

# Addressing Underage Drinking in South Carolina: Successes and Challenges During the COVID-19 Pandemic

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National Prevention Network  
Research Conference, 2021



## Presentation Objectives

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1. Understand the South Carolina multi-prong approach to underage drinking issues.
2. Comprehend how state and local prevention professionals and law enforcement agents collaborate to implement a culturally competent environmental strategy to reduce underage drinking and impaired driving.
3. Learn about the development and maintenance of a long-term, productive relationship between local and state prevention and law enforcement agencies.
4. Learn about the AET process and outcome evaluation activities since 2007, including the results of an outcome evaluation undertaken in 2017.
5. Learn about the adaptation that have been made during COVID-19 pandemic and the impact observed in the state.

## Passage of the Prevention of Underage Drinking and Access to Alcohol Act of 2007

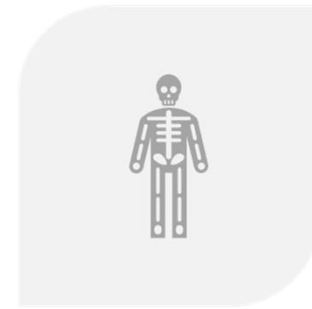
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CREATED OF LOCAL AETS IN THE 16 SC JUDICIAL CIRCUITS

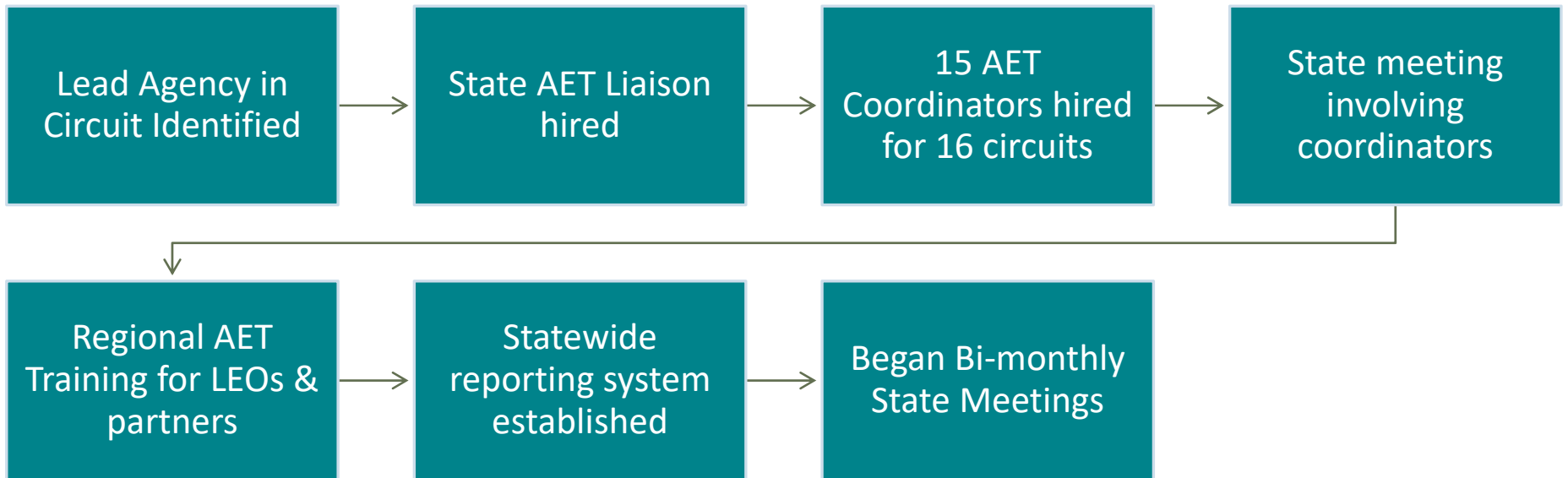


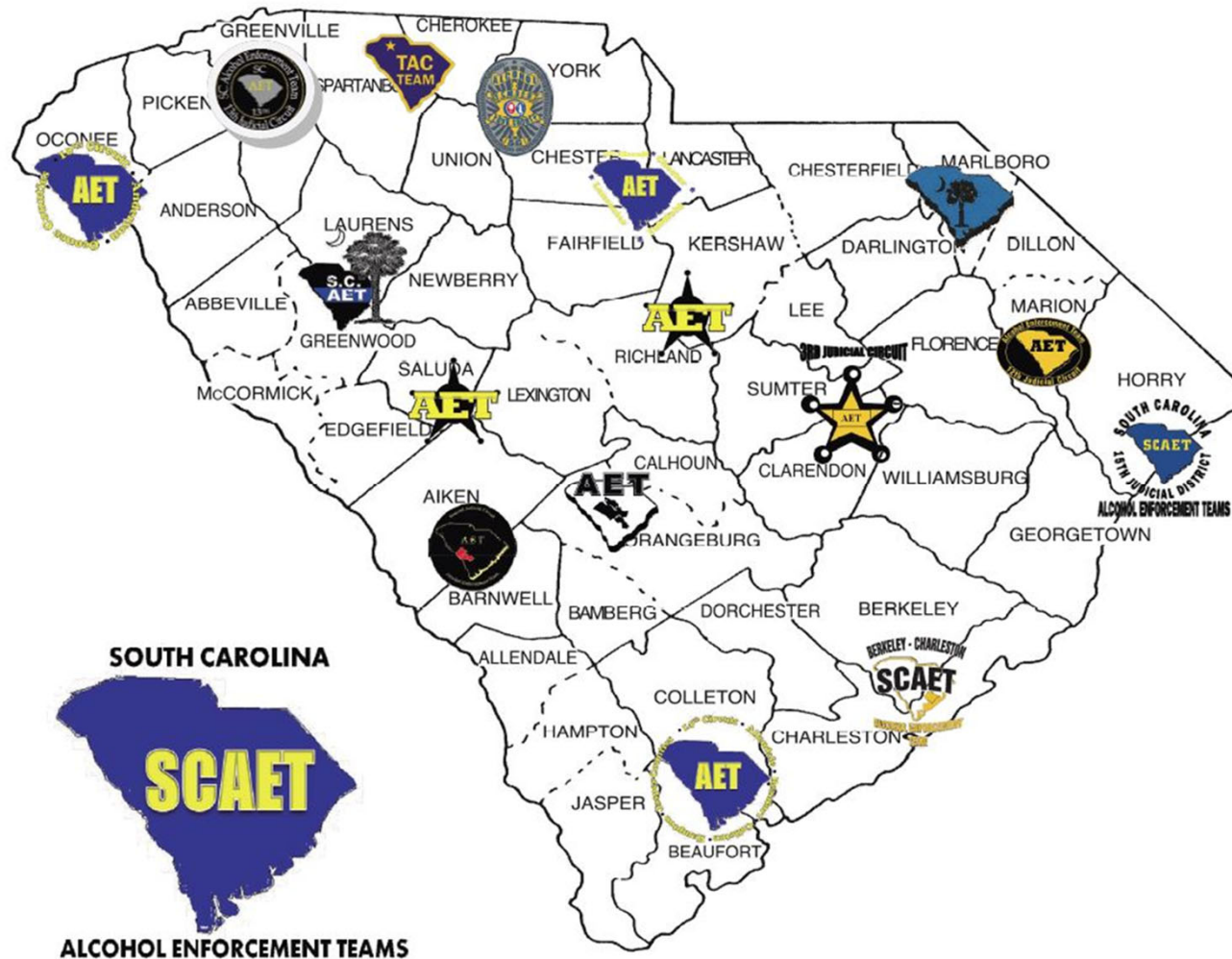
FUNDS PROVIDED TO 15 COUNTY BHS AGENCIES



