

*Using Social Host Ordinances to
Reduce College Excessive Drinking*

National Prevention Network Conference

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BACKGROUND

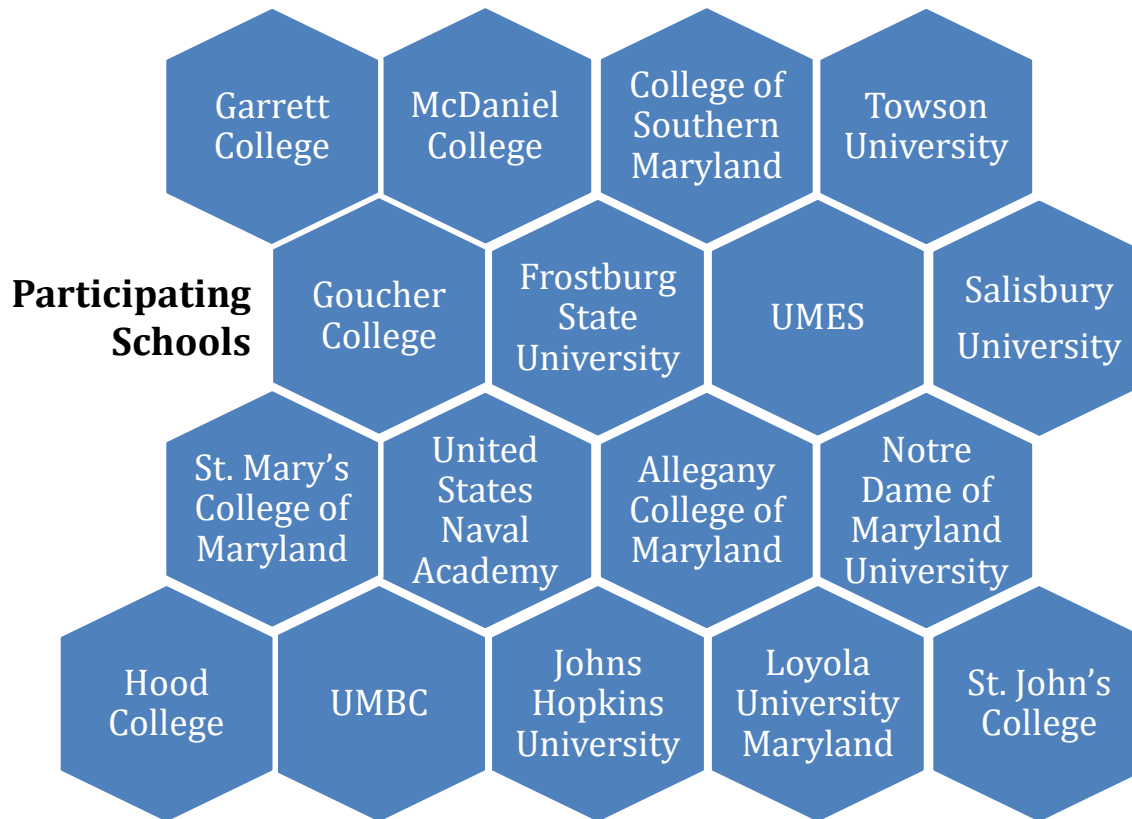
The Problem, The Maryland Collaborative, and social host

Annual National Snapshot of Problems related to college drinking

- 1825** alcohol-related deaths
- 599,000** unintentional injuries
- 696,000** assaults
- 97,000** sexual assaults/date rape
- 150,000** alcohol-related health problems
- 400,000** students having unprotected sex
- 3,360,000** students driving under the influence



Maryland Collaborative Structure



Governance Council
(College Presidents)

Advisory Board

Public Health Faculty

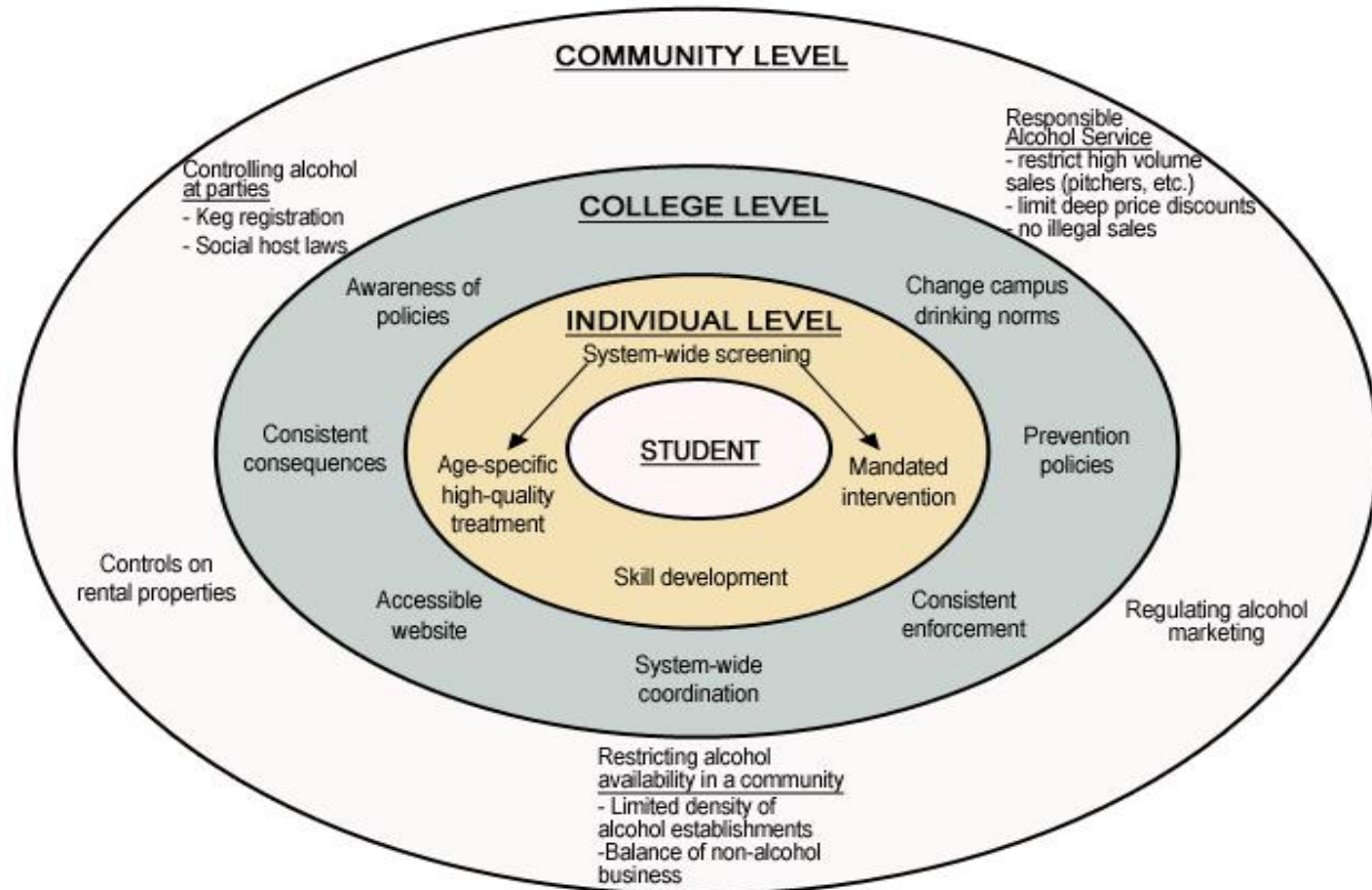
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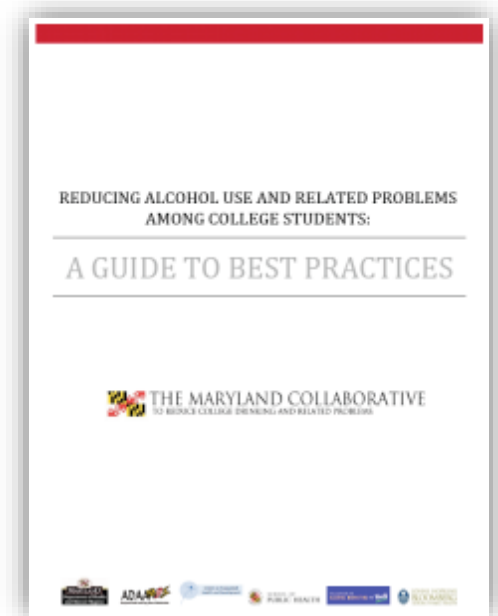
What the Evidence Says...

