

High Visibility Enforcement

Rural and Urban enforcement activities geared toward Underage Drinking

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What is High Visibility Enforcement

- HVE Enforcement uses media and enforcement to combat underage drinking offenses in large and small communities.
- Media- includes radio, television, posters, school announcements, billboards, store signs, newspaper
- “Underage Drinking Adult Consequences” and other underage drinking messages.
- Enforcement- Party Patrols, Shoulder Taps, Compliance Checks, Safety Checkpoints, Saturation Patrols.

Mouse Pads placed in school Computer Labs



Controlled Party Patrols

Rural Areas

- More difficult
- Must rely on youth, social media, Community Coalitions, and Source Investigation
- Focus on known locations where past parties or noise complaints have occurred.
- Collaborate with Other Enforcement Agencies
- Manpower issues

Urban

- Focus on areas around College campuses
- Youth, Social Media, and Source Investigations
- Focus on known locations where past parties or noise complaints have occurred.
- Collaboration
- Manpower issues

Shoulder Taps

2 TYPES OF SHOULDER TAPS

1. Use of Someone under 21 to ask random people entering a retail establishment to purchase alcohol for them.
2. Check ID's of suspected underage people consuming alcohol at special events.

Shoulder Taps

- Concerts
- Tailgating
- Fairs and Festivals
- Horse shows
- Bars and Clubs
- Horse Races

- This can be used in Rural and Urban environments

Safety Checkpoints

- Similar to Rolling Roadblock
- Have Unmarked vehicle sitting near targeted location (Apartments, liquor stores, restaurants, parking lots)
- If above vehicle notices traffic violation (no seatbelt, reckless driving, etc.) radios to waiting units close by to stop vehicle.
- Can be used in both rural and urban environments
- Solves some manpower issues with smaller departments
- Doesn't have to be advertised.

Louisville HVE Enforcement

- 6 waves in 14 month period (3-5 activities per wave)
- LMPD developed an Underage Drinking Task Force for this grant consisting of 8 Officers and a Senior Officer to work details.
- Joint Law Enforcement meetings with University of Louisville Police, Kentucky ABC, Louisville Metro Police Underage Drinking Task Force rep, Louisville Metro ABC
- Main focus Party Patrols, Tailgating events, Compliance Checks, Downs After Dark Shoulder Taps, Safety Checkpoints

Metro Louisville (756,000 est. 2013)



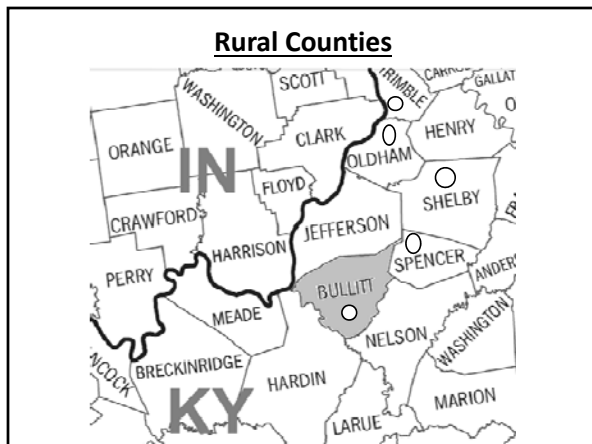
Louisville HVE

- 18 months prior to HVE LMPD averaged 58.22 underage drinking related citations per month.
- During the 14 month period of HVE activities LMPD averaged 99.57 underage drinking related citations per month.
- Wave activity citations only (24 activities):
Possession of Alcohol by a Minor- 634
Unlawful Transaction with a Minor-73

HVE Rural Areas

- Funding to do these activities were/are secured through KY-ASAP (Agency for Substance Abuse Policy), PFS (Partnership for Success) state grant, DFC (Drug Free Community Grant)
- Cost for Law Enforcement Agency= \$0
- Pro Active Message sent to community
- Partnerships between police, youth and community coalitions
- Opens door for future collaboration and funding opportunities
- We had 6 out of 7 counties participate in HVE activities.

Rural Counties



Bullitt County (Rural)

Compliance Checks

- December 29, 2011 (25%)
6 out of 24 establishments sold
- March 30, 2012 (23%)
6 out of 26 establishments sold
- May 2, 2012 (17%)
4 out of 23 establishments sold
- August 16, 2012 (14%)
4 out of 29 establishments sold

Shoulder Taps (Stores)

- January 11, 2012
4 out of 15 bought for a minor (26%)
- February 22, 2012 (25%)
2 out of 8 bought for a minor
- April 23, 2012 (15%)
3 out of 20 bought for a minor
- August 9, 2012 (21%)
6 out of 29 bought alcohol for a minor

Safety Checkpoint- (Only 1)
8 arrests made, 5 of which were DUI's

Most Important

- Make sure you have your prosecutors on board.
- If they will not prosecute then the only message sent is if you get caught it will be dismissed.
- This is where community support can help
- Certain enforcement techniques may not be allowed in your state, check with your Attorney General, judges, or local prosecutors if unsure (ex. Shoulder Taps some places are not allowed)