FUNDS USED FOR COORDINATION (AET COORDINATOR), ENFORCEMENT (LE AGENCIES), TRAINING (ALIVE @ 25, ENVIRONMENTAL STRATEGIES, ETC.), & EQUIPMENT (ALCOHOL SCREENERS, CHECKPOINT SIGNS, ETC.)

## South Carolina Initial Steps Toward Collaboration





- Each Circuit hired a Coordinator
- Began extending community relationships and building new ones toward building the teams
- All teams formed by October 2007

## Infusion of Cultural Competency in AET model.... What do we mean?

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SAMHSA defines cultural competence as "the ability of an individual or organization to interact effectively with members of diverse population groups"

While awareness of cultural aspects of population groups is tantamount to ensure ALL population groups are reached....

**Understanding organizational culture of coalition members is important to successful collaboration on community problems.**

Schein (2010) defines organizational culture as *"the basic tacit assumptions about how the world is and ought to be that a group of people share and that determines their perceptions, thoughts, feelings, and, their overt behavior"*.

An understanding begins by spending time with coalition members (i.e. social events, coalition meetings, training, community events)

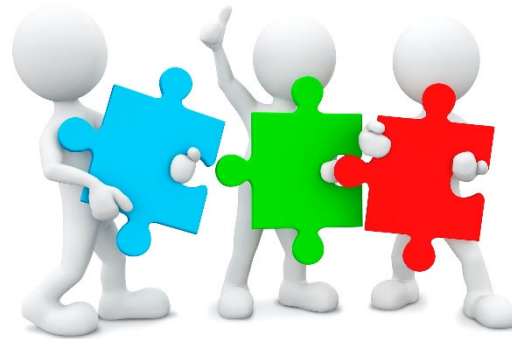
Schein, E. H. (2010). Organizational culture and leadership (4th ed.). San Francisco: Jossey-Bass.

## What did DAODAS Provide?

Short training at Initial state meetings for Prevention staff in South Carolina to acclimate them to law enforcement profession & culture

# Law Enforcement 101

Collaboration with an important partner



Besides building capacity toward underage drinking efforts, regional training offered opportunity to build relationships with coalition members

As of August 9, 2021, trained 5,063 participants (4,119 LEOs, 944 prevention staff & community members)

Training conducted in all but one of the 46 South Carolina counties; many counties more than once 2007 to 2020



<b>SCAET Class Title</b>	<b>SCCJA Hrs. awarded</b>
<b>Fake and Fraudulent ID Training</b>	<b>5.0</b>
<b>AET: SC Underage Drinking Laws and Alcohol Products (AET 101)</b>	<b>3.0</b>
<b>Alcohol Enforcement Team Activities Training</b>	<b>4.0</b>
<b>Alcohol Enforcement Team Training – Mock Party Dispersal</b>	<b>4.5</b>
<b>Special Alcohol Events Management Law Enforcement Training</b>	<b>4.0</b>
<b>AET: Keys to Implementing Effective Environmental Strategies in Local Communities</b>	<b>12.25, 6.25</b>
<b>Impaired Driving Public Safety Checkpoint Instruction (DVD)</b>	<b>0.5</b>
<b>PAS Systems Training</b>	<b>2.0</b>
<b>Source Investigation</b>	<b>4.0</b>
<b>South Carolina Youth Tobacco Education &amp; Enforcement Training</b>	<b>2.5</b>
<b>Public Safety Checkpoints: A tool to combat impaired driving in local communities</b>	<b>4.0</b>





## Initial Environmental Strategy

DAODAS funded several county-level AETs previously

Alcohol Compliance Checks

Circuit AETs had capacity

Many law enforcement agencies were experienced in compliance checks

County AOD Agency Prevention staff conducted merchant education (responsible beverage service) training

State-level enforcement reporting was in place



## Online Environmental Prevention Strategies (EPS) Reporting System

The screenshot shows a web browser window with the URL `prs.pire.org/UI/login`. The page content includes the South Carolina DAODAS logo, the text "Environmental Prevention Strategies Reporting", and a "User Login" section. This section contains two input fields: "Email" with a red error message "Please enter registered email-id" and "Password" with a red error message "Please enter correct password". Below the fields is a black "Login" button and two links: "I forgot my password" and "Respondent Signup".