College alcohol problems are systems problems, and require a multi-level, multi-component response. Educational approaches alone will be ineffective.



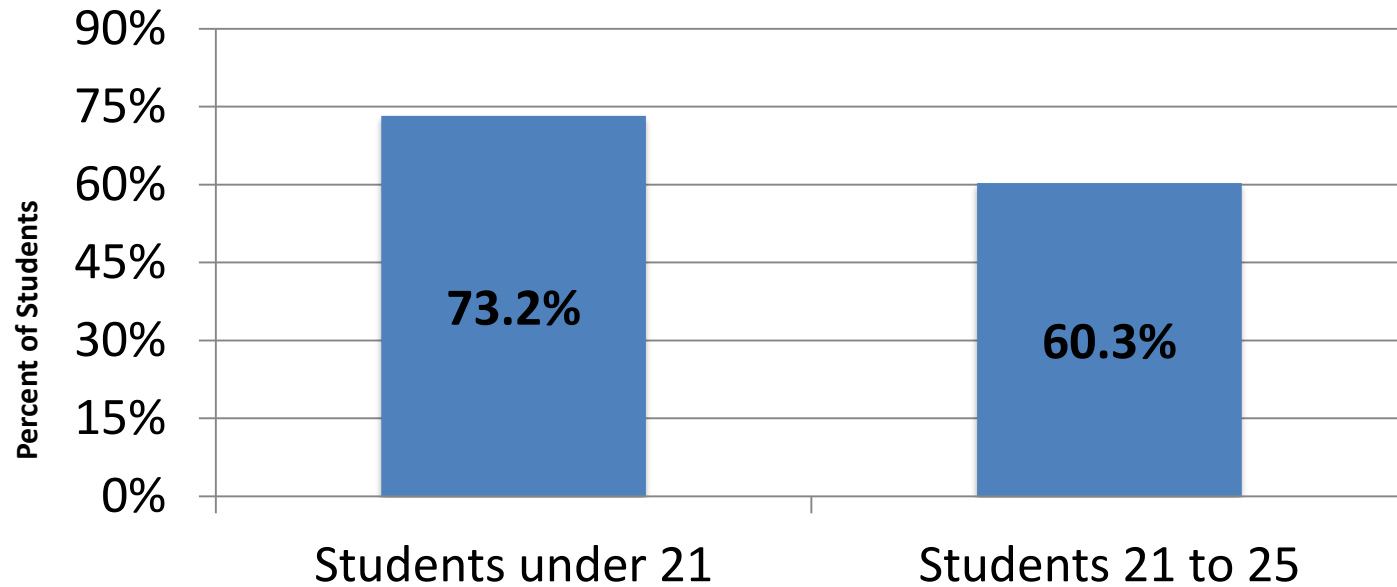
Identify Hotspot and Evidence-Based Strategy

- **Hotspots**
 - Identify the environments where excessive drinking is occurring
 - Social vs. commercial settings
- **Evidence-based Approach**
 - Identify a best practice approach to addressing that environment to reduce and/or prevent excessive drinking



MD-College Alcohol Survey, 2014 Results

Percentage of past-month drinkers who drank at least once in the past month at an off-campus house party.



