2019	All county	0	21	TOBACCO
5/29/2019	Clover/Lake Wylie	2	20	ALCO
5/22/2019	Union	4	20	ALCO

NAME	ADDRESS	DATE OF CITATION							
CLOVER									
365 C-Store	208 Gateway Farm Rd.	4/4/19							
Best China	5243 Charlotte Hwy	11/29/17	1/15/2019						
Bi-La	136 S Main St	9/15/14	2/17/18						
Bob's Superette	1090 South Main St	9/16/15	3/23/17	1/15/2019					
Bonderline Mini Mart	2170 N Hwy 321	2/9/14	3/31/15	9/16/15	1/11/18				
Brad's ABC	1140 HWY 55E	3/2/16							
Circle K	900 Bethel St	1/12/14	12/17/15	3/23/17	9/25/18				
Courtney's BBQ	1166 Hwy 55E	2/16/17 *							
Dollar General	731 Bethel St.	7/20/16	5/24/17	11/29/17					
El Mexicana V	401 N Main St	1/14/16 *	2/26/2019 ***						
Food Lion	845 Bethel St	5/12/14	9/21/14	8/3/16	8/15/17				
Finz Oyster Bar	4555 Charlotte Hwy	2/16/17 *	5/24/17						
Gary's Place	204 Hwy. 557	1/15/2019							
Hot Spot	1915 Hwy 321 N	5/24/17	3/27/18						
Jacob's Citgo	927 N. Main St.	1/15/2019							
Kangaroo	4568 Charlotte Hwy	9/20/16							
Lart Call Social	103 Bethel St	2/26/2019 ***							
Murphy Express	138 Hwy 274	1/15/2019							

Alcohol Compliance Checks

FY'11	11.74
FY'12	15.86
FY'13	8.88%
FY'14	11.54%
FY'15	11.49%
FY'16	9.20%
FY'17	10.65%
FY'18	8.17%
FY'19	6.50%



Strict enforcement



14 cited at underage drinking party

Ty Chandler, WCNC



YORK COUNTY, S.C. -- The York County Sheriff's Office cited 14 people with underage drinking after breaking up a party in Fort Mill Saturday night.

"It doesn't surprise me, but I wish it wasn't happening," said Shawn McCutchan, who lives a few doors down from the house where the party was held.

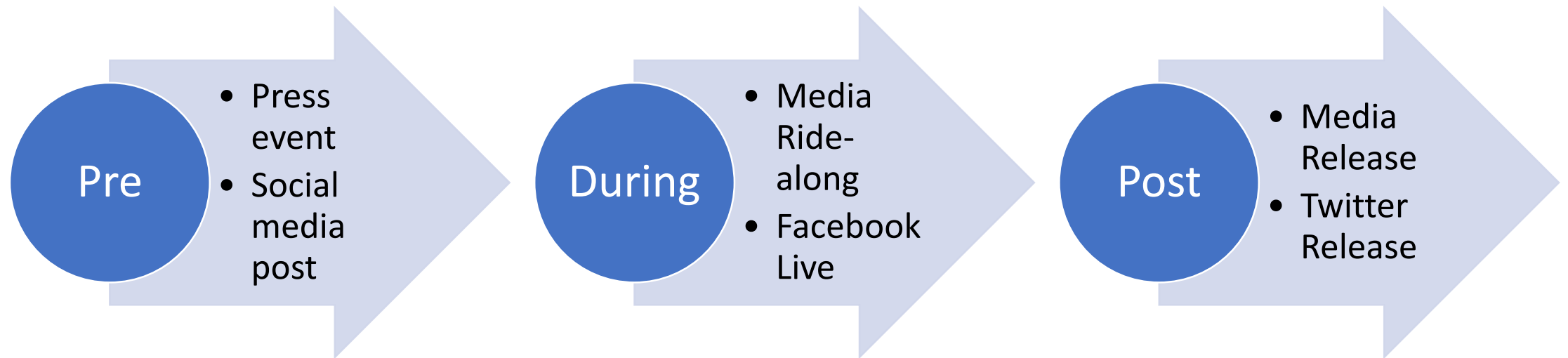
Neighbors say the party had a large turnout and the cars of