Online system implemented in late 2016 (FY 2017), paper forms were used since AET began in August 2007 (*first emailed, then scanned*)

## Online Environmental Prevention Strategies (EPS) Reporting System



Home Reports 

Bar Check/Fake ID Sweep	Form Entry
Checkpoint	Form Entry
Compliance Check	Form Entry
Miscellaneous Law Enforcement Monthly Report Form	Form Entry
Monthly Media Report Form	Form Entry
Party Dispersal	Form Entry
Prevention Activity Report Form	Form Entry
Saturation Patrol	Form Entry
Shoulder Tap	Form Entry

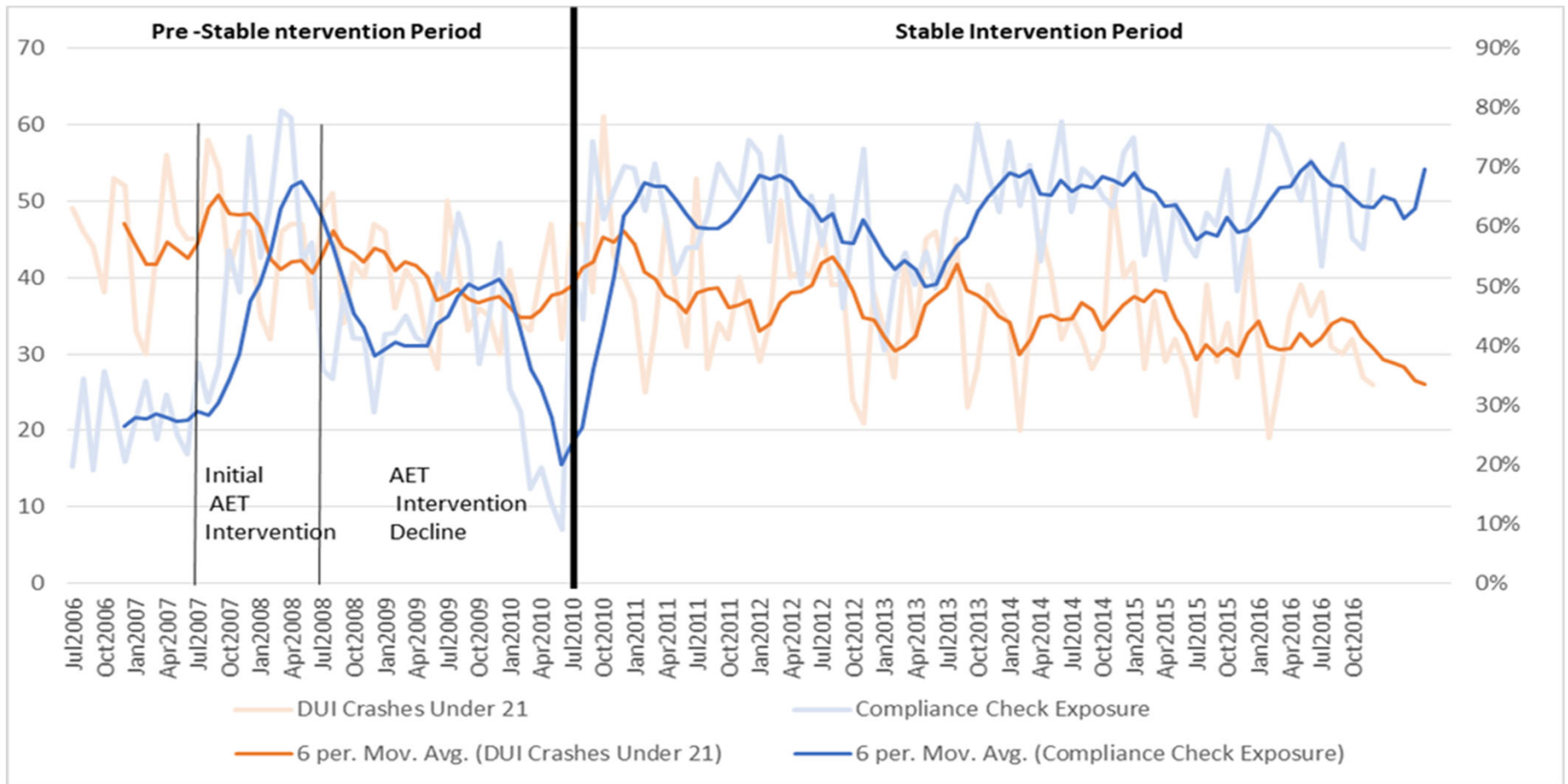
## AET Partnerships and Structure



## Enforcement Numbers - July 1, 2007, through June 30, 2019 (state fiscal years run July 1 to June 30)

<b>Activity</b>	<b>FY2008-2019</b>	<b>Activity</b>	<b>FY2008-2019</b>
Compliance Checks	86,769	Compliance Check Sales	10,708
Public Safety Checkpoints	8,295	Bar checks	3,506
Saturation Patrols	2,919	# of Parties Prevented	1,647
Party Dispersals	1,665	Merchant Education	17,595
Media Contacts	100,274	Shoulder Taps	326

