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Implementation & Evaluation of the On-Sale Responsible Alcohol Merchant Awards

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Abstract

Santa Cruz County Friday Night Live (FNL) is a youth development program that aims to reduce youth access to alcohol and educate the community on impaired driving incidences. Impaired driving among teens and young adults is a significant concern in Santa Cruz County and youth access to alcohol is an important risk factor. This capstone consists of the implementation of the On-Sale Responsible Alcohol Merchant Awards. The project involved a community evaluation that assessed if and how businesses are taking steps to reduce youth access to alcohol and to decrease impaired driving incidences through an in-person interview and evaluation with business owners. The evaluation findings show that, in general, businesses in the county are taking necessary precautions to prevent youth access to alcohol and impaired driving crashes. FNL will continue these evaluations and produce further community education opportunities.

Keywords: youth, alcohol, Santa Cruz County, impaired driving

Agency and Communities Served

Santa Cruz County Friday Night Live (FNL) is a program under the Health Services Agency of the County. The mission of Friday Night Live is that it "...builds partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities" (Friday Night Live, n.d.). FNL engages with youth to help them build and develop lifelong skills, assess their communities, and implement projects that they feel will better their communities. Staff support youth in the research, development and implementation of projects that create a safer environment where youth can thrive. "Actions focus on limiting youth access to substances, community education and engagement, and development and implementation of campaigns addressing alcohol, cannabis, prescription drugs and traffic safety" (Friday Night Live, n.d.). There are numerous projects that FNL is responsible for like the Responsible Alcohol Merchant Awards (RAMA), Choose Your Ride, Street Smarts, and Salon and Barber.

FNL collaborates with many community partners to improve our projects and help youth become more comfortable taking on active roles in their community. Some of the partners that FNL collaborates with are California Highway Patrol (CHP), California Office of Traffic Safety (OTS), California Alcoholic Beverage Control (ABC), and Community Prevention Partners (CPP). All of FNL's partners collaborate on projects that have to do with alcohol and traffic safety. OTS is FNL's main grant with many objectives given to obtain funding.

Problem Description

Impaired driving among teens and young adults is a significant concern in Santa Cruz County and people in general lack awareness of youth ease of accessibility to alcohol. According to the OTS 2013 rankings, Santa Cruz County was the worst in California for victims killed and

injured by drivers under the age of 21 who had been drinking. Data indicates that the number of collisions/injuries of Had Been drinking (HBD) 21-34-year-old drivers is increasing. Collisions by HBD drivers age 21-34, increased by 20.6%, injuries increased by 23%, and fatalities went from 0 to 4 from 2012 to 2014. This is concerning because the age group of 21-34-year-olds represents 19% of the population of Santa Cruz County. The total number of alcohol involved collisions in Santa Cruz County increased from 1463 (2012) to 1528 (2014).

The Santa Cruz County Community Assessment Project (CAP) (2016) reported that the juvenile misdemeanor DUI arrest rate per 10,000 youth ages 16-17 years increased by 13% from 2014 to 2015. The percent of Santa Cruz County youth reporting alcohol as easy to obtain for 7th graders went from 42% in 2008-2010, 41% in 2009-2011, and decreased to 33% in 2014-2015. The ease of obtaining alcohol for 11th graders went from 79% in 2008-2010, to 76% in 2009-2011, and decreased to 73% in 2014-2015. Although the trend data shows decrease in ease of obtaining alcohol, 12% of adolescents (10% of Santa Cruz County population) engaged in binge drinking in the last 30 days, according to the California Healthy Kids Survey (2015-2017) data. Ease of access to alcohol for our youth continues to be a significant problem.

The primary causes to the issue of youth access to alcohol include uneducated merchants, parents and social host providers, and Santa Cruz county's relatively low level of impaired driver education. Santa Cruz County contains many elements that increase local binge drinking among youth and adults, including a tourist economy, an over-concentration of alcohol outlets, the presence of a UC campus, areas of extreme economic deprivation, and numerous secluded and high-risk settings. Santa Cruz County had a total of 755 alcohol outlets in 2015 a 16.7% increase in outlets since 2009 (CAP, 2016). If the issue of impaired driving and youth access to alcohol is not solved, there will be an increase number of alcohol related collisions and injuries, as well as

fatalities. There will also be an increase in youth binge drinking rates which results in juvenile misdemeanor DUI arrest rates. Addressing the problem starts with education within the community, at schools, and with merchants and parents. A more effective way to address the problem would be to raise fines for merchants and social host providers who do overserve or provide alcohol to minor