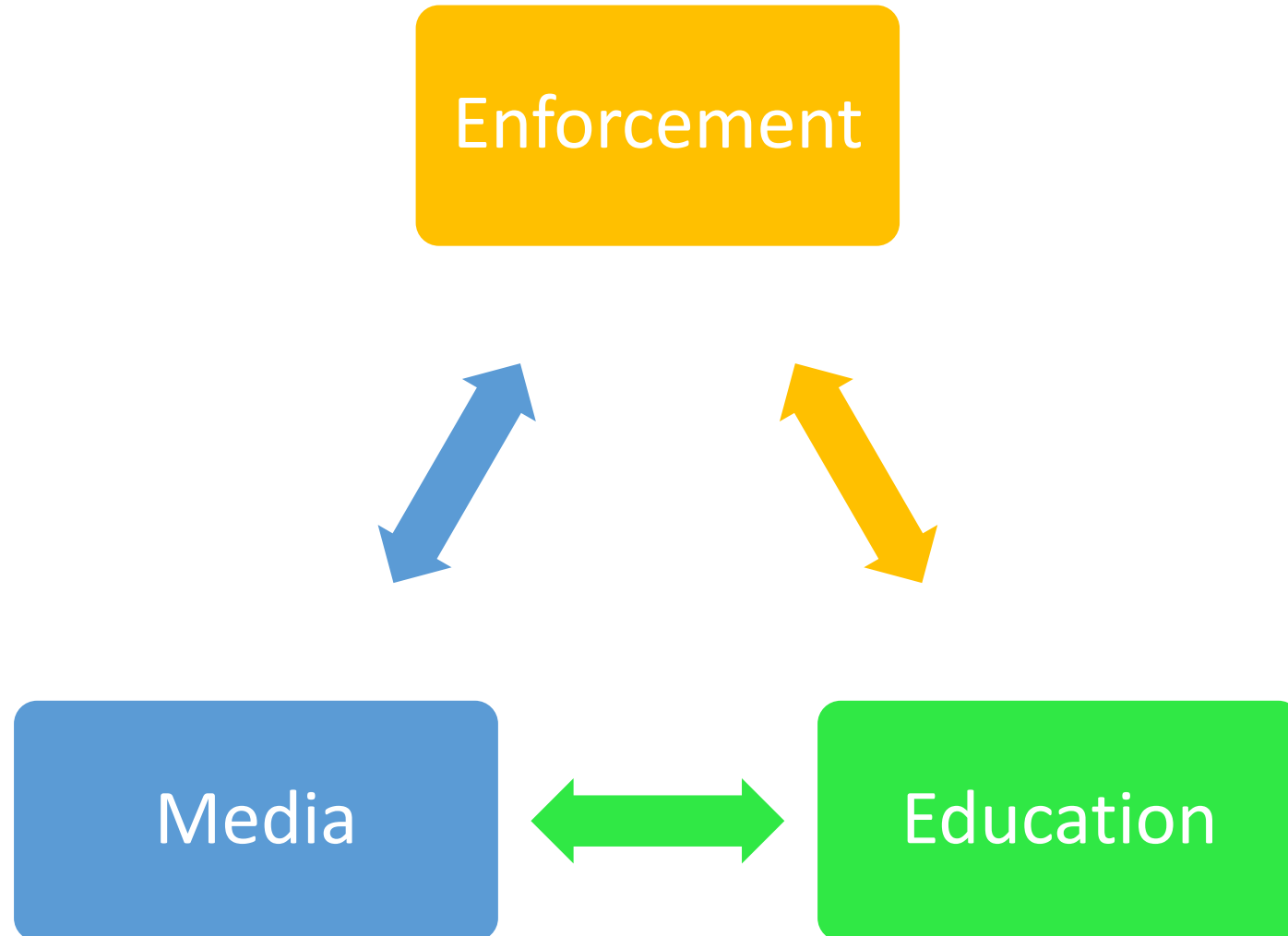
Strong media message

High visibility enforcement (HVE)

When does media occur during enforcement?



3 Prong Approach: York County Out Of Their Hands Campaign



3 Prong Approach: YC-OOTH Plans

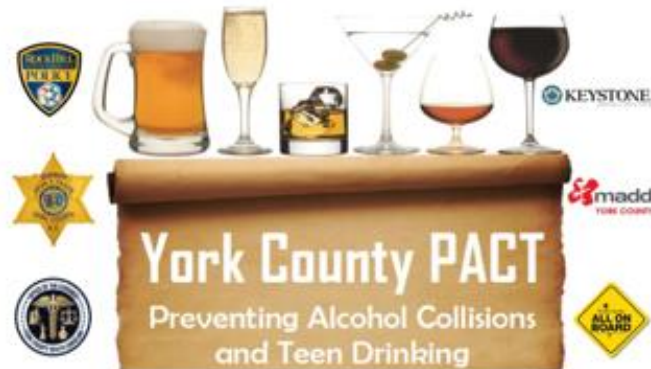
Education:

- Conduct 2 free PREP trainings on March 11th and 13th to prepare merchants before Prom season begins
- Prom Pledge Assembly
 - Keystone staff will talk about the risks of underage drinking as well as the consequences of DUI, and increase awareness of SC Good Samaritan Law

Media:

- OTS Media WRHI radio will share daily media bytes about underage drinking and alcohol stats
- Social Media Awareness (16th Circuit AET Facebook and YC Retailers Unite Facebook)
 - <https://www.facebook.com/16aet>
 - <https://www.facebook.com/YCRetailersUnite/>
- Partner with local news stations and the Rock Hill Herald to cover a news report
- Media Ride-A-Long with AET during an alcohol compliance check (optional)