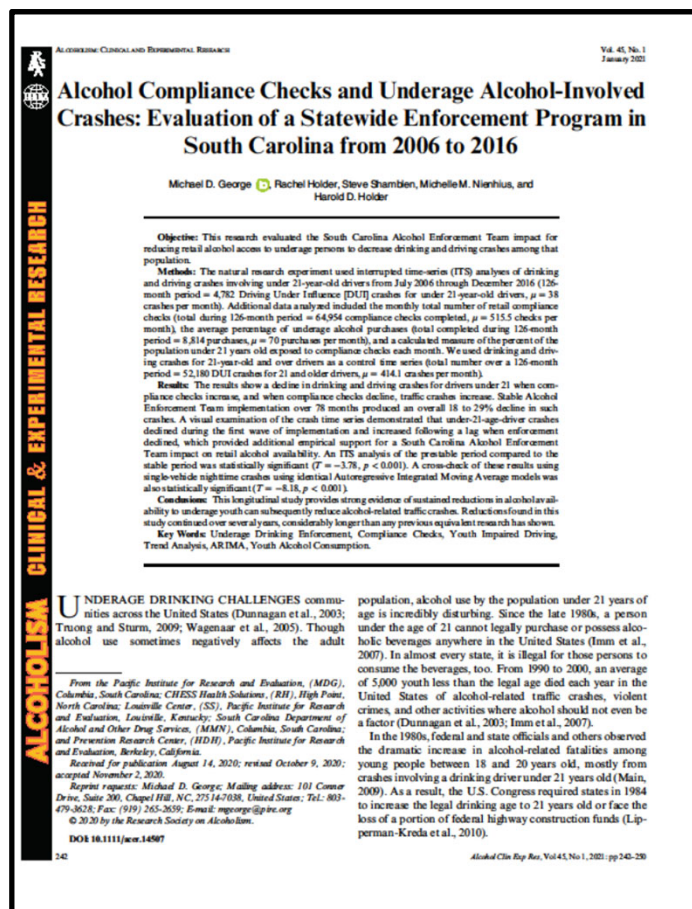
## Index of Exposure to Compliance Checks, Possible Intervention Periods, and Drinking and Driving Crashes for Drivers under 21-year-old



## Outcomes for SC in Reducing Underage Drinking prior to Mar. 2020

Survey Item (YRBS)	2005	2019	% decrease
high school students reported ever drinking alcohol	71.1%	49.6%	-30.2%
reported drinking alcohol before age 13	25.6%	12.3%	-52.0%
reported drinking alcohol in past 30 days	43.2%	23.1%	-46.5%
reported binge drinking (5 or more drinks in 2-hour time period) in past 30 days	23.6%	9.2%	-61.0%

## Evaluation of statewide AET conducted 2017-2018; Article published Jan. 2021



George, M. D., Holder, R., Shambien, S., Nienhuis, M. M., & Holder, H. D. (2021). Alcohol Compliance Checks and Underage Alcohol-Involved Crashes: Evaluation of a Statewide Enforcement Program in South Carolina from 2006 to 2016. *Alcoholism: Clinical and Experimental Research*, n/a(n/a).

<https://doi.org/https://doi.org/10.1111/acer.14507>






## Interesting Facts & Findings



**2007**  
**AET Program expands statewide** to enforce underage drinking laws

**80%**  
of the underage SC population **were exposed to regular compliance checks** by the end of 2016

**18-29% DECLINE**   
in underage drinking-and-driving crashes over the course of 78 months of stable compliance checks

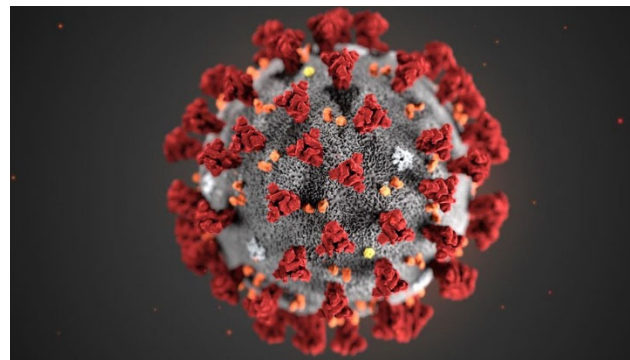
**Researchers are NOT AWARE of any other state having duplicated South Carolina's AET PROGRAM** 

## Impact of COVID-19 in South Carolina relating to Environmental Prevention

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March 7, 2020: First COVID 19 cases reported in Charleston & Kershaw counties

March 15, 2020: South Carolina Governor Henry McMaster declared state of emergency and closed all but essential businesses. AETs discontinued enforcement operations.



## Impact of COVID-19 in South Carolina relating to Environmental Prevention

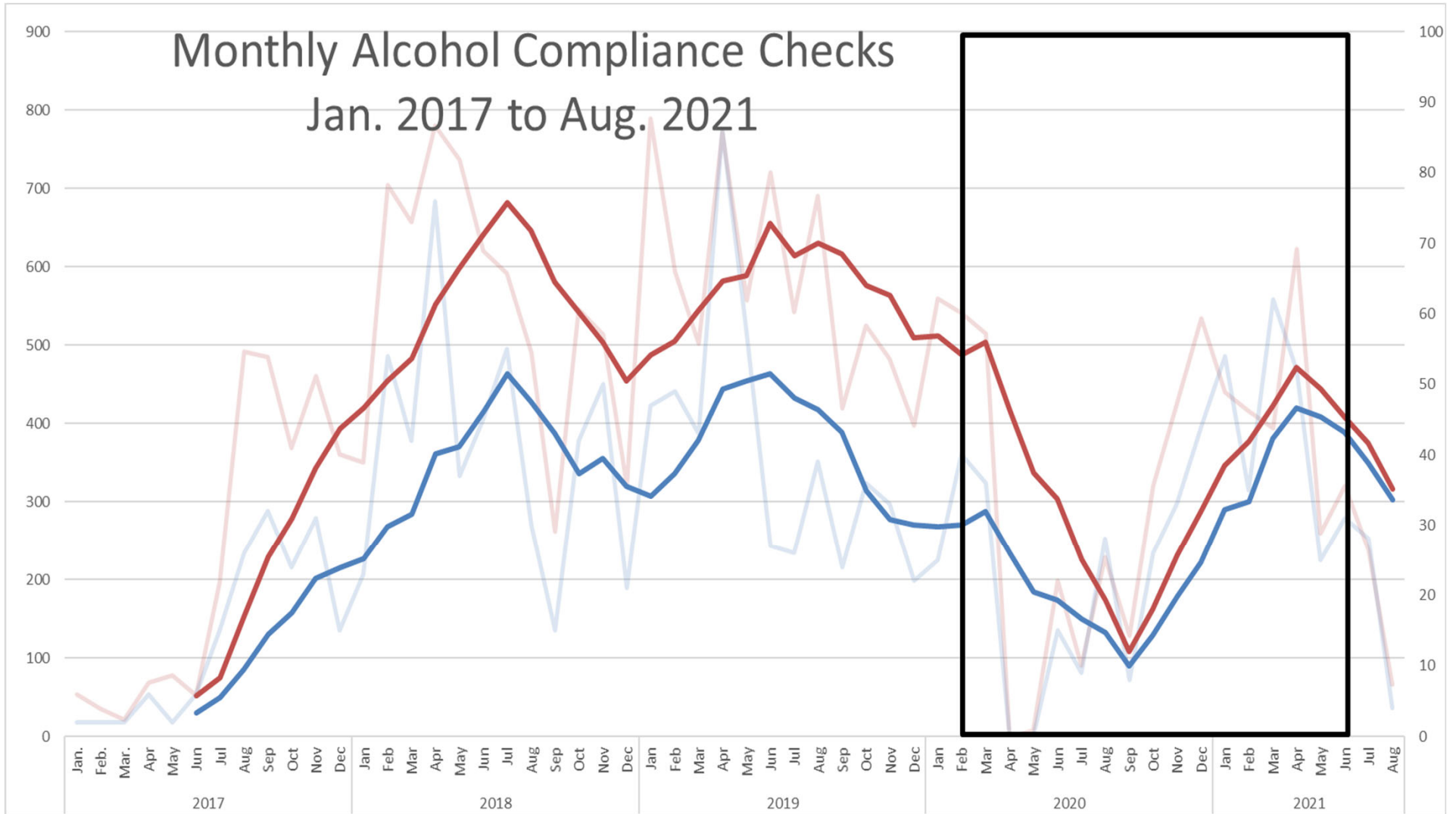
### Alcohol Compliance Checks: Jan. 2017 to Aug. 2021

