INCORPORATING HIGH VISIBILITY ENFORCEMENT TO ADDRESS UNDERAGE DRINKING:
IMPLEMENTING A STATEWIDE APPROACH AT THE LOCAL LEVEL

Lifesavers
Charlotte, North Carolina • March 26-28, 2017

The Night is Dark & Full of Terrors: Teens & Nighttime Driving Risks
Sunday, March 26, 2017 1:30 pm – 3:00 pm
WHAT WE WILL DISCUSS TODAY……..

- THE EXTENT OF THE UNDERAGE DRINKING ISSUE IN SOUTH CAROLINA.
- THE BACKGROUND OF THE DEVELOPMENT AND IMPLEMENTATION OF STATEWIDE UNDERAGE DRINKING ENFORCEMENT AND EDUCATION CONDUCTED AT THE LOCAL LEVEL.
- HOW SOUTH CAROLINA INCORPORATED A MULTI-PRONG APPROACH TO ADDRESS UNDERAGE DRINKING ISSUES.
### How many drivers fall into under 25 age-group?

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
<th>%</th>
<th>Total Collisions</th>
<th>%</th>
<th>Total Fatal Collisions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-24</td>
<td>505,114</td>
<td>12.2%</td>
<td>51,477</td>
<td>23.3%</td>
<td>222</td>
<td>20.6%</td>
</tr>
<tr>
<td>25-34</td>
<td>622,918</td>
<td>16.9%</td>
<td>44,965</td>
<td>20.4</td>
<td>235</td>
<td>21.8%</td>
</tr>
<tr>
<td>35-44</td>
<td>582,215</td>
<td>15.8%</td>
<td>33,853</td>
<td>15.4%</td>
<td>174</td>
<td>16.1%</td>
</tr>
<tr>
<td>45-54</td>
<td>626,115</td>
<td>17.1%</td>
<td>30,699</td>
<td>13.9%</td>
<td>140</td>
<td>13.0%</td>
</tr>
<tr>
<td>55-64</td>
<td>611,797</td>
<td>16.7%</td>
<td>24,706</td>
<td>11.2%</td>
<td>152</td>
<td>14.1%</td>
</tr>
<tr>
<td>65-74</td>
<td>464,988</td>
<td>12.7%</td>
<td>14,853</td>
<td>6.7%</td>
<td>93</td>
<td>8.6%</td>
</tr>
<tr>
<td>75-over</td>
<td>255,231</td>
<td>7.0%</td>
<td>7,440</td>
<td>3.4%</td>
<td>43</td>
<td>4.0%</td>
</tr>
<tr>
<td>Unknown</td>
<td>12,509</td>
<td>5.7%</td>
<td></td>
<td></td>
<td>21</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

**14 year olds represent moped license only**  
**SOURCE: SC Traffic Collision Fact Book 2014**
SOUTH CAROLINA HIGH SCHOOL ALCOHOL USE

FROM THE 2015 YOUTH RISK BEHAVIOR SURVEY:

- **PAST-MONTH DRINKING:** 24.6%
- **LIFETIME DRINKING:** 55.8%
- **PAST-MONTH BINGE DRINKING:** 11.5%
- **PAST-MONTH DROVE WHILE DRINKING:** 4.5%
- **PAST-MONTH DRIVING WITH A DRINKING DRIVER:** 18.0%
- **% OF DRINKERS WHO BEGAN BEFORE AGE 13:** 17.8%
- **% OF STUDENTS WHO DRANK 10 OR MORE DRINKS IN A ROW, WITHIN A COUPLE OF HOURS DURING 30 DAYS:** 2.3%
AND WHERE ARE THEY GETTING IT?

- STORE: 7.6%
- RESTAURANT, BAR, ETC.: 2.5%
- BOUGHT AT PUBLIC EVENT: 2.5%
- GAVE SOMEONE $ TO BUY: 21.0%
- SOMEONE GAVE IT TO ME: 36.1%
- TOOK IT FROM STORE/FAMILY: 7.6%
- SOME OTHER WAY: 22.7%

Social Sources = Almost 58%!

