

**MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES  
DIVISION OF ALCOHOL, DRUG AND TOBACCO PROGRAMS  
SUMMARY OF THE STATE INCENTIVE GRANT**

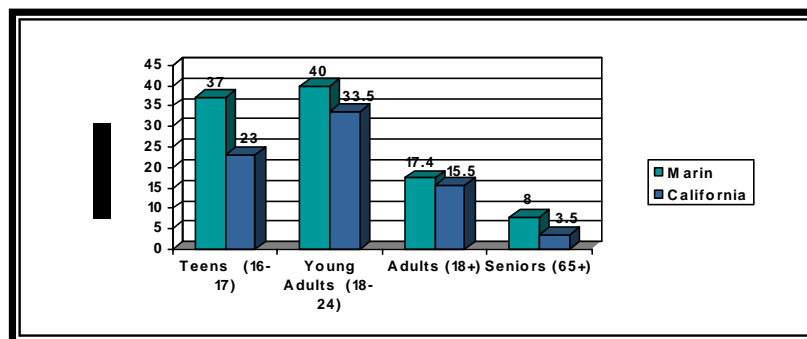
**PURPOSE OF THE STATE INCENTIVE GRANT**

In 2003, the State of California entered into an agreement with the Substance Abuse and Mental Health Services Administration (SAMHSA) to fund and administer a State Incentive Grant (SIG) program. The purpose of the California SIG is to reduce binge drinking among youth (12-17) and young adults (18-25), and related community problems. According to the guidelines set forth by the California Department of Alcohol and Drug Programs (ADP), Phase I (Year 1) is focused on in-depth planning and prevention program/strategy development and Phase II (Years 2 and 3) is focused on implementing the plan to reduce binge drinking and related community problems.

**NATURE AND EXTENT OF BINGE DRINKING AND RELATED PROBLEMS IN MARIN COUNTY**

Binge drinking among Marin youth (16-17), young adults (18-24), adults (18+) and seniors (65+) is higher than state and national averages (see graph below). According to the California Healthy Kids Survey (CHKS), 37% of Marin 11<sup>th</sup> graders reported binge drinking in the past month, compared to the 23% California average.<sup>i</sup> According to the Marin County Community Health Survey (2001), 40% of 18-24 year olds reported they had participated in at least one episode of binge drinking in the past month, compared with 17% for all adults 18 years of age and over. More than 10% of 18-24 year olds reported six or more episodes of binge drinking in the past month—and half of these young adults binged 11 or more times during that period.<sup>ii</sup>

**BINGE DRINKING AMONG TEENS (16-17), YOUNG ADULTS (18-24), ADULTS (18+) AND SENIORS (65+)**<sup>iii</sup>



Some of the underlying community and environmental issues that play a contributing role in binge drinking among youth and young adults are the **accessibility and availability** of alcohol. A majority of Marin 9<sup>th</sup> (75%) and 11<sup>th</sup> (84%) grade students report that it is easy to access alcohol.<sup>iv</sup> To further examine youth alcohol access, as well attitudes around alcohol, tobacco and other drug issues, the Marin Youth Health Advisory Council (YHAC) administered a survey (n=2990) at high schools students across the County. The results of the YHAC survey mirrored those of the CHKS, in that a majority of teens reported that it was easy to access alcohol. Survey respondents also reported that their primary sources of alcohol were local liquor retailers and social sources, including their parents, older friends and siblings.<sup>v</sup>

The limited number of policies restricting youth access to alcohol, coupled with the minimal enforcement of alcohol-related laws (two jurisdictions out of 11 report conducting regular and ongoing decoy operations), are additional indicators of the contributing factors around alcohol accessibility.

Alcohol is also widely available in Marin County. The density of liquor outlets (276.9 per 100,000 residents) is more than 42% higher than the statewide average (194.7 outlets per 100,000 residents)<sup>vi</sup>, and only one city in the County (Novato) has an ordinance regulating the location or density of alcohol retailers.

Problems resulting from youth and young adult **binge drinking** in Marin include **interpersonal violence, sexual assault, driving after drinking, increased crime and increased risk of obesity and high blood pressure.**

**MISSION, VISION AND OVERALL OBJECTIVES OF THE SIG PROJECT**

The primary objectives of this initiative are to:

- 1) Reduce the number of incidents where alcohol establishments sell to underage or intoxicated patrons;
- 2) Reduce the number of third-party transactions of alcohol to underage persons;
- 3) Reduce the number of youth parties which involve underage and binge drinking;
- 4) Reduce the number of youth and young adults involved in alcohol related crashes; and to
- 5) Reduce the rate of alcohol-related sexual assault incidents as established by baseline data from local law enforcement.

**Mission**

*To mobilize the Marin community to reduce binge drinking through social norm changes, policy development, enforcement efforts, education, media, and community and grassroots organizing.*

**Vision**

*A healthy and safe community free from binge drinking and the problems it creates.*

**SUMMARY OF THE SIG PROJECT: MARIN COUNTY**

In September 2004, the Marin County Department of Health and Human Services, Division of Alcohol, Drug and Tobacco Programs was one of 13 counties in California to be awarded the SIG. Marin County was awarded \$750,000 over a three-year period.

In Marin, the focus of Phase I of the SIG was to strengthen the infrastructure and capacity at the County, provider and community level to effectively develop a plan and implement strategies to reduce binge drinking and related community problems.

Phase II (Years 2 and 3) of the SIG will focus on implementing the plan to reduce binge drinking and related community problems to achieve the following outcomes which are matched to the priority areas from the Needs Assessment.