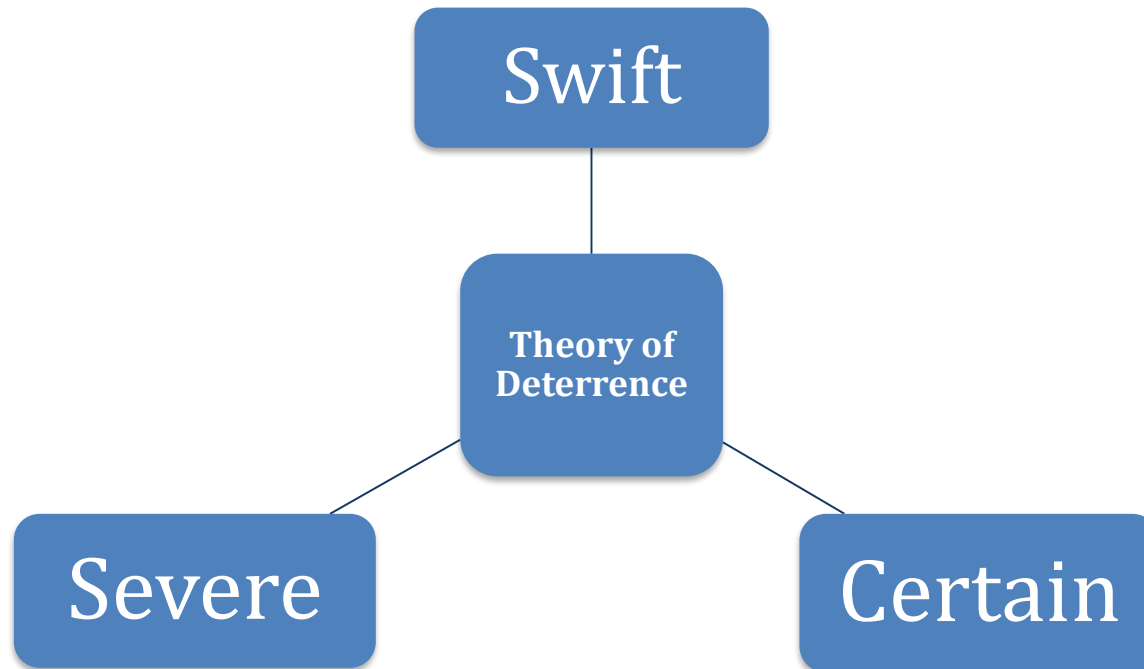
Social host ordinances

key components

- Civil citations – NOT criminal
- Issued to party host and/or landlord
- Level of fine/penalty – high enough to deter, but not excessive
- Conduct triggering citation can include:
 - Excessive noise
 - Public intoxication
 - Public urination
 - Assault
 - Blocking right of way
 - Underage drinking



Why Social Host Ordinances are Effective



Evidence of Effectiveness

- Fewer police calls for service related to disturbances
- Adolescents are less likely to drink in large peer groups



THE PROCESS

Process used to educate key stakeholders



10 Policy Steps

1. Develop a policy action statement
2. Engage enforcement
3. Collect data to establish a legal basis
4. Make your case
5. Draft policy language
6. Use media advocacy
7. Mobilize support and provide community education
8. Get the policy adopted
9. Ensure enforcement of the policy
10. Evaluate campaign effectiveness



Policy Action Statement

The Baltimore County Council will pass a civil Social Host Ordinance holding accountable those who host and allow loud and unruly parties to persist.



Engage Enforcement

- Include enforcement from the beginning to help:
 - Collect local data
 - Describe local conditions
 - Identify policy needs
- Princess Anne had commitment of command
- Baltimore City and Baltimore County worked with established partners



Compile Relevant Data

Compile appropriate data that can:

- Substantiate and define the **local conditions** and their consequences in the community
- Establish an evidence base for the **proposed policy solution**
- Benefit from both **quantitative** and **qualitative** data



Making the Case: Issue Briefs

Education tool

Organizing tool

- Describes the problem and the impact on the community
- Gives examples of SHO impact elsewhere
- Describes how SHOs can reduce the problem
- Tells how to get involved



Baltimore County Social Host Ordinance Issue Brief

Most of the alcohol young people consume is on binge drinking occasions.¹¹

Nearly half of Maryland college students (legal-aged and under 21) binge drink during the past month, a rate similar to the national average.¹²

Binge drinkers do so often; approximately, 48% of college students who drink in the past month reported binge drinking (3-4 or more times in a month).¹³

Among past month drinkers, their average maximum number of drinks is 8 for males and 5 for females.¹⁴

Overview

Excessive alcohol use among underage and college students is a serious public health issue. Despite the minimum legal purchasing age of 21, young people aged 12 to 20 drink. 11% of the alcohol consumed in the U.S. in 2002.¹⁵ Youth who begin drinking before the age of 15 are five times more likely to have an alcohol problem, including dependence, motor vehicle crashes or violence, later in life than those who wait to drink until they are 21.¹⁶ The younger a person is when they start drinking, the greater their risk for excessive drinking in college.¹⁷ While we have made great progress in reducing drinking among high school students in recent years, there has been little progress in reducing drinking among college students.¹⁸ CDC defines "excessive alcohol use" as any underage drinking, drinking by pregnant women or binge drinking. "Binge drinking" refers to having five or more drinks for males, and four or more for females, in about two hours.¹⁹

Access & Availability

Young people across the nation report it is easy to get from social settings, (noncommercial sources of alcohol, other private parties), as well as bars and liquor stores,²⁰ and the same is true in Maryland: over 90% of college students reported that alcohol was either easy or very easy for someone under 21 to obtain.²¹ Reducing young people's ease of access to alcohol, in both social and commercial settings, is a critical step to addressing excessive drinking among college students.





THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS



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Community Organizing

Community organizing involves a “top down” and “bottom up” approach that includes:

- Engaging policy makers and “influencers”
- Mobilizing support & providing community education



Towson Community on Social Host

- Strong neighborhood led organizing
- Universities neutral publicly, but helpful behind the scenes
- County administration opposing
- Police neutral



Use Media Advocacy

Strategically use the media to advance your policy goal

- **Content**
 - Be clear and consistent on message and core values
- **Access**
 - Op-eds, letters to editor, news releases, news conferences





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Media Clips

Television

- WJZ News Report
<http://baltimore.cbslocal.com/2016/01/11/new-bill-would-crack-down-on-off-campus-parties/>
January 11, 2016

Newspaper

- Keeping the peace in Towson [Editorial]
<http://www.baltimoresun.com/news/opinion/editorial/bs-ed-towson-rental-20160111-story.html>
January 11, 2016
- Baltimore County considers fines for 'unruly social gatherings' in Towson
<http://www.baltimoresun.com/news/maryland/baltimore-county/towson/bs-md-co-social-host-20160110-story.html>
January 11, 2016
- Revised Towson party house bill wins support of landlords
<http://www.baltimoresun.com/news/maryland/baltimore-county/towson/bs-md-co-party-house-update-20160112-story.html>
January 12, 2016



Media



Keeping the peace in Towson

JANUARY 11, 2016, 4:50 PM

The problem of **Towson University** students throwing wild and disruptive parties in rental houses in the residential neighborhoods around campus is an old one. Community members have gone to great lengths over the years to deal with problem tenants, from tracking the license plate numbers of cars parked outside of houses to calling the cops. The county has enacted a rental registration program, and the university has changed its policies to hold students accountable for their behavior off-campus. But given the nature of college students — and the glaring mismatch between Towson's enrollment (22,000) and the number of beds in dorms (6,000) — the neighboring communities can't possibly have enough tools at their disposal to address the problem. As such, County Councilman **David Marks**' proposal for what's known as "social host" legislation is most welcome and deserves to be enacted.