2015 YRBS data

total retail: 12.6%
ALCOHOL CRASHES IN SOUTH CAROLINA FOR UNDER 21 YEAR-OLDS

Alcohol Crashes in South Carolina involving under 21-year olds
2007 to 2015

2007 = avg. 47 crashes per month

2015 = avg. 33 crashes per month

SOURCE: SC Department of Public Safety, Office of Highway Safety & Justice Programs
TRAGEDY & STATISTICS CONCERNING UNDERAGE DRINKING BROUGHT ABOUT CHANGE IN 2007

<table>
<thead>
<tr>
<th>Problem</th>
<th>Total Costs (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Violence</td>
<td>$462.2</td>
</tr>
<tr>
<td>Youth Traffic Crashes</td>
<td>$238.3</td>
</tr>
<tr>
<td>High-Risk Sex, Ages 14-20</td>
<td>$75.0</td>
</tr>
<tr>
<td>Youth Property Crime</td>
<td>$52.4</td>
</tr>
<tr>
<td>Youth Injury</td>
<td>$24.2</td>
</tr>
<tr>
<td>Poisonings and Psychoses</td>
<td>$5.1</td>
</tr>
<tr>
<td>FAS Among Mothers Age 15-20</td>
<td>$14.2</td>
</tr>
<tr>
<td>Youth Alcohol Treatment</td>
<td>$27.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$898.8</strong></td>
</tr>
</tbody>
</table>

SOURCE: PIRE, 2005
SC Solutions to the Problem of Underage drinking

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

- Creation of local Alcohol Enforcement Teams in the 16 judicial circuits throughout the state.

- Funds provided to local BHS agencies

- Used for enforcement (LE Agencies), training (Alive @ 25, etc.), & equipment (PAS Vr, etc.)
Support Activities (AET Training & Media Efforts)

AET Partnerships & Structure

Alcohol Enforcement Teams

- DAODAS
- Community Coalitions
- Circuit Solicitor’s Offices
- Underage Drinking Action Group (UDAG)
- State AET Liaison
- AET Coordinators
- Local law enforcement agencies
- County Alcohol & Drug Agencies

Alcohol Enforcement Teams

AET Partnerships & Structure

Support Activities (AET Training & Media Efforts)
UNDERAGE DRINKING ENFORCEMENT CONTINUUM

Driving Under Influence
56-5-2930, 56-5-2933

Zero Tolerance
56-1-286

Minor in Possession
63-19-2440, 63-19-2450
• COMPLIANCE CHECKS
• SATURATION OR DIRECTED PATROL
• REGULAR TRAFFIC STOPS
• LOUD MUSIC COMPLAINTS
• CASUAL CONTACTS
• SCHOOL RESOURCE OFFICERS
• PRESENTATIONS TO COMMUNITY GROUPS, POLITICAL BODIES, PARENTS, STUDENTS, ETC.
• FAKE ID CHECKS IN ALCOHOL ESTABLISHMENTS

AET OPERATIONS
**COALITION**

- Organizational Structure: Shared Leadership
- Perspective: Strengths Based
- Strategies: Rehabilitative
- Power: Compromising & Flexible

**LAW ENFORCEMENT**

- Organizational Structure: Hierarchical
- Perspective: Problem Focused
- Strategies: Punitive
- Power: Rigid Controls

**COALITION LAW ENFORCEMENT**
CONCLUSIONS ABOUT AET COLLABORATION

• COLLABORATION IS COMPLEX, ESPECIALLY IN CONTEXT OF DIFFERENCES IN PARTNERS’ ORGANIZATIONAL CULTURES

• FOCUS ON WHAT ELEVATES & CHALLENGES “TEAM” OR POSITIVE LEADERSHIP IS NEEDED (MORSE, 2010; CAMERON, 2013)

• RELATIONSHIP BUILDING & TRUST GO HAND IN HAND

• COORDINATOR POSITION IS IMPORTANT KEY TO TEAM SUCCESS (GEORGE, 2016)
OUT OF THEIR HANDS (OOTH)

Every April since 2010.....
Local AETs are planning for the 8th Annual "Out of Their Hands" April campaign. Please check back soon for more information!
COMMUNITIES ACROSS SOUTH CAROLINA WORK TO KEEP ALCOHOL OUT OF THE HANDS OF YOUTH UNDER 21

COLUMBIA, S.C. – The annual award-winning "Out of Their Hands" spring initiative will begin April 1. This year’s campaign is in partnership with the South Carolina Department of Alcohol and Other Drug Abuse Services (DAOADS), the state’s Alcohol Enforcement Teams (AETS) and the state’s enforcement and education partners who engage community residents, businesses, and others to deny alcohol access to youth who are under 21.