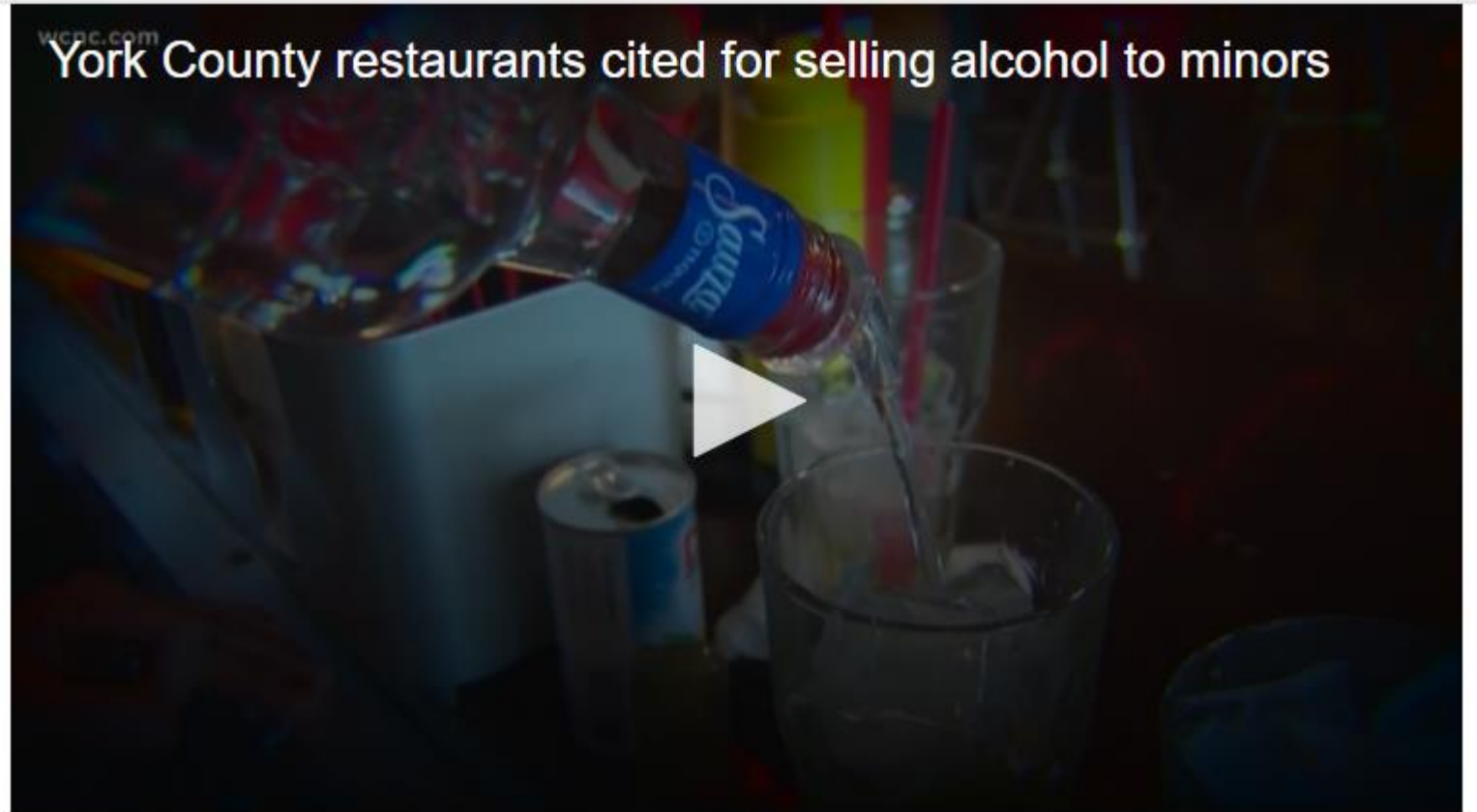
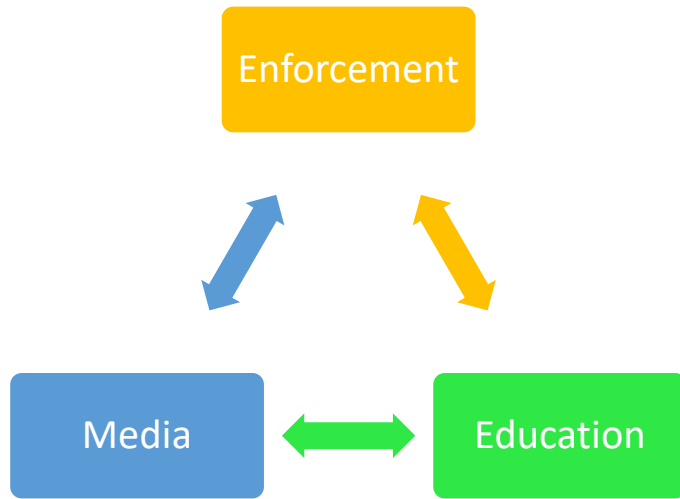
WRHI
AM 1340
NEWS • TALK • SPORTS
FM 100.1



Enforcement:

- Alcohol Enforcement Team conducting restaurant operation in February to prevent future sales to minors around Prom
- AET staffing proms/parking lots/surrounding road ways
- Partnering with the 16th Circuit LEN for Walk Like MADD Checkpoint March 23rd





CRIME

10 restaurants caught selling alcohol to minors in police operation

The biggest issue is restaurants not checking IDs correctly, according to Lieutenant Mike Ligon with the sheriff's office.