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Draft Policy Language

Legislative staff draft language based on model ordinances

- Incorporate all key components
- Feedback/input from key coalition members



Power Analysis

Assess the Individuals Who Can Help the Coalition

Who has the power to adopt the policy?

Who are the most important individuals?	Who must you talk with before you approach the him/her?	How do you reach them if they are elected officials?	What is the self-interest of each?	Who will approach this person?



Getting SHO Adopted

- Coalition members prepare presentation to decision makers
- They use the talking points and “frame” developed in the issue brief and used in the media advocacy
- They know which decision makers support or oppose the policy before making presentation



Lessons Learned

- Data are key, but only a foot in the door
- Must have community support, multiple stakeholders
 - University, parents, schools, law enforcement, churches, neighborhood associations, etc.
- Relationships, relationships, relationships
 - Luck = preparation + opportunity
- Flexible and creative
- Last man standing



THE RESULTS

Baltimore County social host ordinance and preliminary results



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Policy Adoption Success

In January 2016, Baltimore County passed a social host ordinance

- 2 years to adopt (9/2013 – 1/2016)

Details

Legislation

- \$500 for 1st offense, \$1,000 for 2nd and subsequent offenses
- 24-month look back period
- Tied to rental permit
- Holds host and landlords accountable
- Must give warning first to landlord
- Affirmative defense



Ensure Policy Enforcement

Analyze potential barriers to enforcement after policy is passed

Collaborate with law enforcement to develop potential solutions to barriers in order to ensure that the policy will be implemented and enforced after passage

Determine ways to bolster enforcement efforts with Collaborative and community support



Educating students and community members about the new law

**PARTY AT YOUR PLACE?
THINK TWICE!**

DID YOU KNOW? BALTIMORE COUNTY HAS A NEW SOCIAL GATHERING ORDINANCE THAT COULD AFFECT YOU!

HERE ARE THE DETAILS:

- 1. HAVING A LOUD AND UNRULY PARTY IS:**
A gathering of four or more people at a residence or other private property where there is underage drinking or conduct disturbs the peace.
- 2. PERSONS RESPONSIBLE ARE:**
The people who organize and supervise the gathering and any other person who accepts responsibility for the gathering.
- 3. PENALTIES FOR RENTERS INCLUDE:**
\$500—\$1,000 in fines + community service per person responsible.
- 4. PENALTIES FOR PROPERTY OWNERS:**
Written warning, fines and revocation of rental license.

For more information visit <http://www.gtcca.org/resources/shorereference/>

Student Affairs LIFE Line
(410) 704-LIFE (5433)

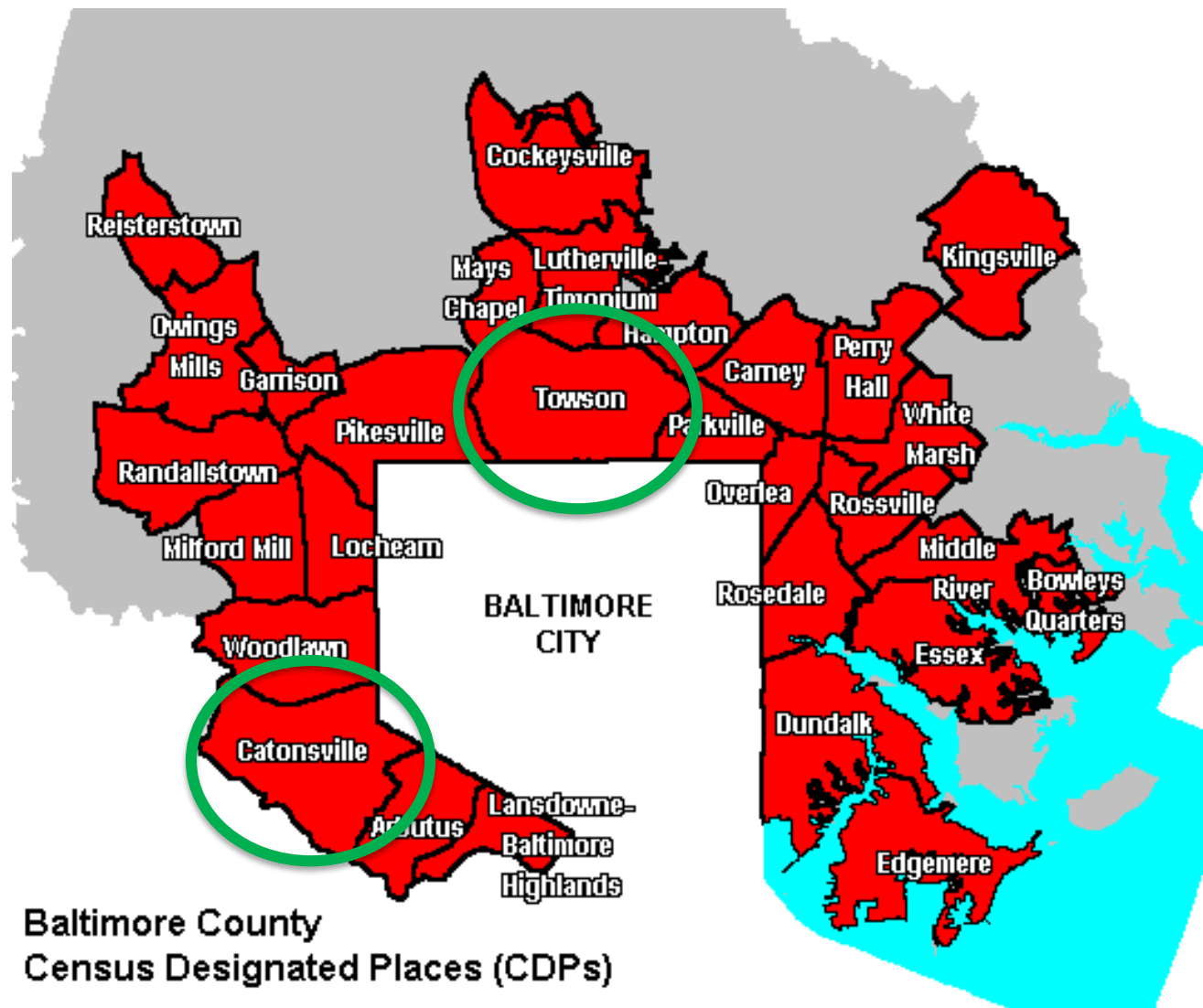
TOWSON UNIVERSITY

TOWSON UNIVERSITY

RESPECT THE BLOCK & STAY SAFE!