The On-Sale Responsible Alcohol Merchant Awards (RAMA) is an evaluation of businesses in Santa Cruz County that currently have liquor licenses types of 40/41/47/50/51/75 that is based on following Alcoholic Beverage Control (ABC) laws and utilizing best practices to limit youth access to alcohol and reduce drunk driving. “The Responsible Alcohol Merchant Award (RAMA) is designed to honor businesses that have demonstrated a commitment to combating the growing problem of underage drinking in the community” (United Way of Santa Cruz County, n.d.). This project is funded by the Office of Traffic Safety (OTS) grant and has an objective of reaching 50 businesses. The project consisted of an assessment of businesses regarding laws and best practices as well as providing support on how businesses can better improve their practices.

Project Description

Businesses self-selected to take part in the interview and data-collection. Creating a set of interview questions that businesses will be able to answer about how they follow laws and what their best practices are was the first step. Also, creating a rubric that allows for 3 categories: “not nominated”, “honorable”, and “exemplary”. The next step was to go to the interviews with FNL youth and gather the data. The data was then graded using the developed rubric and businesses will be scored in 1 of the 3 categories. Nominations were then sent to local Law Enforcement for their approval and then this enabled the finalization of the nominations. After nominations and

Law Enforcement approval, businesses were then given awards. During awarding, a press release was announced using the local newspaper and FNL advertised these businesses as community partners who are collaborating with youth to keep Santa Cruz safe and healthy. The data from the analysis was then used to see how well Santa Cruz County businesses are doing. Businesses that were not in compliance due to signage errors were given the appropriate materials to shift their compliancy. Businesses that were not nominated due to Law Enforcement citations were sent personalized letters regarding their citations and are asked to participate the following year dependent on Law Enforcement approval.

Project Implementation

On-Sale RAMA was implemented by conducting an evaluation of businesses and assessing the effectiveness of this outreach and data analysis. In order to implement this project, ABC laws and best practices needed to be identified to create interview questions and the rubric to grade each business. Sheets were created with 200 different businesses to ensure that the grant goal of 50 interviews were met. Once scheduled, FNL staff and volunteer youth conducted the in-person interviews along with visual signage checks. If the business did not have mandatory signs, staff gave them proper signage to shift their compliancy. Staff then graded each business after the interviews and confirmed that the businesses are nominated in 1 of 3 categories. Once the nominations were finished, a list was sent to each Law Enforcement jurisdiction to be confirmed. Once Law Enforcement confirms the lists, a press release of the business names was published on social media and in the local newspaper. Awards were then printed and delivered to each business with FNL staff and youth volunteers. The rubrics were then analyzed to confirm how many businesses won out of the 50 interviewed.

Project Participants

Participants in this project are the youth of FNL, staff, student workers, the FNL Manager (Brenda Armstrong), Law Enforcement for 5 jurisdictions, and businesses who have self-selected to take part in the interview and data collection. The lead for this capstone project is responsible for creating the interview, rubric, logistics of interview times and dates, as well as sending nominations to Law Enforcement. The lead is also responsible for choosing which businesses are asked to participate, grading each business, ordering awards, writing the press release, and delivering awards. Another responsibility for the continuation of this project is to report the findings, milestones, and numbers to OTS. Agency staff help with the guidance and support of the project and have shared community partner contacts with me to help improve my relationship with Law Enforcement. Youth attend interviews and help to call businesses to see if they are interested in participating. Brenda Armstrong is responsible for approving the interview, rubric, and awards. She also helps with guidance and support on next steps and issues that arise. The businesses participate in interviews and give us data to analyze as well as their consent to use their interview answers. Law Enforcement participates by approving nominated businesses and checking their compliance during their own inspections.

Resources

OTS and FNL fully fund this project based on the completion of the number of businesses expected to participate. Mentors at the agency are also resources for support and guidance. Other resources used are from ABC regarding serving and signage laws as well as providing businesses with their California Licensee Education on Alcohol and Drugs (LEAD) training (ABC, n.d.). The logistics for interviewing and delivering awards are all funded and done by FNL staff, mentors, and the FNL manager.

Challenges

Some of the challenges encountered while implementing this project included time constraints, manager availability, and youth availability to attend interviews. There were time constraints when it came to interviewing businesses due to the fact that some businesses have different hours than the FNL office. This was addressed by having back-up places to call and not limiting ourselves on who we interviewed. Some interviews needed to be done with supervisors or servers who have been with that establishment for a good amount of time. Manager availability was another challenge to get things approved on time. This was addressed by setting up specific times to go over logistics and providing dates and times when things should be approved.