Enforcement



Media



AET and Prom Season

- Staffed 8 High School Proms
 - Coordinated with Principal and SRO
 - AET staffed parking lot and surrounding roadways (if prom was slow/left and patrolled surrounded hotels)

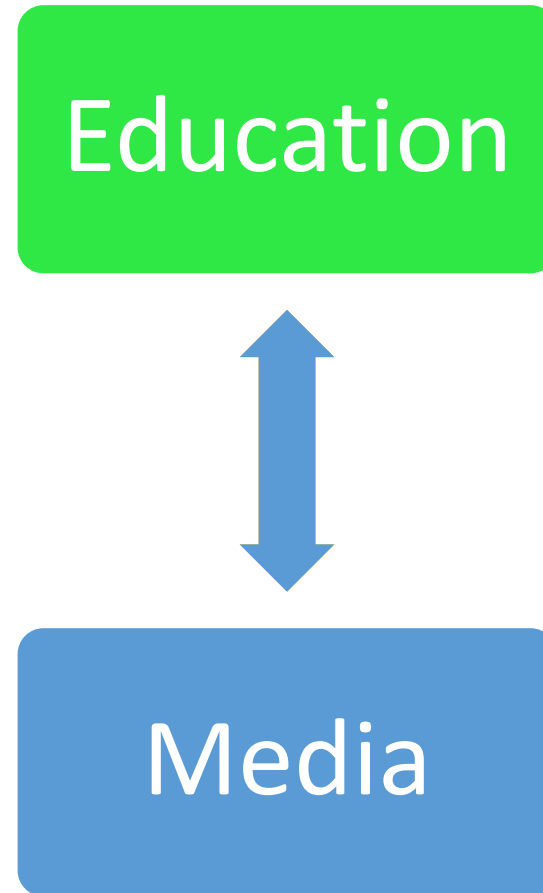
Enforcement



Education

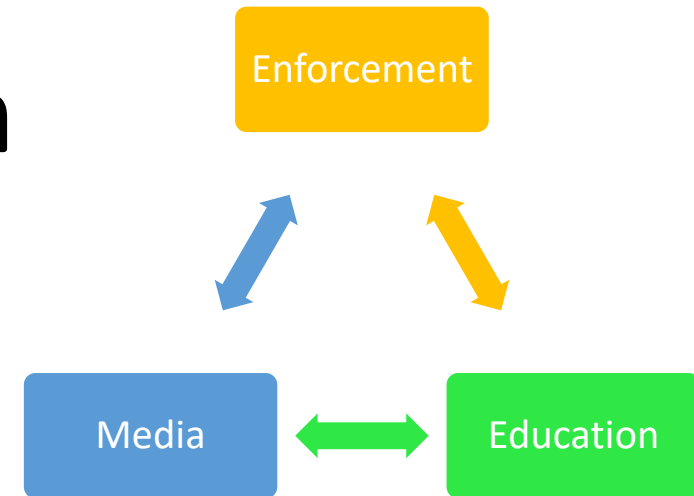
Prom Pledges

- Prevention and Law Enforcement partnered with local radio station WRHI-OTS Media to conduct Prom Pledge Assemblies to every high school in the county.



OOTH Social Media Campaign

- **Planned social media content for Facebook (every day in April, tagging Law Enforcement Agencies and encouraging them to share the messages).**
- AET restaurant operation news recap on WCNC news.
- March 4th Fox Charlotte interviewed AET Coordinator on a recent teen alcohol overdose that resulted in a York County women charged for providing minors alcohol. Alex Greenawalt spoke to Fox Charlotte to encourage alcohol retailers to follow proper guidelines and promoted 2 free PREP training on March 11th and 13th and Keystone.
- April 11th Take 2: Prom Promise/Warning PSA with Tega Cay Police Department
- April 12th the AET Coordinator joined Palmetto Morning with Patti Mercer from OTS Media-WRHI radio to discuss alcohol awareness.
- Shared OOTH media campaign template with OTS Media-WRHI to share media bytes on the radio throughout April.
- CN2 Headline news Friday before prom 4/26/2019





#DYK

**If minors drink in a
hotel you rented –
YOU are liable.**

Do your part to keep alcohol #OutOfTheirHands.



#DYK

Youth who drink alcohol are more likely to experience social problems, memory problems, and abuse of other drugs.