- 1 LOOK UP** Use crosswalks and walk in well-lit areas. Walk in pairs and put away cell phones and headphones, too!
- 2 NO FAKES** Don't waste your money on a fake ID. It will be confiscated by police or security and you'll receive a citation!
- 3 KEEP QUIET** When walking or driving back to your place at night keep voices and music low. Neighbors are trying to sleep!
- 4 DON'T TOUCH** Never destroy or steal a neighbor's property or public sign. It is a crime and defaces the community.





Baltimore County
Census Designated Places (CDPs)



Evaluation

- ✓ Implementation & enforcement of policy
- ✓ Change in norms & community discussions about alcohol-related problems
- ✓ Foundation built for additional alcohol policies





Baltimore County extends pilot program to crack down on college parties

November 20, 2017 • By Alison Knezevich

A Baltimore County pilot program meant to crack down on unruly parties in Towson will be extended through 2022.

Under the law, first passed by the County Council in early 2016, offenders face fines and community service, while their landlords can be fined and eventually lose their rental license if their tenants are cited for repeated offenses.





Towson residents, police welcome widening of law limiting rowdy parties

November 28, 2017 • By Margarita Cambest

"I regard the social host legislation as one of the most important initiatives this council has passed.

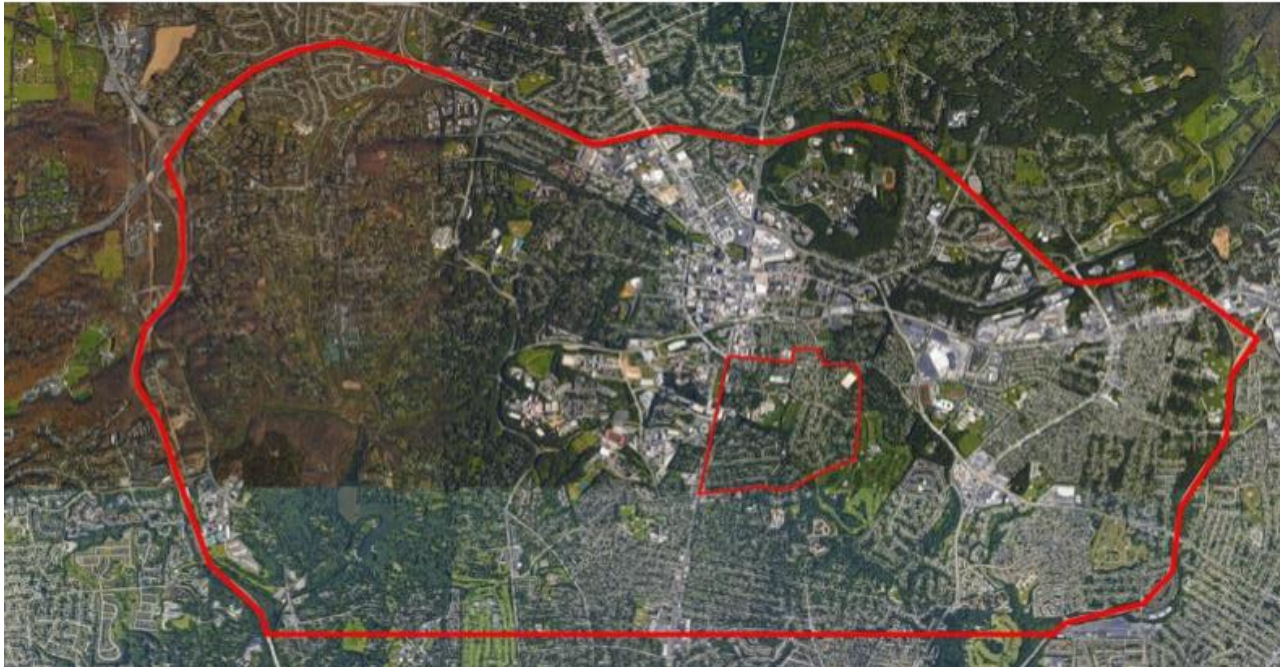
I am very pleased with the bipartisan, unanimous support from my colleagues, who recognize that this is not just a public safety issue—it's a property rights issue, since unruly disturbances erode neighborhoods over time."