Project Assessment Process

One of the expected outcomes of this project was that at least 50% of the businesses that were interviewed would receive rewards. Since more than 50% of the businesses won awards, the agency sees this project as a success. Another expected outcome of the project was that FNL would continue to use the capstone project findings to make any changes and improvements to the program next year. The project was a success; therefore, it will be implemented again next year with the changes recommended by this capstone. These outcomes have been achieved as evidenced by the administrative steps taken regarding the continuation of the program and through an interview with the program manager regarding their view of the overall assessment and what was learned from it. The program manager had stated that the findings from the project were significant and will be taken into consideration as the program is implemented again next year.

Project Results

Out of the 50 businesses that were interviewed, 20 were nominated as “exemplary”, 27 were nominated as “honorable”, and 3 were not nominated. The three that were not nominated were due to law enforcement citations that they had received within the past year. All 47 businesses were approved by law enforcement from the appropriate jurisdictions. While evaluating the businesses, 3 were labeled as not nominated during the evaluation but were given the appropriate materials to shift their compliancy. The project has contributed to the partnership between FNL and Law Enforcement as well as community members and businesses in the county. Many businesses reached out to schedule interviews for the upcoming year. This project has allowed the community, especially youth in the community, to become more aware of the dangers of youth access to alcohol and how to combat alcohol related crashes. One limitation to the project was the volunteer youth time constraints and the business time constraints. This only allowed for 50 businesses to be interviewed and not more.

Recommendations

The results of the project show that businesses in Santa Cruz County are taking the necessary steps to limit youth access to alcohol. There are also businesses who were not aware of certain ABC laws and now have the information they need. The agency can now use these results to show that the project is effective and helps the community and agency come together. The project has helped bridge the gap between and the community and the agency, and law enforcement and the agency. This project has allowed for the community to be more educated about alcohol related crashes in the county. By educating the community every year, it is hoped that the significance rate of youth access to alcohol and alcohol related crashes can decrease in the county.

Conclusion and Recommendations

Designing, planning, implementing, and assessing this project has provided a tremendous amount of professional and personal growth. This capstone has contributed to the increase in knowledge of health and human services, professional development, professional communication, and leadership. This capstone project allowed for a deeper understanding of the community and how to reach out to Law Enforcement officials. The project has also shown the need of educational components in the community to combat the growing problem of alcohol related crashes. One lesson learned from this capstone was that community connection in the health and service field is critically important. Knowing how to reach out to a community and effectively educate them is an important tool that will be used throughout a career in health and human services.

Future CHHS students should expect to practice being in a leadership role at their agency and reach out to the community they are in at most points in their capstone project. Future students should also practice professional communication with their mentors and others to ensure an effective project. Students should approach their senior field placement with a positive outlook and should focus their capstone projects on differences they can make in the community.

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Appendix

Scope of Work for Evaluation & Analysis		
Goal: To reach 50 on-sale businesses to evaluate serving compliance and best practices		
Primary objective of the project: Increase awareness of compliance and to collect data to award businesses		
Activities	Deliverables	Timeline/deadlines
1. Discuss capstone project ideas with mentor	1. Final capstone project idea approved	1. Feb 23 rd , 2018
2. Identify ABC laws & develop best practices for interview	2. Final approved laws & best practices	2. March 2018
3. Develop interview	3. Final approved interview	3. May 2018
4. Develop rubric	4. Final approved rubric	4. May 2018
5. Research businesses and create phonebank sheets	5. Mentor approved businesses	5. May 2018
6. Schedule interviews with 50 businesses	6. Interviews scheduled	6. June – Sep 31 st , 2018
7. Grade businesses	7. Rubrics completed	7. Sep 17 th – Sep 28 th , 2018
8. Send information to local Law Enforcement	8. Law enforcement approval	8. October – Nov 16 th , 2018
9. Ordering awards & press release	9. Final awards & finalized press release	9. December 2018
10. Awarding businesses	10. Press release & awards delivered/feedback given	10. January 2019
11. Prepare capstone presentation in selected format	11. Instructor approval & Dress Rehearsal of final capstone presentation format (posters submitted for printing)	11. May 8-10, 2018
12. Final preparation for Capstone Festival	12. Final presentation at Capstone Festival	12. May 15 or 16, 2019 (TBD)