Visit South Carolina's Underage Drinking Discussion Guide

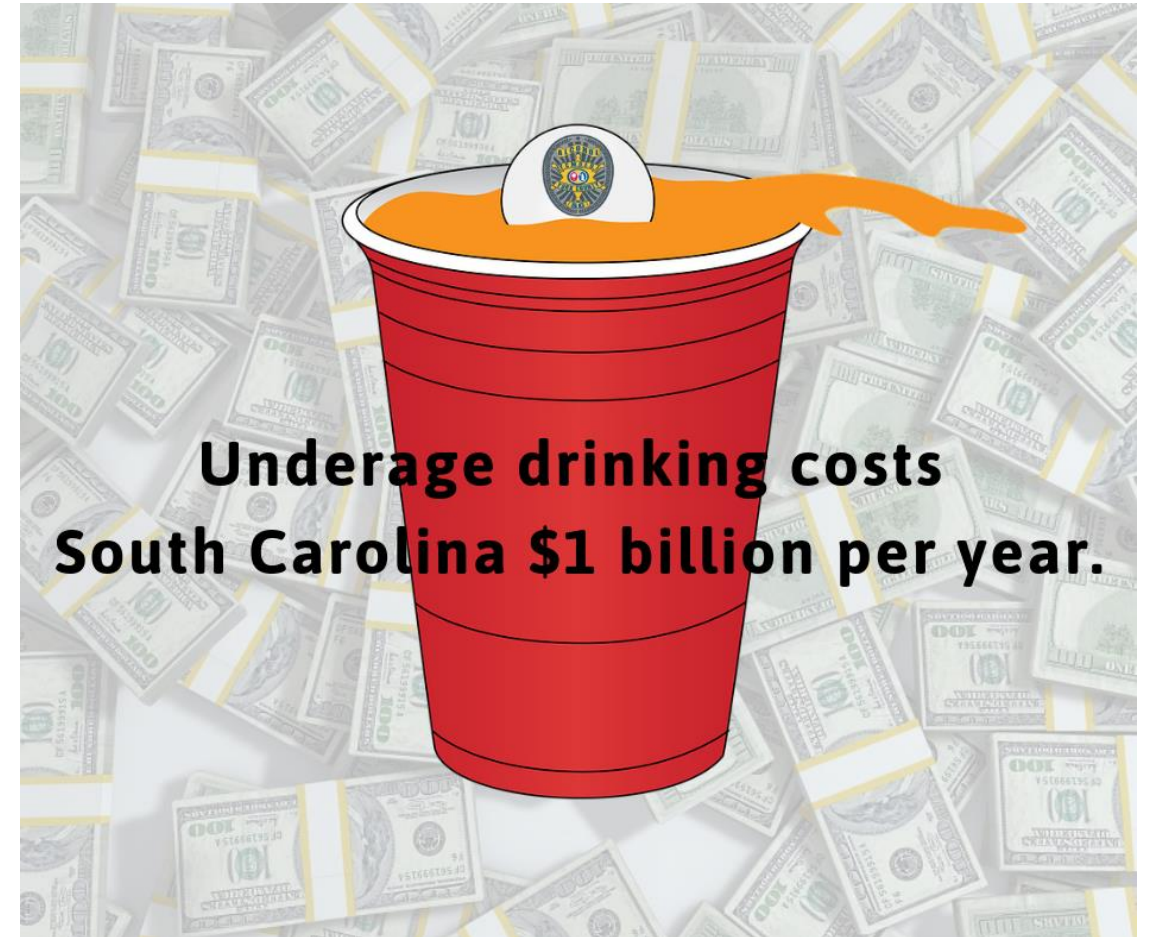


#OutOfTheirHands

The dangers of young adults who start drinking before age 15 ...

6x

more likely to develop alcohol use disorders than those who began drinking at or after 21 years.





#DYN
Liquor

is the most popular drink of
choice among high school
students



DID YOU KNOW...

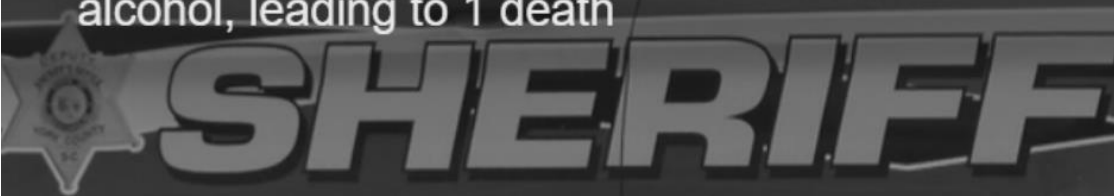
**EXCESSIVE DRINKING IS RESPONSIBLE
FOR MORE THAN 4,300 DEATHS
AMONG UNDERAGE YOUTH EACH YEAR.**

Learn how to talk to your kids about
the dangers of underage drinking





York County woman behind bars after giving teens alcohol, leading to 1 death



55% OF YOUNG TEENS SAY IT IS EASY TO GET ALCOHOL.

KEEP ALCOHOL OUT OF THEIR HANDS

TRANSFERRING ALCOHOL TO A MINOR COULD LAND YOU IN JAIL



72%

STUDENTS CONSUMED ALCOHOL BY THE END OF HIGH SCHOOL

37%

STUDENTS HAVE DONE SO BY EIGHTH GRADE





Enforcement



Education



SUCCESS

THIS IS OUR PROPOSAL FOR YOUR BUSINESS

Let us help lower your alcohol/tobacco liability risks and insurance. Palmetto Retailers Education Program (PREP) helps reduce underage access to alcohol and tobacco and prevent over-serving patrons.