Baltimore County Councilman David Marks



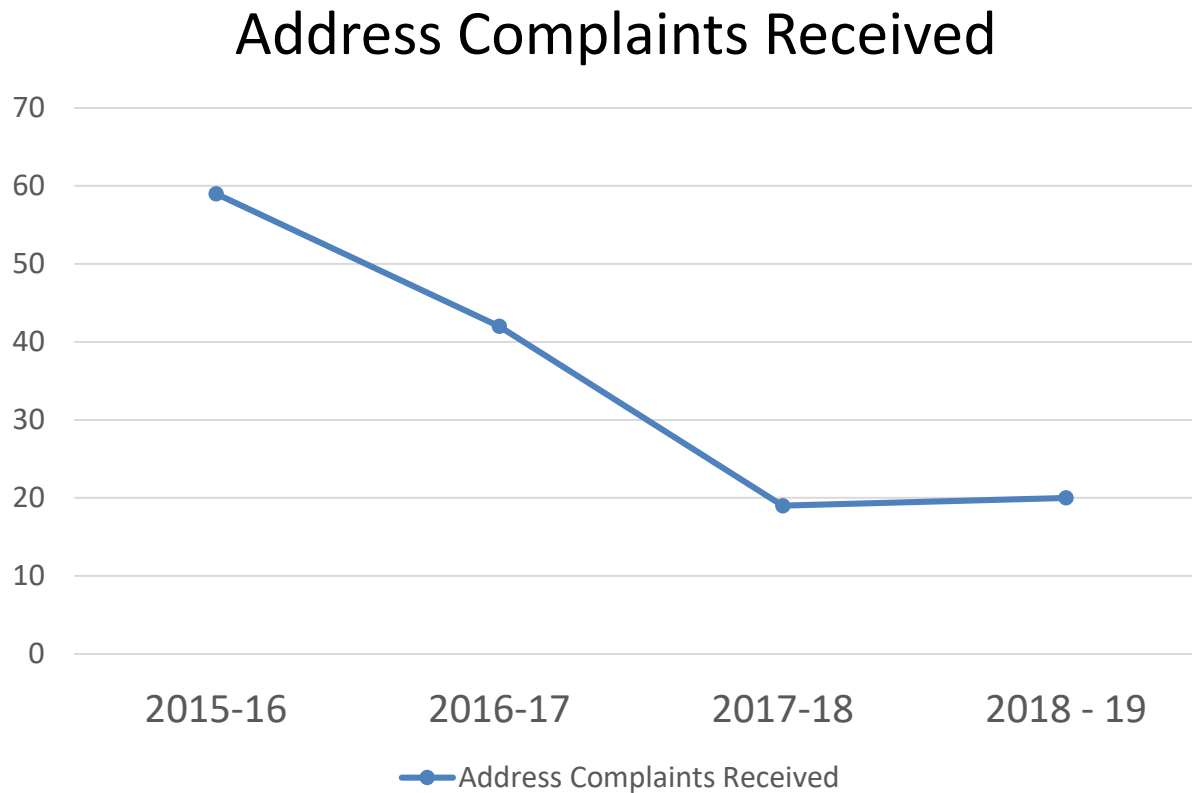
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Affected area in Towson Expanded 3 times