Problem Model

Project Title: Implementation & Evaluation of the On-Sale Responsible Alcohol Merchant Awards		
Problem Statement: Impaired driving among teens and young adults is a significant concern in Santa Cruz County.		
CAUSES/RISK FACTORS TO BROADER HEALTH PROBLEM	BROADER “MACRO-LEVEL” HEALTH/SOCIAL PROBLEM	CONSEQUENCES TO SOCIETY
<p>Oversaturation of alcohol outlets Limited community/merchant education Tourist Economy Presence of UC campus</p>	<p>Impaired driving among teens and young adults is a significant concern in Santa Cruz County.</p>	<p>Increase # of alcohol related collisions & injuries Increase # of alcohol related fatalities Increase in binge drinking rates</p>
CAUSES TO AGENCY PROBLEM	AGENCY-SPECIFIC “MICRO-LEVEL” PROBLEM ADDRESSED BY PROJECT	CONSEQUENCES TO AGENCY
<p>Lack of adequate staffing Language barriers Lack of educational opportunities/programs Limited funding</p>	<p>Too few people lack awareness of the ease of accessibility of youth access to alcohol in the county of Santa Cruz.</p>	<p>Agency goals are not met Reduction in funding</p>

Business Name: _____	Interviewer Name: _____	Date/Time Interview: _____	Staff Liaison: _____
Phone Number: _____			
Subject:	Needs Improvement (Not compliant w/ Law)	Acceptable (Compliant w Law)	Excellent (Compliant w/Law and Best Practices)
Training (City of Santa Cruz requires training)			
Staff and Management are trained in Responsible Beverage service and sales	No	Company Approved Training Yes	Certified /LEAD Trained Yes
LAWS (State and Local)			
Processes and procedures are in place when checking ID's.	No	Yes	Uses extra safeguards (scanner, blacklight, guide, turn into LE)
Staff do not serve or sell alcohol to anyone who is obviously intoxicated	No	Yes	Have safety protocol in place and use it
There is a policy to ensure customers are not overserved or become intoxicated	No	Yes	Have safety protocol in place and use it
Management has policy in place for no discrimination with price of drinks	No	Yes	Does not offer specific specials that leaves anyone out
Works with neighbors to keep peace and safety. Responds to complaints.	No	Yes	Participates in neighborhood groups works with police and neighbors
Management and Best Practices			
Management & staff contact law enforcement for support when needed	No	Yes	Work regularly with Law Enforcement
Illegal/violent situations are documented appropriately	No	Yes	Documented appropriately and given to law enforcement
Management & staff are aware of who to call for suspicious activity (non-emergency)	No	Yes	Have safety protocol in place and use it
Serving by staff under 21 is monitored and complies with the law.	No	Yes	Do not hire staff under 21
Management has on-site consequences for staff who serve alcohol to minors		No	Strong monitoring, retraining and no second chance
Management has on-site consequences for staff who over serve alcohol to customers		No	Strong monitoring, retraining and no second chance

Management has policy to make sure customers get home safely every time.		No	Safe Ride options provided to patron
Utilizes special practices to improve customer service and safety.		No	Secret shopper, compliance checks, other programs
Signage			
Clear presence of sign stating that drinking during pregnancy can cause birth defects	No		Yes
Staff can easily show liquor license	No		Yes
Knowledge and Best Practices			
Food intake and non-alcoholic beverages are promoted	No	Yes	Safeguards are in place (water, free food, low-cost food, makes them wait)
Staff are trained in intervention techniques for patrons leaving drunk	No	Yes	Call cabs, Ubers, takes keys
Business participates in Choose Your Ride or other extra programs	No		Yes
Management & Staff are aware of legal consequences of serving alcohol to a minor	No	Yes	Have safety protocol in place and use it

Not Nominated _____

(1 or more “Needs Improvement” in shaded boxes)

Honorable Mention _____

(Scores “Acceptable” & “Excellent”)

Exemplary Nomination _____

(Scores “Excellent” in every category)

Final Rubric Check: _____

On-Sale RAMA Interview Questions

Identifying Information

Business Name: _____ License Type: _____
 Business Contact: _____ Title: _____
 Address: _____
 Phone #: _____
 Interviewer/Staff Liaison Name(s): _____
 Date & Time of Interview: _____

