

Attachment A – Marin County SIG Grant Priority Areas and Environmental Strategies

Objectives/Outcomes		Reduce by 50% the number of alcohol establishments that sell to underage persons	Reduce by 50% the number of third-party transactions of alcohol to underage persons	Reduce by 30% the number of parties which are identified by police and involve underage/binge drinking	Reduce by 30% the rate of alcohol-related sexual assault incidents as established by baseline data from local law enforcement	Reduce by 30% the number of youth involved in alcohol related crashes
Environmental Strategies	Policy	At least two communities will create or augment ordinances/policies that establish or enhance conditions on alcohol serving/selling establishments (e.g. Deemed Approved Ordinances, Conditional Use Permits)		Pass at least two “social host” ordinances in local communities with documented reports of underage drinking parties	Pass at least three new school policies which create an appropriate response to an incident of violence or sexual assault which supports all students Work with local police and prosecutors to create a county-wide consistent policy and response to incidents of alcohol-related violence and sexual assault	Develop and implement an alcohol source survey (similar to Place of Last Drink) to determine the retail and non-retail sources of alcohol when underage youth are caught drinking to inform public policy and media advocacy efforts
	Media Advocacy/Social Norms		Develop and implement a media campaign involving youth around sources of alcohol for youth, specifically, third party transactions that targets parents, older youth and young adults and contains information on laws and penalties for providing alcohol to underage persons and alternatives to binge drinking/underage alcohol use at house parties		Conduct at least two social norms campaigns which engage a high schools and/or a college/university in Marin County with a focus on reducing alcohol related sexual assault	Conduct a campaign in cooperation with youth and/or parents and county or local law enforcement to increase awareness and enforcement of laws related to youth Driving Under the Influence (DUI) laws which establish a Blood Alcohol Content (BAC) for youth at .01%
	Enforcement		Conduct at least six annual should-tap operations around youth oriented events (e.g. prom, graduation, etc.)	Work with local police departments to collect data and information on underage drinking parties which lead to increased party patrols and controlled party dispersal operations in at least three communities		Conduct at least 5 sobriety checkpoints annually targeted around youth oriented events (e.g. prom, graduation, sporting events)
	Responsible Beverage Server Training	Support servers and sellers aged 18-25 in implementing best practice standards in at least 15 alcohol serving/selling establishments through augmentation of policies and practices that promote Responsible Beverage Service Provide at least three Responsible Beverage Service (RBS) trainings annually to specialized audiences including younger servers/sellers (18yrs – 24yrs); owners who employ younger servers/sellers (18yrs-24yrs) and in languages other than English				
Indicators		Satisfaction with RBS training; Extent of implementation of RBS best practices; Number of new or augmented alcohol-related policies	Decrease in number of people willing to provide alcohol to minors through third-party transactions; No. of youth that report accessing alcohol from friends and families and other adults Increased perception of harm regarding binge drinking among parents and youth; Increased media coverage of extent of youth access to alcohol from friends, family and other adults	Increase law enforcement documentation of alcohol-related calls for service; Decrease calls for service to juvenile parties where alcohol is found; Implementation of Social Host ordinances	New or augmented school policies to address alcohol-related sexual assaults of students; New or augmented community-wide policy to address alcohol-related sexual assault	No. of sobriety checkpoints; Decrease in number of youth found to be intoxicated