Year	Action	Result	Jan.	Feb.	Mar.	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	Sale Completed?	No	52	33	19	63	76	46	181	466	453	345	430	345
		Yes	2	2	2	6	2	6	15	26	32	24	31	15
	Total Checks		54	35	21	69	78	52	196	492	485	369	461	360
2018	Sale Completed?	No	327	650	615	704	700	575	537	461	247	504	464	299
		Yes	23	54	42	76	37	45	55	30	15	42	50	21
	Total Checks		350	704	657	780	737	620	592	491	262	546	514	320
2019	Sale Completed?	No	743	545	459	686	500	694	516	651	395	489	449	375
		Yes	47	49	43	86	57	27	26	39	24	36	33	22
	Total Checks		790	594	502	772	557	721	542	690	419	525	482	397
2020	Sale Completed?	No	535	501	479	0	8	183	81	200	120	294	392	490
		Yes	25	40	36	0	0	15	9	28	8	26	33	44
	Total Checks		560	541	515	0	8	198	90	228	128	320	425	534
2021	Sale Completed?	No	386	381	332	571	234	289	209	62				
		Yes	54	35	62	52	25	31	28	4				
	Total Checks		440	416	394	623	259	320	237	66				

In mid-year FY 2017: Began implementing Online Reporting, so it was July 2017 (FY '18) before fully implemented.

Until Apr. '20, average monthly checks = 508

Apr. & May '20 (yellow) with compliance checks & other environmental strategies returning starting Jun.'20