On-Sale RAMA Interview Script

<p><u>Youth Introduction:</u></p> <p>Hi, we are Friday Night Live Leaders. In FNL our goal is to create a community where youth can thrive. We are excited to be conducting Responsible Alcohol Merchant Awards (RAMA), interviews in restaurants throughout the county. RAMA allows us to congratulate and reward businesses that are doing an excellent job restricting youth access to alcohol and decreasing impaired driving.</p> <p>Thank you for answering questions about your business and sales practices.</p>
<p><u>Staff Introduction:</u></p> <p>Hi, we are Friday Night Live staff. In FNL our goal is to create a community where youth can thrive. We are excited to be conducting Responsible Alcohol Merchant Awards (RAMA), interviews in restaurants throughout the county. RAMA allows us to congratulate and reward businesses that are doing an excellent job restricting youth access to alcohol and decreasing impaired driving.</p> <p>Thank you for answering questions about your business and sales practices.</p>

<u>License Type</u>	<u>Signing</u>
42, 48, 61	Posted signs reading, “No Persons Under 21 Allowed.” One at public entrance and one inside in a prominent place. Must be 7”x11” and have lettering at least 1” in height.
ALL	Must post warning signs reading “Warning: Drinking spirits, beer, coolers, wine, and other alcoholic beverages may increase cancer risk and, during pregnancy, can cause birth defects.”
20, 21	Must post one or more customer warning signs in the store.

Training

1. What type of Responsible Beverage Service (RBS) training do your employees receive?

In person Video Online In House Developed

ABC/Law Enforcement- License Education on Alcohol & Drugs (LEAD)?

Other ABC approved in person certification

2. How often do staff receive training?

Only When Hired Every 6 Months Annually Other _____

3. Which staff are trained?

Bartenders Servers Managers Security Staff Other _____

Laws

4. A. When are ID's checked?

At Door At Table/Bar At Door and Table At Door and Bar

B. Who Checks Them?

Security Staff Servers Bartenders Other : _____

C. How are they checked?

By hand Black Light Scanned I.D. Guide Alcohol 21 Calendar

5. When checking an I.D. what does the person look for? (Mark all that are answered)

ID photo matches person Expiration Date No Tampering

Valid Format for State Ghost, UV images, state seals, security features

6. What happens when a fake ID is taken from a minor? (Check All That Apply)

Give receipt for ID Submit to Law Enforcement ID placed in secure location

ID is Destroyed ID Owner is called Other _____

7. What is your policy regarding customers who arrive intoxicated?

8. How do you ensure that customers are not overserved or become intoxicated?

9. What is your venue's policy to ensure there is no discrimination regarding drink pricing or free drinks?

10. What is your policy to address drunk patrons, fights, disorderly conduct or loitering?

11. What is your policy to address complaints from surrounding businesses or neighbors?
(Urination, loitering, noise, graffiti, littering, vandalism)

Management and Best Practices

12.

A. Are your staff and management comfortable contacting law enforcement for support when needed?

Yes No Other _____

B. What type of support do they provide?

C. Is staff aware of how to get assistance for suspicious activity (non-emergency)?

Yes No Other _____

13. In the past 12 months, approximately how many times has this location requested and received law enforcement support? _____

14. A. Could your business or staff benefit from dedicated law enforcement that provides training and support?

Yes No

B. What would be most helpful?

C. Would you be willing to pay a small annual fee for training and support from local law enforcement?

Yes No Other _____

15. Do you document unlawful activities or unwanted behavior? (Confiscation of ID, fights, overconsumption, injury, medical attention, substance use)

16. Do you hire individuals under 21? If they handle alcohol, how do you make sure they are following the serving laws?

Yes No

17. What is your policy to address an employee that serves alcohol to a minor?

Training Address At Staff Meeting Verbal Warning Written Warnings
Suspension Firing

Other: _____

18. What is your policy to address an employee that is cited for overserving alcohol?

Training Address At Staff Meeting Verbal Warning Written Warnings
Suspension Firing

Other: _____

19. What do employees do to ensure the safety of customers who have been drinking when they are leaving?

20. Do you use any other practices to monitor or improve safety or service? (Secret Shopper, Cops In Shops, Compliance Checks, Choose Your Ride)

21. What has been your experience with Choose Your Ride? Are you familiar with Choose Your Ride?

22. Does your business have any special events, promotions, etc.? (For example: locals night, happy hours, live music, discount nights, etc.)

Yes

No

23. Can we reach out by email to follow up about how we can promote your business? What

email address?

Yes

No

Signage

24. Do you have the warning sign clearly posted that states, “Warning: Drinking spirits, beer, coolers, wine,” etc...?

Yes

No

25. Where do you keep your liquor license? Is it easily accessible or posted?

Yes

No