With spring break and prom season in full swing, April is prime time for many teens to "let loose," have fun, and forget about the worries of school. While enjoying such springtime activities is a great way to relieve school stresses, teens who choose to drink alcohol may run into trouble - both with the law and with their peers. According to the South Carolina Department of Public Safety, from 2007 to 2014, 3,918 drivers under 21 were involved in alcohol-related traffic crashes in South Carolina - an average of about 521 drivers a year. A 2016 study by the National Highway Traffic Safety Administration (NHTSA) revealed that approximately 400 drivers under 21 were involved in alcohol-related traffic crashes.

The newly revised "Out of Their Hands" campaign included an enforcement campaign that ran for 11 days during the first part of April 2016. During the campaign, the state’s enforcement and education partners throughout the state conducted more than 450 enforceable alcohol and other drug-related traffic stops. Beginning in 2017, the enforcement and education efforts throughout the state will continue on a monthly basis. Alcoholic beverage retailers will also promote the SAODA "Out of Their Hands" campaign, starting in April.

As communities across the state finalize their AET and education and education plans, strategies will be posted on the campaign website at SCOutOfTheirHands.org, and information will be available on the campaign’s Facebook page. The statewide effort involves 19 AETS that cover South Carolina’s 46 counties.

In addition, the statewide Alcohol Awareness Month will be dedicated to the prevention of alcohol misuse and abuse.

AETS PLANNED LOCAL MEDIA EVENTS

INTEGRATED LAW ENFORCEMENT OPERATIONS

State of South Carolina
Governor’s Proclamation

WHEREAS, alcohol abuse and addiction are public health issues with serious consequences for all South Carolinians, including increased costs to the healthcare, welfare, and criminal justice systems as well as to the business community, and

WHEREAS, alcohol use by young people, a critical problem for our state is a major cause of low life expectancy for people under 21, and ascertained risk factors in the leading causes of death; and

WHEREAS, the laws of South Carolina provide for the prohibition of the furnishing of alcohol to persons under the age of 21, and

WHEREAS, coordinated by the Department of Alcohol and Other Drug Abuse Services, the "Out of Their Hands" campaign during April will help raise awareness of the dangers of underage alcohol use and increase law enforcement efforts to limit access to alcohol by young people.

NOW, THEREFORE, I, Nikki R. Haley, Governor of the great State of South Carolina, do hereby proclaim April 2018 as

ALCOHOL AWARENESS MONTH

throughout the state and encourage all South Carolinians to support efforts that prevent alcohol abuse and influence drinking in our communities, particularly those school districts and educators who have made the decision to remain free of alcohol, tobacco, and other drugs.

Nikki R. Haley
GOVERNOR
STATE OF SOUTH CAROLINA
The 3rd Circuit AET, which covers Lee, Williamsburg, Clarendon, & Sumter counties, kicks off the “Out of Their Hands” kickoff at Lee Central High 9 AM on Friday, March 25.

Parents:

‘Don’t be a Party’ to underage drinking

Things you can do as a Parent:

- Refuse to supply alcohol to youth.
- Be at home when your child has a party.
- Talk to other parents about not providing alcohol at events your child will be attending.
- Create alcohol-free activities in your home.
- Make sure alcohol is not brought into your home by your child’s friends.

With your help we can prevent underage drinking and keep it “out of their hands.”

Out of Their Hands... KNOW The LAW!

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

scoutoftheirhands.com
Retail Access Risk Reduction

Rock Hill businesses join effort to stop impaired driving, teen drinking

Downtown PACT: Preventing Alcohol Collisions and Teen Drinking

We, the businesses of Rock Hill's downtown community, pledge to actively put forth every effort in our power to prevent impaired driving and underage drinking. We are committed to keeping our community safe, and recognize our role in guarding the sobriety of our driver and teen patrons. In the interest of fostering a good faith climate of cooperation, we will hold ourselves and each other accountable in keeping this resolution.
PROJECT STICKER SHOCK
OOTH CAMPAIGN ACTIVITIES

FORMAL WEAR STORES AND FLORISTS PARTICIPATE IN “OUT OF THEIR HANDS” BY USING OUR POCKET CARDS! CARDS WITH INFORMATION ON THE CONSEQUENCES OF UNDERAGE DRINKING ARE GIVEN TO STUDENTS WHEN RENTING TUXEDOS, BUYING PROM DRESSES, OR PICKING UP FLOWERS BEFORE PROM.