## Overall Compliance Checks vs. Buy Rate March 2019 through March 2021

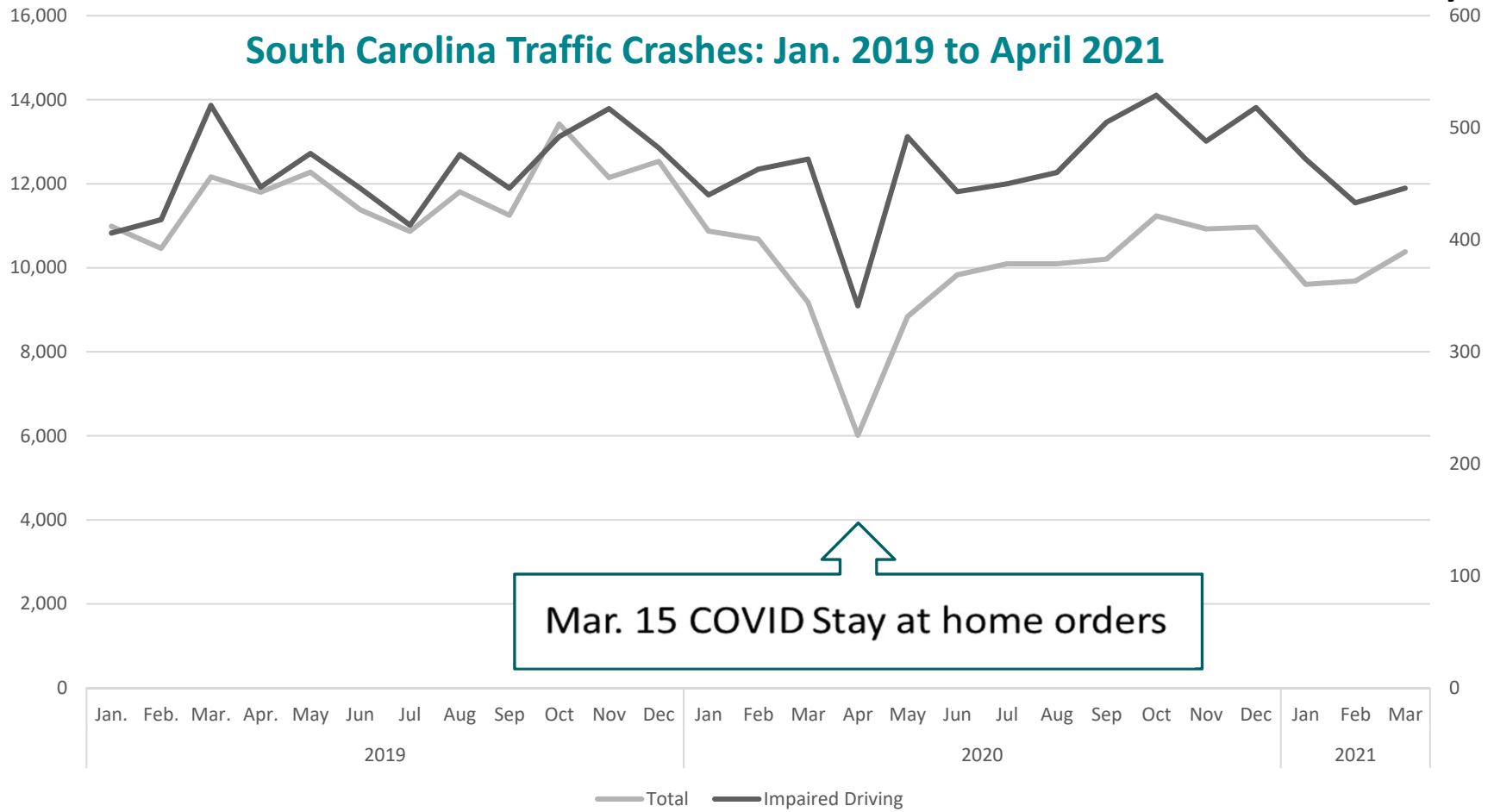


**2019 to Mar. 2020 avg.  
461 DUI crashes monthly**

**2019 to Mar. 2020 avg.  
10,981 overall crashes monthly**

**May 2020 - Mar. 2021 avg.  
476 DUI crashes monthly**

**May 2020 - Mar. 2021 avg.  
9,479 overall crashes monthly**



## Adapting Primary Prevention Services During COVID-19

- Temporarily, prevention professionals were at loss to deliver prevention programs because public meetings were not allowed. Prevention professionals adapted to stay at home orders & implemented virtual meetings and virtual community events
- Information indicate that the strong partner relationships built and maintained prior to pandemic sustained community efforts through the pandemic
- For instance, in many counties, partner organizations expressed creative ideas to still implement AET activities during COVID-19 through social media and Facebook Live




**Lewisville High School  
Tik Tok Competition!!**

Post a video of you showing 5 activities you do to stay drug and/or alcohol free!!

There will be 10 winners from the CCSD. Each winner will receive a \$30 gift card

use the hashtag  
**#hsyabchallenge**

The challenge will end on July 31, have fun!



Behavioral Health Services of Pickens County  
presents

# VIRTUAL TOWN HALL MEETING

Join us live on ZOOM to discuss  
"The Effects of Alcohol on Adolescents"

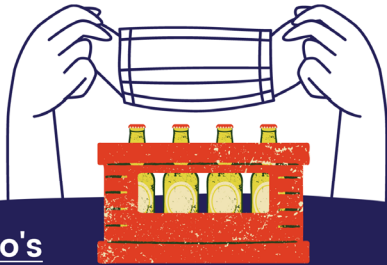
**Tuesday June 30, 2020  
6:00 PM-7:00 PM**

Meeting ID: 418 548 6597  
Password: Prevention

For more information, please contact  
the Prevention Department at  
706.438.4242 or  
email [daodas@pickenscountysc.gov](mailto:daodas@pickenscountysc.gov)

### Make Them show Their Face to Buy the Case

The Mask Trick won't work here....



#### Do's

- ✓ Ask individual to stand at least 6 ft away
- ✓ Ask individual to lower their face covering
- ✓ Be sure the individual is who the Identification implies
- ✓ Make a legal sale with confidence
- ✓ Offer Hand Sanitizer



Prevent Underage Drinking



**SUPPORT LOCAL RESTAURANTS THAT DISPLAY THIS STICKER**

When you see this sticker of the "hand" on a restaurant's window or door, please thank them for checking IDs to protect our kids & community!

Out of Their Hands... **KNOW The LAW!**

It is *illegal* to purchase or provide alcohol for anyone under 21!





## Adapting Primary Prevention Services During COVID-19

- MADD recorded “Power of Parents” and “Power of Youth” presentations that could be shared with community groups
- Local agencies increased use of social media, partnered with food banks/school lunch programs to disseminate information and held drive-thru health fairs
- Local agencies hosted drive-thru recognition/celebration events

**JUNE 30, 2020 @ THE ALPHA CENTER**

**DRIVE THRU HEALTH FAIR  
TIME: 9-12**

The ALPHA BEHAVIORAL HEALTH CENTER along with community partners will be hosting a drive thru health fair. You don't have to get out of your car. We will hand out information on mental health, alcohol and other drug addiction, food boxes, and resources that are available in the community along with other giveaways.

**FREE GIVEAWAYS**

- DETERRA PACKETS
- NARCAN
- FACE MASKS
- DENTAL PRODUCTS
- FOOD BOXES AND FRUIT
- RANDOM WALMART GIFT CARDS
- OTHER SPECIAL GIVEAWAYS

**THE ALPHA BEHAVIORAL HEALTH CENTER**  
 709 MILL STREET  
 CAMDEN, SC 29020  
 803.377.8111  
[alphabehavioralhealthcenter.org](http://alphabehavioralhealthcenter.org)



**ABOVE THE INFLUENCE PHOTO COMPETITION**  
 This challenge is open to any 6-12th grade student in the CCSD!

**RULES:**

1. Take a photo of you doing any activity that helps keep you alcohol and drug free.
2. You can partner with friends but entries are limited to 3 people per picture.
3. Direct Message your entry to @echocoalition on Instagram or Twitter.
4. Your entry must also include your name, and other participants name, your grade, your school, and one sentence explaining your activity and how it keeps you drug-free.

**YOU MUST COMPLETE THE FOUR STEPS ABOVE TO ENTER TO WIN A \$30 GIFT CARD.**

**Due August 31st, 2020**  
 For more information call  
 803.377.8111



## Supporting Primary Prevention Services During COVID-19

- State supported the locals by hosting “Open Calls”, weekly updates and hosting virtual meetings/trainings events
- State also provided guidance to teach PREP virtually, COVID-19 guidelines for compliance checks KAHOOT game for middle and high school students on alcohol facts/myths and social media calendar for “Out of Their Hands”



<https://www.daodas.sc.gov/prevention/law-enforcement/underage-drinking/hands-social-media-graphics/>



## Teaching PREP Via Online Platform

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While face-to-face delivery of the program is the preferred method, it is understandable that during the public health crisis, this program will need to be delivered via technology.