Protection

Gain the knowledge and skills needed to prevent a costly charge for an underage sale of alcohol or tobacco.



Identification

Learn how to identify South Carolina's multiple forms of identification and detect FAKE IDs.



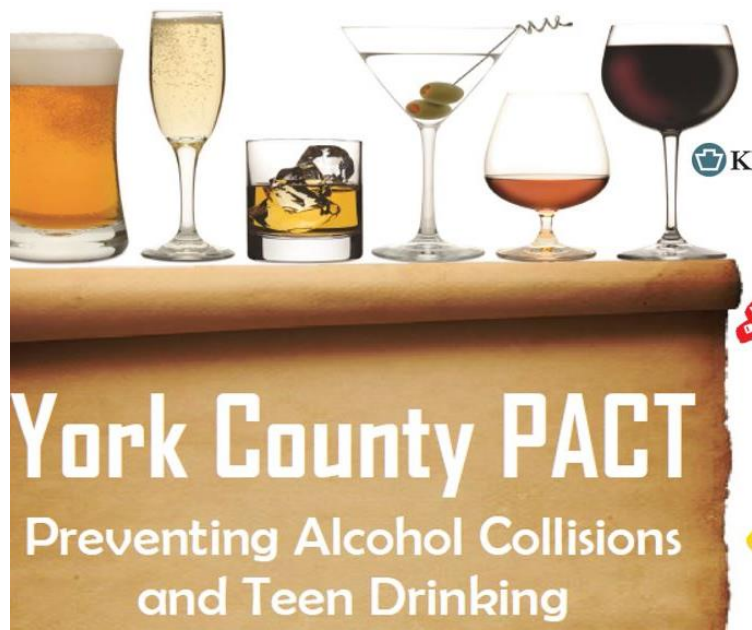
Smart management

Train staff how to feel comfortable selling tobacco and alcohol responsibly to prevent over-service

Retailers choose us!

Approved by the Department of Revenue
Registration required, \$15 per employee. We can come to you!