Pocket Cards

![Prom & Graduation Expenses](image)

Prom & Graduation Expenses:
- Tuxedo/Dress: $150
- Prom Tickets: $50
- Flowers: $25
- High School Rings: $400
- Senior Portraits: $200

Tickets for Underage Drinking and Drug Use:
- Minor Possession of Alcohol: $470
- Simple Possession of Marijuana: $570
- Fake ID: $470
- Alcohol Education Program: $540
- Reinstatement of Driver’s License: $100
- Loss of Scholarship for 1 year: $5,000

Conviictions can result in a permanent criminal record.
PROJECT STICKER SHOCK IS AN AWARENESS EVENT INVOLVING LAW ENFORCEMENT, TEENS, AND STORE OWNERS. TOGETHER, POLICE OFFICERS AND TEENS GO INTO COOPERATING STORES AND PLACE “OUT OF THEIR HANDS” STICKERS AND BOTTLE HANGERS ON ALCOHOL PRODUCTS REMINDING CONSUMERS THAT IT IS ILLEGAL TO PROVIDE ALCOHOL TO MINORS!
See Something, Hear Something, SAY Something!

Your ANONYMOUS tip could save a life!

CALL 803-283-4136!

Report Underage Drinking in Lancaster County.
## OOTH ENFORCEMENT & MEDIA REPORTING

<table>
<thead>
<tr>
<th>Year</th>
<th># of Enforcement Operations *</th>
<th># of resulting cases (tickets or arrests)</th>
<th>% of cases involving compliance checks (off-premises)</th>
<th>Buy Rate</th>
<th>Media Reach (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1382</td>
<td>1024</td>
<td>55%</td>
<td>12.6%</td>
<td>**</td>
</tr>
<tr>
<td>2011</td>
<td>1038</td>
<td>900</td>
<td>45%</td>
<td>16.3%</td>
<td>**</td>
</tr>
<tr>
<td>2012</td>
<td>3085</td>
<td>1028</td>
<td>26%</td>
<td>9.7%</td>
<td>2.7</td>
</tr>
<tr>
<td>2013</td>
<td>3292</td>
<td>889</td>
<td>23%</td>
<td>11.3%</td>
<td>1.5</td>
</tr>
<tr>
<td>2014</td>
<td>3551</td>
<td>2018</td>
<td>23%</td>
<td>5.9%</td>
<td>2.4</td>
</tr>
<tr>
<td>2015</td>
<td>1826</td>
<td>835</td>
<td>38%</td>
<td>14.4%</td>
<td>1.0</td>
</tr>
<tr>
<td>2016</td>
<td>2533</td>
<td>991</td>
<td>34%</td>
<td>8.4%</td>
<td>1.3</td>
</tr>
</tbody>
</table>

* Operations were party patrols, traffic stops, casual contacts, compliance checks, shoulder taps, public safety checkpoints  
** Not available  
*** Level of paid media added during 2012-2014
SO, HOW DID WE DO?.....

OUTCOME AND IMPACT EVALUATION
### CAPACITY BUILDING - AET TRAINING PARTICIPATION

<table>
<thead>
<tr>
<th>Training Topic</th>
<th># of Participants</th>
<th># of Officers</th>
<th># of Youth Actors</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-hour AET Class</td>
<td>922</td>
<td>488</td>
<td>79</td>
</tr>
<tr>
<td>AET Activities</td>
<td>428</td>
<td>366</td>
<td>315</td>
</tr>
<tr>
<td>1-Day AET</td>
<td>164</td>
<td>151</td>
<td>72</td>
</tr>
<tr>
<td>Fake ID Training</td>
<td>645</td>
<td>579</td>
<td>161</td>
</tr>
<tr>
<td>Mock Party Dispersal</td>
<td>84</td>
<td>82</td>
<td>60</td>
</tr>
<tr>
<td>PAS Systems</td>
<td>287</td>
<td>272</td>
<td>0</td>
</tr>
<tr>
<td>Public Safety Checkpoints</td>
<td>225</td>
<td>208</td>
<td>0</td>
</tr>
<tr>
<td>Source Investigation</td>
<td>192</td>
<td>164</td>
<td>0</td>
</tr>
<tr>
<td>2-Day AET</td>
<td>840</td>
<td>757</td>
<td>476</td>
</tr>
<tr>
<td>Various Topics</td>
<td>482</td>
<td>382</td>
<td>0</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>4,269</strong></td>
<td><strong>3,449</strong></td>
<td><strong>1,175</strong></td>
</tr>
</tbody>
</table>