Evidence of Effectiveness

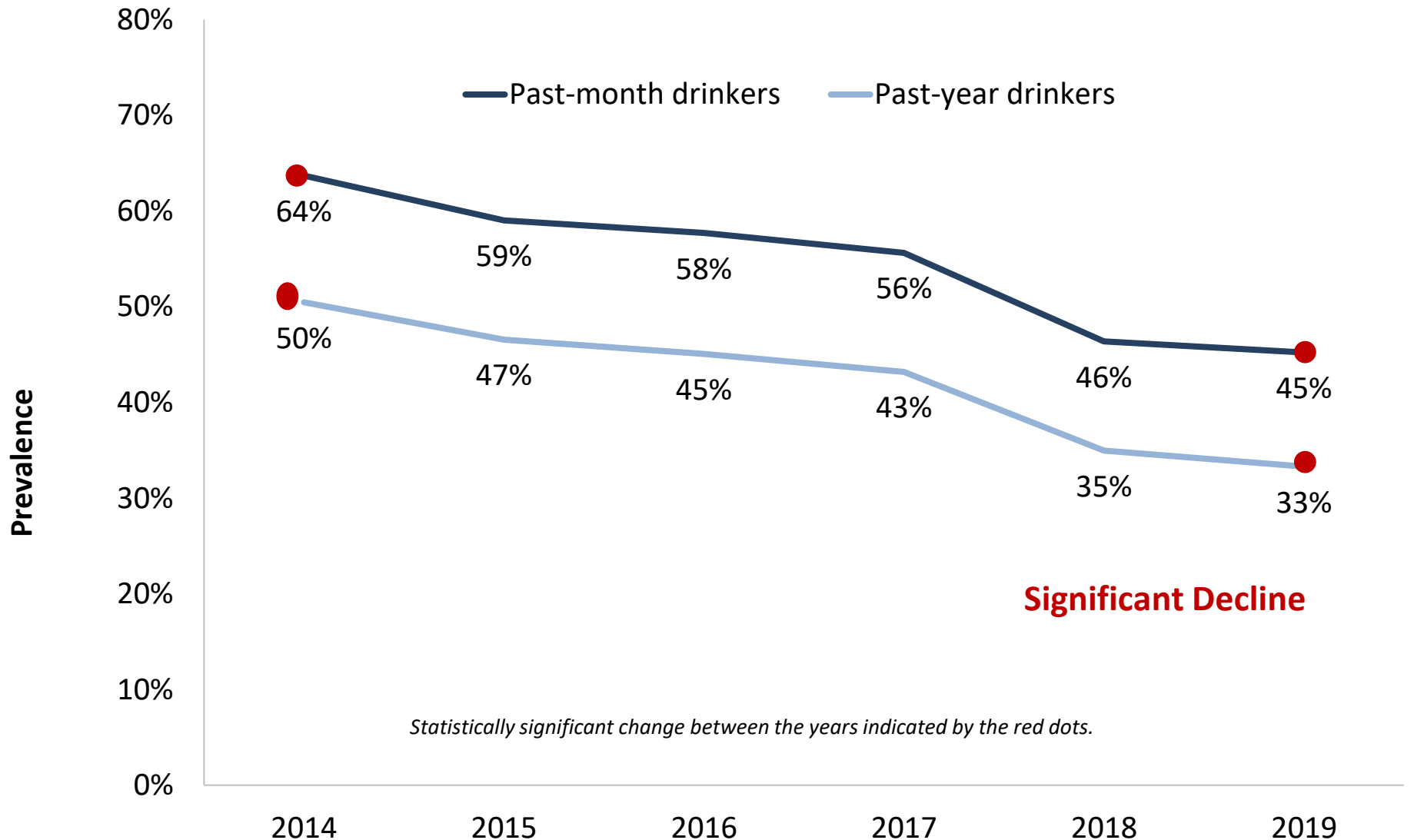
Complaint calls in Towson



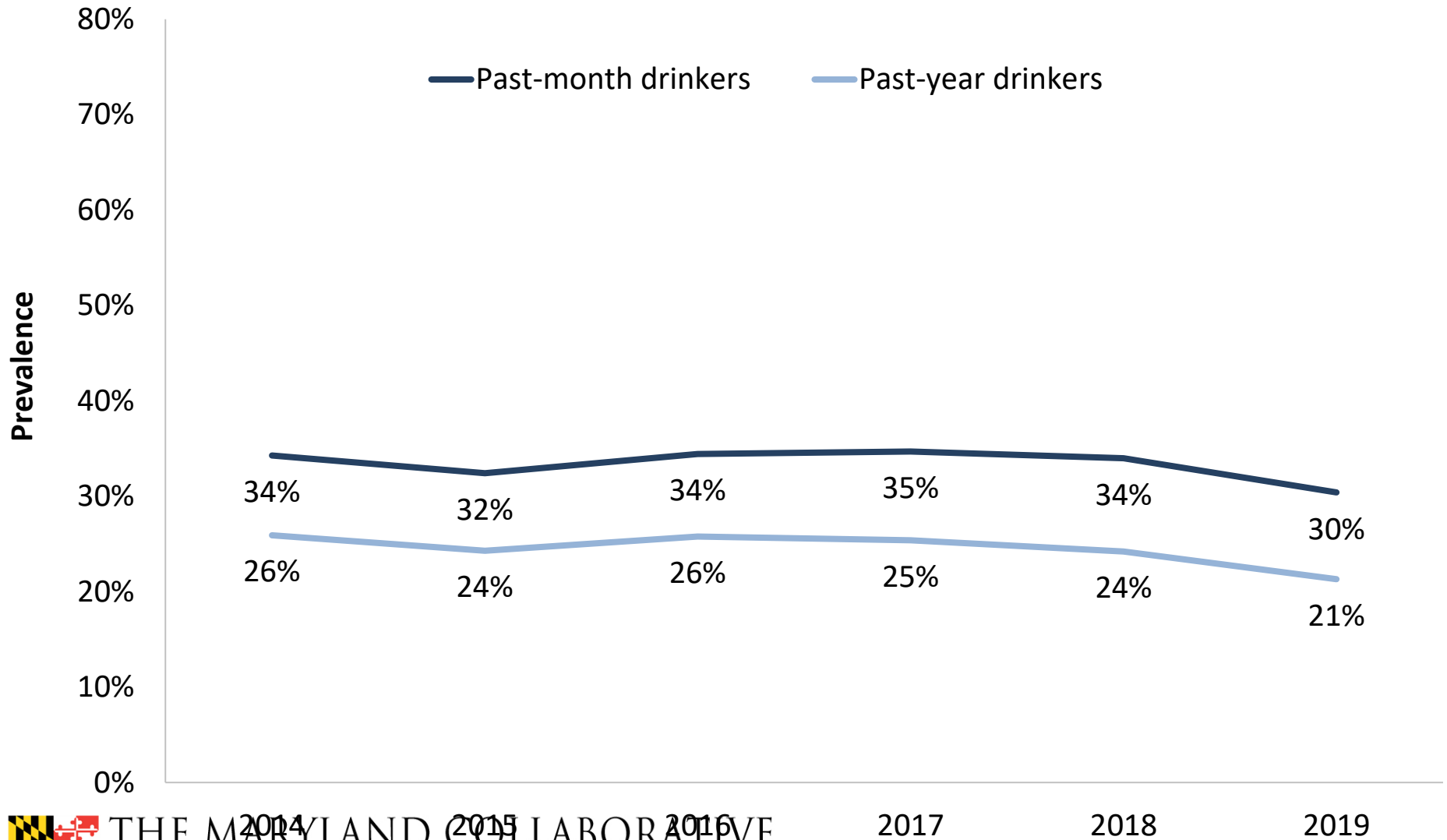
Social Host Ordinances

- **Baltimore City**
 - 2014 – 2016: 59% reduction in substantiated calls for service to one university
- **Baltimore County**
 - 73% reduction in complaints received to one university 2015 - 2018
 - Significant (16%) decrease in drinking at off-campus parties by past-year drinkers at same university
- **Princess Anne**
 - 14 citations issued May – October 2016
 - 2 second offenses
 - 63% decrease in arrests 2015 - 2018