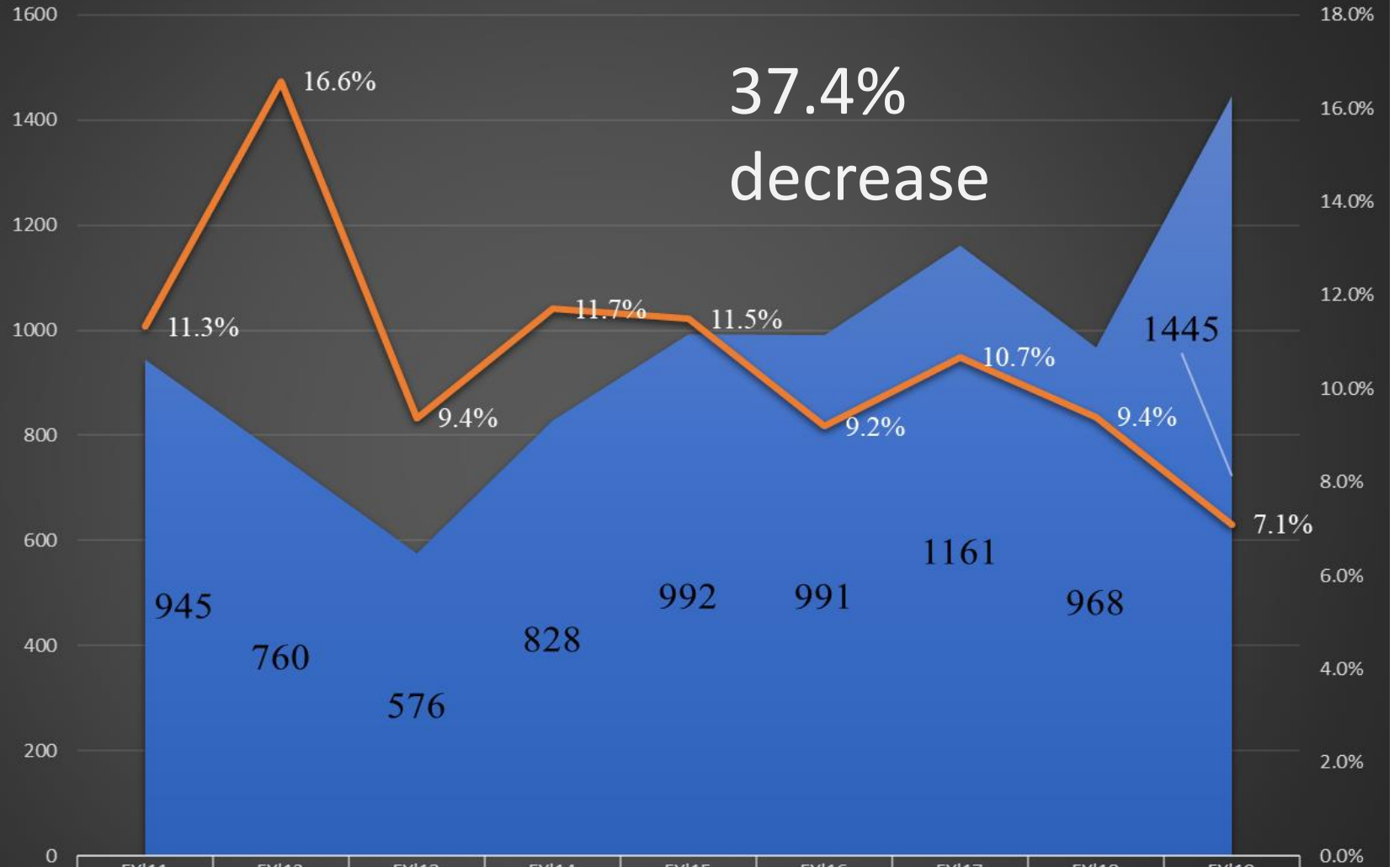


Recognizing Alcohol Retail
Leaders in the Community

Did we hit our target?



Alcohol Compliance Checks & Buy Rate York County - FY 2011 to FY 2019



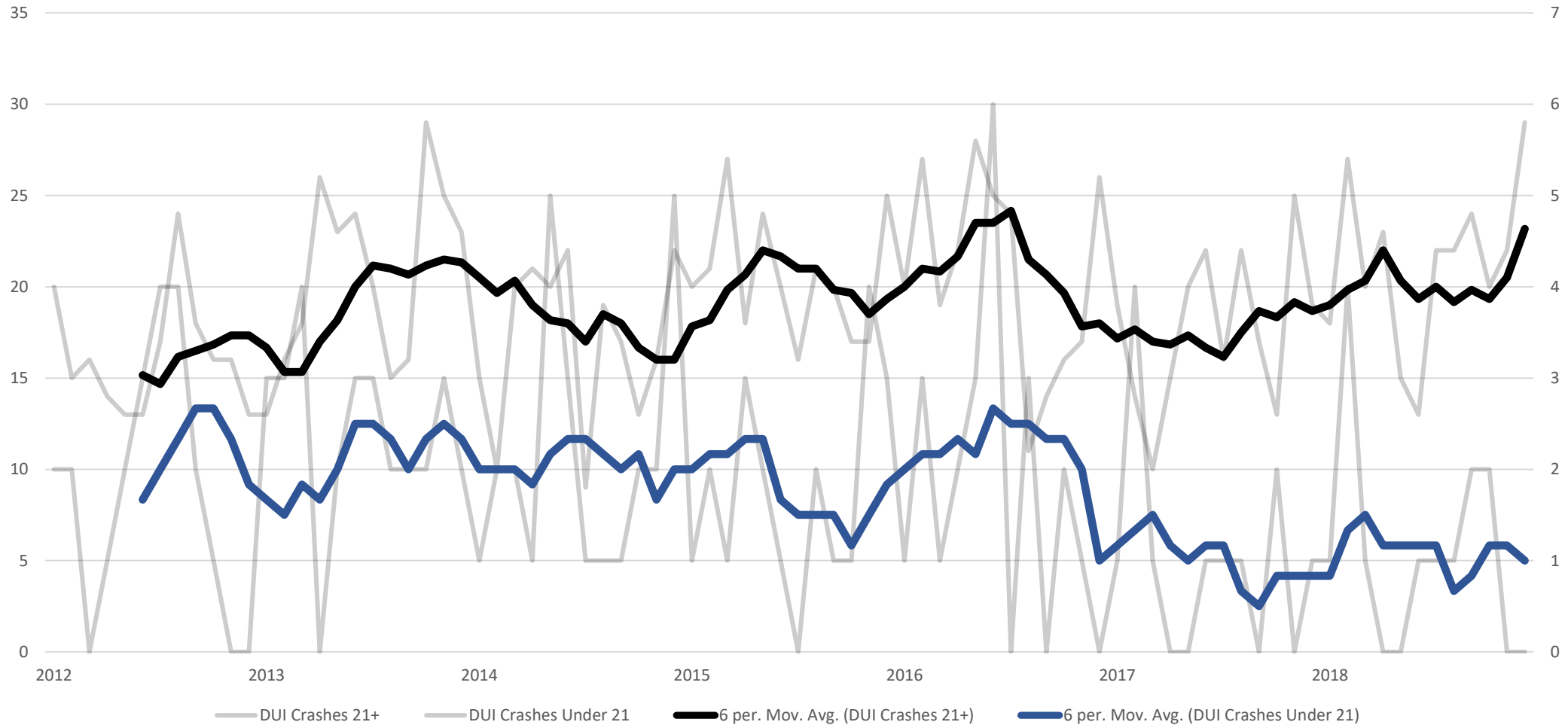
	FY'11	FY'12	FY'13	FY'14	FY'15	FY'16	FY'17	FY'18	FY'19
# of compliance checks	945	760	576	828	992	991	1161	968	1445
Buy rate	11.3%	16.6%	9.4%	11.7%	11.5%	9.2%	10.7%	9.4%	7.1%