**Fidelity of the program and delivery of all material continues to be of utmost importance.**

The virtual platform that you choose should allow you to:

- Utilize all program materials- power point, handouts and videos

- Have a discussion with participants and answer questions

The agency needs to **mail the participant booklet ahead of the class**

Use a platform that allows you to see your participants is best-this will allow you to interact with (see when they have a question, looking confused, etc.).

The certification test was set-up on an online platform (Easytestmaker.com). The participants receive a link and code to access the test. The participant has 30 minutes to complete the test. At the conclusion of the course, the agency is asked to send the following information to DAODAS for the scores and test results to be returned via email: first and last name of the participant and the date of the training.

## Alcohol and Tobacco Compliance Checks: COVID-19 Safety Procedures

Due to COVID-19, we would like to include these additional safety procedures for you to adhere to while conducting alcohol and tobacco compliance checks. Safety is the priority! If the operation cannot be conducted safely, please do not proceed. Ultimately, your agency, adult volunteers, law enforcement officers, and youth need to feel confident that they can remain safe during the operations.

While out in public, the Centers for Disease Control and Prevention recommend the following:

Wear a mask (please provide masks for all your volunteers).

Stay at least 6 feet (about 2 arm's lengths) from other people.

Do not gather in groups.

Limit your contact with frequently touched surfaces, such as countertops, door handles, etc.

Avoid sharing pens or other items.

Use a foot, shoulder, elbow, hip, or forearm instead of hands when opening doors at stores, if possible.

## Alcohol and Tobacco Compliance Checks: COVID-19 Safety Procedures

Avoid touching your eyes, nose, and mouth.

Proper hand hygiene is an important infection-control measure. Wash your hands regularly with soap and water for at least 20 seconds **whenever available** or use an alcohol-based hand sanitizer containing at least 60% alcohol. (Provide hand sanitizer for your volunteers.)

Carry cleaning and disinfectant spray or disposable wipes and a trash bag in your vehicle.

Clean and disinfect commonly touched surfaces in your vehicle at the beginning and end of conducting the study, particularly if the vehicle is also used by other drivers. Clean surfaces that are visibly dirty with detergent or soap and water prior to disinfection. Frequently touched surfaces include the steering wheel, gearshift, signaling levers, door handles, and seatbelt buckles.

In order to follow social distancing guidelines, **you might want to consider allowing youth to drive themselves to the locations, with adult volunteers/law enforcement following in separate vehicles.** You might also want to consider attempting to **recruit parents as the adult chaperones**, which would eliminate the need for people from too many different households to be involved with the check. The parent and youth could ride together and then not be in direct contact with the law enforcement officers. **(Regardless of who is driving, please provide a mask and hand sanitizer for the youth to use each time they enter/exit the vehicle to go into a store.)**

Have volunteers sign and agree to the new policies and procedures you adopt.



# **Outcomes in Reducing Underage Drinking in SC**



**FY2008 – FY2020 Enforcement Numbers**

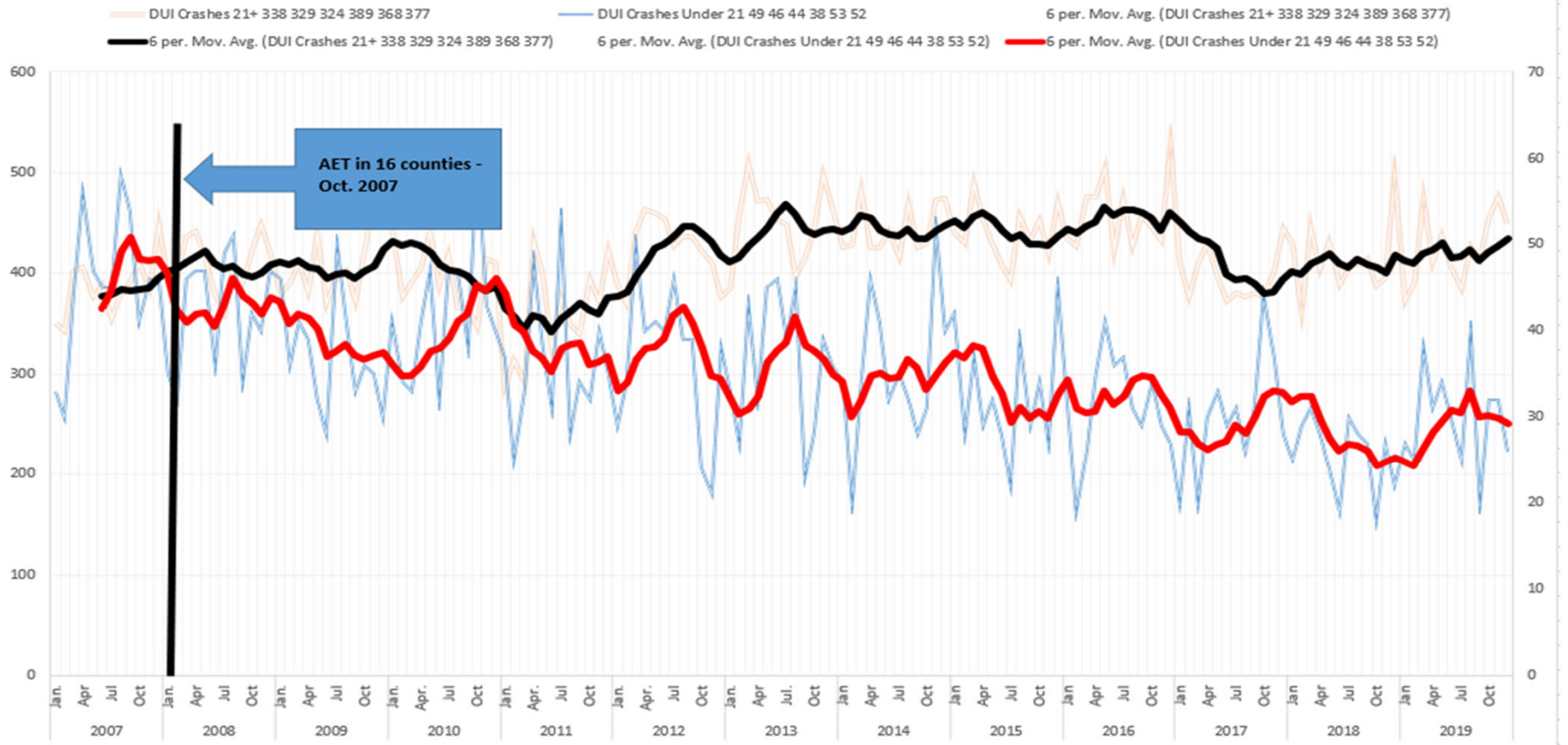
**\* July 1, 2007, through June 30, 2020**