Training held in 43 of 46 SC counties since 2007
**FY2008 – FY2016 ENFORCEMENT NUMBERS**

* JULY 1, 2007 THROUGH JUNE 30, 2016 (STATE FISCAL YEARS RUN JULY 1 TO JUNE 30)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliance Checks</td>
<td>67,247</td>
<td>Compliance Check Sales</td>
<td>9,207</td>
</tr>
<tr>
<td>Public Safety Checkpoints</td>
<td>7,043</td>
<td>Bar checks</td>
<td>2,653</td>
</tr>
<tr>
<td>Saturation Patrols</td>
<td>2,489</td>
<td># of Parties Prevented</td>
<td>1,311</td>
</tr>
<tr>
<td>Party Dispersals</td>
<td>1,303</td>
<td>Merchant Education</td>
<td>16,514</td>
</tr>
<tr>
<td>Media Contacts</td>
<td>2,845</td>
<td>Shoulder Taps</td>
<td>304</td>
</tr>
</tbody>
</table>

** Enforcement & Education numbers are collected monthly but FY 2017 numbers are not included in this count**
COMPLIANCE CHECK OPERATION RESULTS REPRESENT AN ALMOST 50% DECREASE IN THE BUY-RATE IN SC!

Compliance Checks Conducted vs. Buy Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Compliance Checks</th>
<th>Buy Rate (non-compliance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2005</td>
<td>243</td>
<td>22.8%</td>
</tr>
<tr>
<td>FY2006</td>
<td>613</td>
<td>22.0%</td>
</tr>
<tr>
<td>FY2007</td>
<td>1,349</td>
<td>20.3%</td>
</tr>
<tr>
<td>FY2008</td>
<td>5,261</td>
<td>19.4%</td>
</tr>
<tr>
<td>FY2009</td>
<td>7,121</td>
<td>18.2%</td>
</tr>
<tr>
<td>FY2010</td>
<td>6,438</td>
<td>14.6%</td>
</tr>
<tr>
<td>FY2011</td>
<td>6,108</td>
<td>12.4%</td>
</tr>
<tr>
<td>FY2012</td>
<td>7,422</td>
<td>14.3%</td>
</tr>
<tr>
<td>FY2013</td>
<td>7,830</td>
<td>11.3%</td>
</tr>
<tr>
<td>FY2014</td>
<td>9,043</td>
<td>11.5%</td>
</tr>
<tr>
<td>FY2015</td>
<td>8,499</td>
<td>11.1%</td>
</tr>
<tr>
<td>FY2016</td>
<td>8,176</td>
<td>11.1%</td>
</tr>
</tbody>
</table>
Alcohol Crashes 21+ up 20% & < 21 down 29%

DUI Crashes for 21 & older & under 21 year olds
January 2007 to December 2015

State AET Begins
## OUTCOMES FOR SC IN REDUCING UNDERAGE DRINKING

**Source:** YRBS, 2005 & 2015

<table>
<thead>
<tr>
<th>Survey Item</th>
<th>2005</th>
<th>2015</th>
<th>% decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>high school students reported ever drinking alcohol</td>
<td>71.1%</td>
<td>58.0%</td>
<td>-18.4%</td>
</tr>
<tr>
<td>reported drinking alcohol before age 13</td>
<td>25.6%</td>
<td>21.4%</td>
<td>-16.4%</td>
</tr>
<tr>
<td>reported drinking alcohol in past 30 days</td>
<td>43.2%</td>
<td>28.4%</td>
<td>-34.3%</td>
</tr>
<tr>
<td>reported binge drinking (5 or more drinks in 2 hour time period) in past 30 days</td>
<td>23.6%</td>
<td>11.7%</td>
<td>-50.4%</td>
</tr>
</tbody>
</table>
REFERENCES


• Morse, R. S. (2010). *Integrative public leadership: catalyzing collaboration to create public value*. The leadership quarterly, 21(2), 231-245. Doi:10.1016/j.Leaqua.2010.01.004
QUESTIONS?

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