<b>Priority Area</b>	<b>Objective</b>
<i>Factors Affecting Binge Drinking</i>	
Marin Youth Have Easy Access to Alcohol in Retail Settings	Reduce by 50% the number of alcohol establishments that sell to underage persons
Marin Youth Have Easy Access to Alcohol from Friends and Family	Reduce by 50% the number of third-party transactions of alcohol to underage persons
Significant Binge Drinking for Marin Youth Occurs at Underage Drinking Parties	Reduce by 30% the number of parties which are identified by police and involve underage/binge drinking
<i>Consequences of Binge Drinking Among Youth and Young Adults</i>	
Marin Youth are Experiencing Alcohol Related Violence and Sexual Assaults	Reduce by 30% the number of alcohol-related sexual assault incidents involving 12-25 year olds as established by baseline data from local law enforcement
Marin Youth are Driving after Drinking	Reduce by 30% the number of youth (16-25 years of age) involved in alcohol related crashes

## **SIG PROJECT ENVIRONMENTAL STRATEGIES TO BE CONDUCTED**

### Enforcement

- Annual shoulder-tap operations annually scheduled to coincide with youth oriented events (e.g. prom, graduation, etc.)
- Increased data collection and information on underage drinking parties which leads to increased party patrols and controlled party dispersal operations
- Conduct sobriety checkpoints to coincide with youth oriented events (e.g. prom, graduation, sporting events)

### Responsible Beverage Service

- Support servers and sellers in implementing best practice standards through augmentation of policies and practices that promote RBS.
- Provide RBS trainings annually to specialized audiences including younger servers/sellers (18 – 25 years); owners who employ younger servers/sellers (18-25 years) and in languages other than English.

### Policy Change and/or Development

- Create or augment ordinances/policies in at least two communities that reduce crime/problems and increase safety of young adult patrons through establishing or enhancing conditions on alcohol serving/selling establishments (e.g. Deemed Approved Ordinances, Conditional Use Permits)
- Develop and implement a survey (similar to Place of Last Drink) to determine the retail and non-retail sources of alcohol when youth under the age of 18 are caught drinking to inform public policy and media advocacy efforts
- Create or augment at least two ordinances/policies in local communities with documented reports of underage drinking parties (e.g. Social Host or Response Fee Ordinances)
- Engage at least three schools and/or colleges/universities to prevent alcohol related sexual assault through passage of policies which establish prevention measures and improved responses which protect and support victims
- Create a county-wide consistent policy and response to incidents of alcohol-related sexual assault in conjunction with county/local police, prosecutors and prevention advocates

### Media Campaigns and Public Relations

- Develop and implement a media campaign involving youth around sources of alcohol for youth, specifically, third party transactions that targets parents 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 social norms campaigns which engage a high school 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%
- Conduct media advocacy efforts with print, radio and television media to ensure coverage of SIG projects and priorities.

## **PROJECT PARTNERS**

The **Marin Alcohol and Other Drug (AOD) Prevention Collaborative** is the Community Partnership Planning entity for the SIG project. Marin AOD Prevention Collaborative Members that are participating include:

- \* Advisory Board on Alcohol and Other Drug Problems
- \* Bay Area Community Resources
- \* Canal Ministry
- \* Center Point, Inc.
- \* College of Marin
- \* Community Violence Solutions
- \* Dominican University
- \* Healthy Marin Partnership
- \* Huckleberry Youth Programs
- \* Marin County Division of Alcohol, Drug and Tobacco Programs
- \* Marin County Division of Public Health
- \* Marin County Drinking Driver Program (Bay Area Community Resources)

- \* Marin County Office of Education
- \* MK Associates
- \* Novato Police Department
- \* O'Rorke, Inc.
- \* School/Law Enforcement Partnership
- \* The Marin Institute
- \* Twin Cities Police Authority
- \* Youth Leadership Institute

#### CURRENT GRANTEES

**Youth Leadership Institute** will conduct all Policy Change and/or Development activities as well as the Prevention of Sexual Assault activities through the Breaking the Link Collaborative which includes Community Violence Solutions and Huckleberry Youth Programs. **O'Rorke, Inc** will conduct all media campaigns and public relations activities. **Bay Area Community Resources** will conduct the Responsible Beverage Service trainings as well as work with local alcohol sellers/servers to implement changes to policies and practices. A coalition of local law enforcement agencies including the **Novato Police Department, San Rafael Police Department, Twin Cities Police Authority, Mill Valley Police Department, San Anselmo Police Department** and the **County Sheriff's Office** will implement increased enforcement activities.

#### FOR INFORMATION AND TO GET INVOLVED

For questions or additional information, please contact Gary Najarian at 415.499.4230 or [gnajarian@co.marin.ca.us](mailto:gnajarian@co.marin.ca.us) or Catherine Condon at 415.499.4218 or [ccondon@co.marin.ca.us](mailto:ccondon@co.marin.ca.us).

<sup>i</sup> California Healthy Kids Survey, 2003

<sup>ii</sup> Marin County Epidemiology Program, 2004

<sup>iii</sup> Sources: California Healthy Kids Survey (2001); California Student Survey (2003); Marin Community Health Survey (2001); California Health Interview Survey (2003).

<sup>iv</sup> California Healthy Kids Survey, Technical Report Core Module A, Fall 2001, Marin County.

<sup>v</sup> Youth Health Advisory Council, Youth Leadership Institute, Spring 2005.

<sup>vi</sup> California Department of Alcoholic Beverage Control, 2001