<b>Activity</b>	<b>FY2008-2020</b>	<b>Activity</b>	<b>FY2008-2020</b>
<b>Compliance Checks</b>	<b>91,984</b>	<b>Compliance Check Sales</b>	<b>11,016</b>
<b>Public Safety Checkpoints</b>	<b>8,690</b>	<b>Bar checks</b>	<b>3,709</b>
<b>Saturation Patrols</b>	<b>3,080</b>	<b># of Parties Prevented</b>	<b>1,762</b>
<b>Party Dispersals</b>	<b>1,768</b>	<b>Merchant Education</b>	<b>18,723</b>
<b>Media Contacts</b>	<b>100,581</b>	<b>Shoulder Taps</b>	<b>335</b>

- **\*\* Enforcement & Education numbers are collected monthly, but FY 2021 numbers are not included in this count**

**Alcohol Crashes 21+ up 21.7% & < 21 down 50%  
Comparing Dec. 2006 to Dec. 2019**

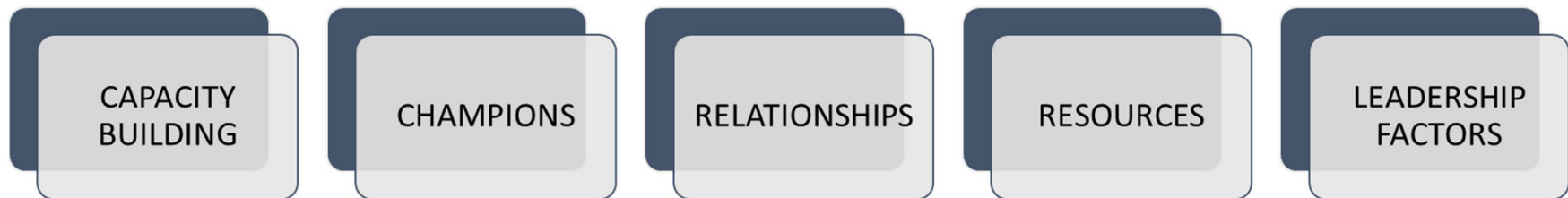
**SOUTH CAROLINA DUI CRASHES JUL. 2006 TO DEC. 2019  
> 21 DRIVERS VS. 21 AND OLDER DRIVERS**





## What facilitated South Carolina collaboration through COVID-19 pandemic?

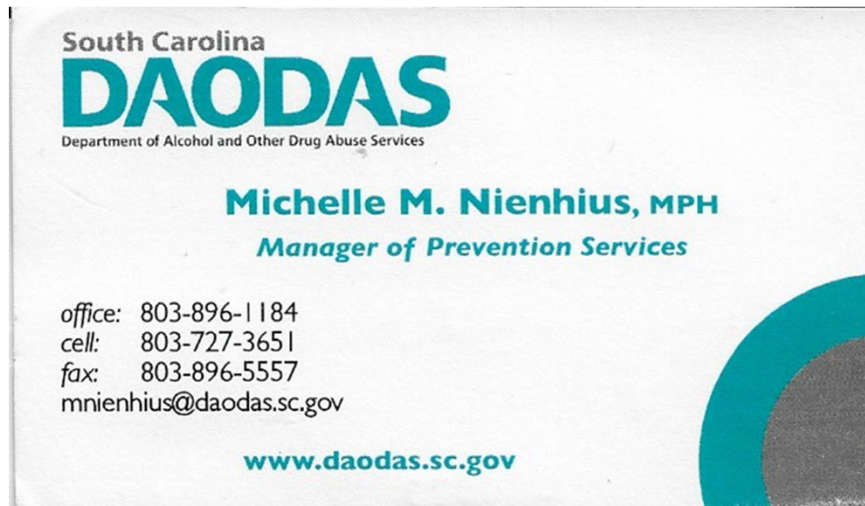
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George, M. D. (2016). *A study of collaborative leadership in South Carolina Alcohol Enforcement Teams*. (Ph.D. Doctoral Dissertation). Walden University, Ann Arbor. ProQuest Dissertations & Theses Global database. (1799913739)

South Carolina  
**DAODAS**  
Department of Alcohol and Other Drug Abuse Services

# Questions?

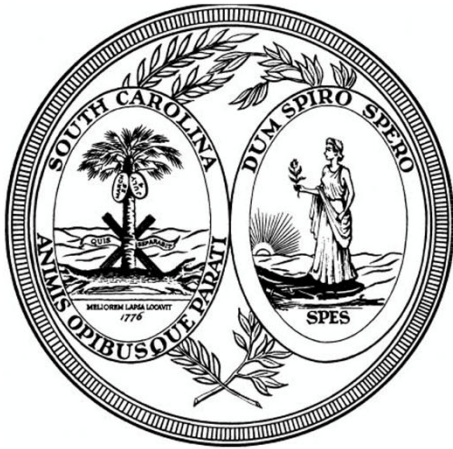


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South Carolina  
**DAODAS**  
Department of Alcohol and Other Drug Abuse Services

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