■ # of compliance checks — Buy rate

York County
Emergency
Room Visits
12-20 vs. 21-25

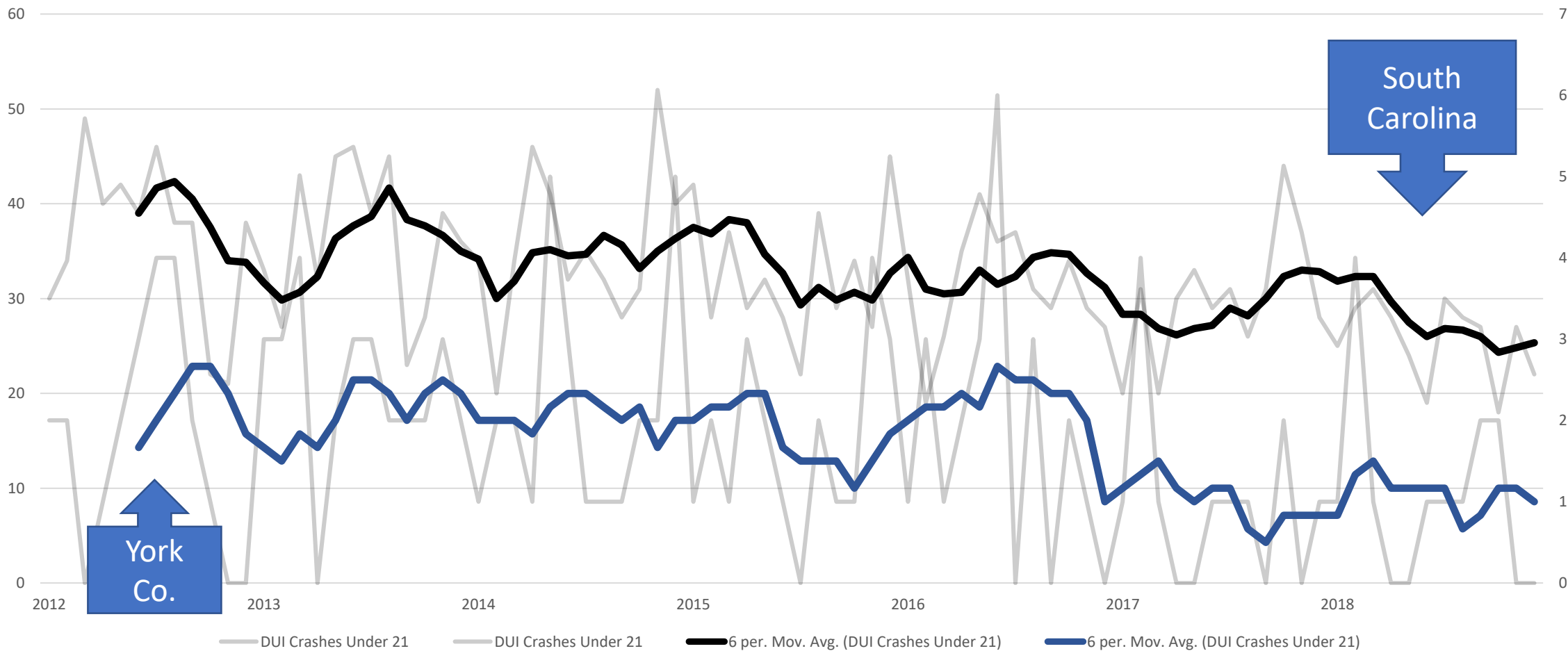
Year	Age Group	Total ED Visits	Alcohol ED Visits
2013	12-20	6155	40
2013	21-25	6712	83
2014	12-20	6252	47
2014	21-25	7068	64
2015	12-20	6210	41
2015	21-25	6805	63
2016	12-20	6182	43
2016	21-25	6425	50
2017	12-20	5825	48
2017	21-25	5481	45
2018	12-20	6416	41
2018	21-25	5608	51

York County: Impaired Driving Crashes >21 vs. 21 + Drivers CY 2012 through CY 2018



South Carolina vs. York County: Impaired Driving Crashes for Drivers > 21 YOA

CY 2012 through CY 2018



Summary



The non-compliance or buy rate has dropped from 17.1% to 8.74%. This represents a 37.4% reduction in the non-compliance or buy rate in 9 years.



Additionally, since that same time, the Coalition has hosted a monthly merchant education class called PREP (Palmetto Retailer Education Program) that has reached almost 2,000 servers and clerks.



Consequently, impaired driving crashes for drivers under 21 years old decreased by 42.8% from 2012 (21) to 2017 (12) while impaired driving crashes for drivers 21 and older increased 8.7% from 2012 (195) to 2017 (212).



"In 2003 a tragedy struck a nerve in our community which led to action. Now we have a better handle on the teen drinking problem in York County.

We are not satisfied with our current success, however. We know it will take determination, persistence and continued cooperation from our partners to stay ahead of the game."

-BOB NORWOOD,
EXECUTIVE DIRECTOR YORK COUNTY ALL ON BOARD COALITION

Questions?

Alex Greenawalt

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