Drinking at Off-campus Parties



Drinking in Residence Halls

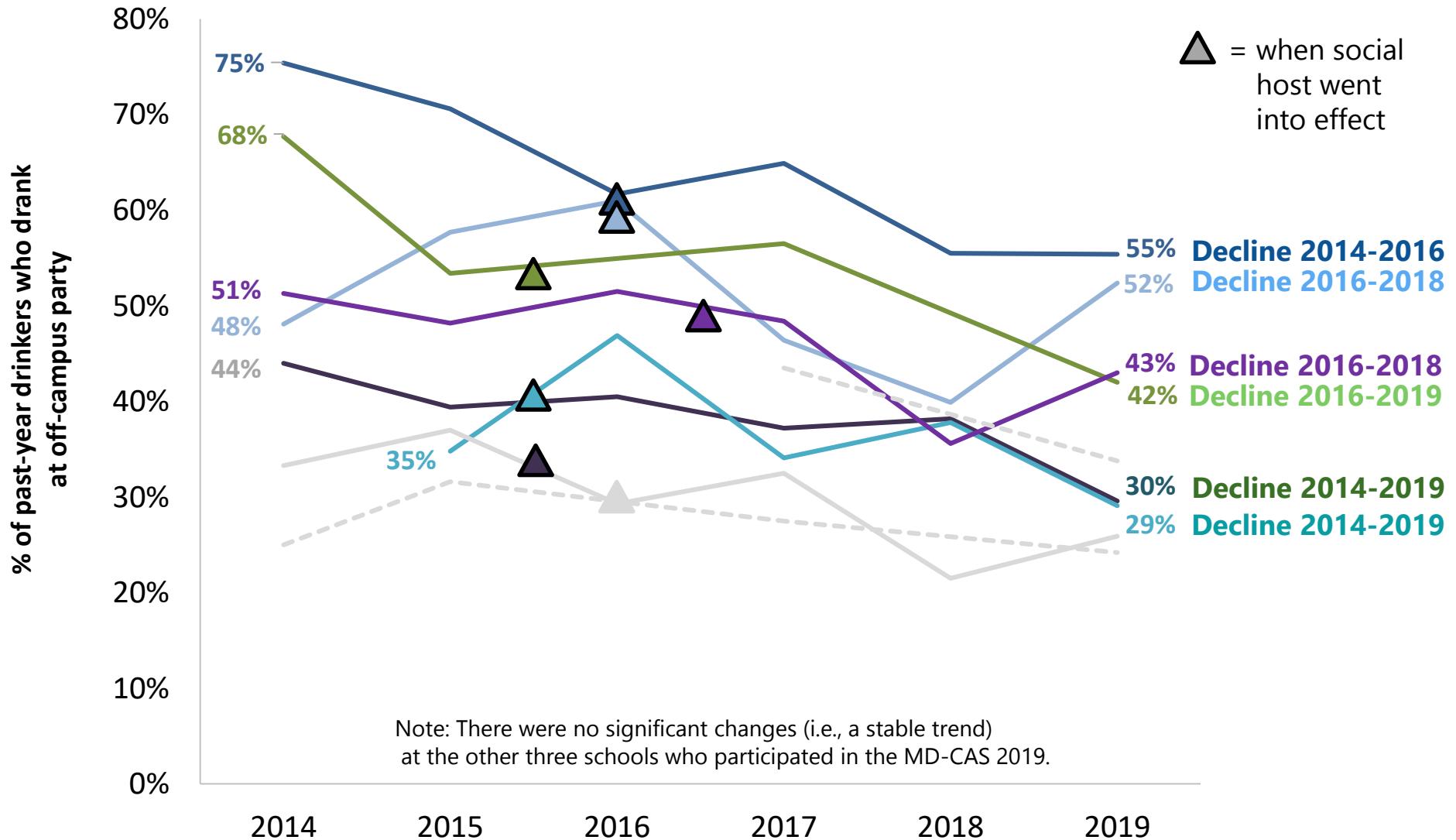


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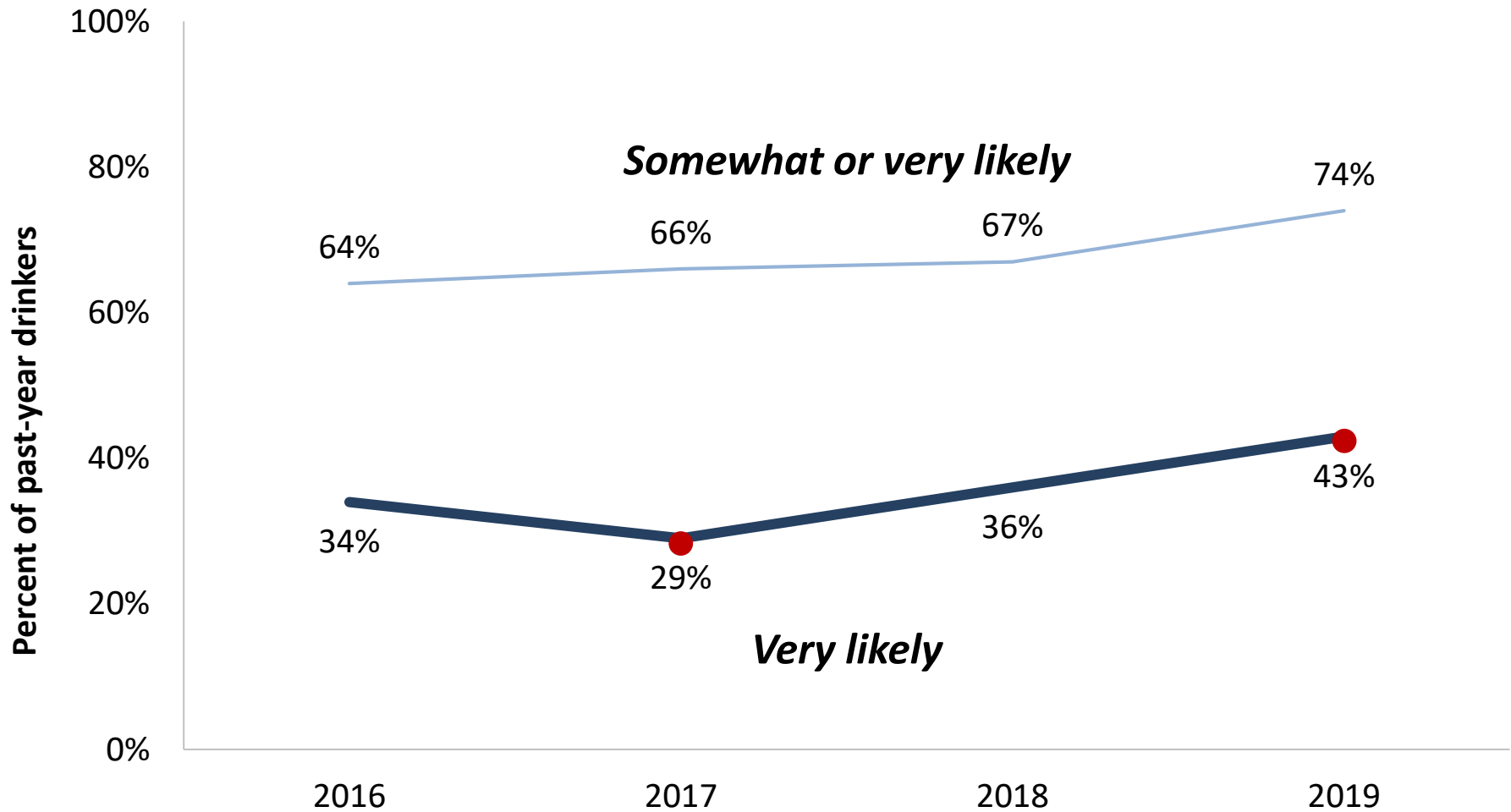
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

Note: Stable 2014 to 2019; no significant changes.

Impact of Social Host Ordinance?



Perceived Likelihood of Party Host Receiving a Citation When Police Respond to a Party with Underage Drinking



* Among past-year drinkers. ● Statistically significant change between the years indicated by the red dots.

Social Host Ordinances

- *"Before the SHO, our neighborhood was routinely filled with parties from student residences... Since the SHO, We have noticed a reduction in the number and frequency of parties... All in all, we are thrilled with the initial outcomes of the writing of citations. It seems to have had an effect and is working towards the desired outcome as far as neighborhood parties."* **Tracey Marcantoni, Baltimore County resident**
- *"Now that both the City and County have the ordinance, the City has benefitted. Students don't necessarily know where the City/County line lies, but they know the ordinance is in effect and enforced in both places."* **Doug Gibson, Baltimore City Police Officer**
- *"All in all, I feel the ordinance is a success and I think we are going in the right direction with the courts."* **Timothy Bozman, Chief of Police, Princess Anne Police Department**

Social Host in Diverse Communities

- An HBCU
 - saw a 64% drop in **student arrests** at one student housing complex in two years.
 - Police chief: Now there are no large crowds or fights; freed up time of officers to address other issues
- A university in Baltimore City
 - saw a 64% decrease in calls for service and
 - a 14% drop in past-month binge drinking
 - a 43% drop in frequent binge drinking.



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QUESTIONS/DISCUSSION

