

**Underage Drinking Enforcement Training Center**

Enforcing Underage Drinking Laws (EUDL)

## Party Prevention & Controlled Party Dispersal

Bismarck, North Dakota  
October 21, 2014

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**Underage Drinking Enforcement Training Center**

## Session Objectives

- Discuss the causes of underage drinking and research to guide intervention to address them
- Generate strategies for party prevention
- Learn basic concepts of "Controlled Party Dispersal"

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**Underage Drinking Enforcement Training Center**

## Session Objectives

- Learn how community support and political will can be generated to address the problem of underage drinking parties through prevention
- Discuss how the media can be used to amplify the effects of a controlled dispersal program and maintain community support for underage drinking enforcement

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**High correlation between early alcohol use and Domestic Violence**



**The brands with the highest rates of consumption among underage drinkers are:**

1. Bud Light (27.9%)
2. Smirnoff Malt Beverages (17.0%)
3. Budweiser (14.6%)
4. Smirnoff Vodkas (12.7%)
5. Coors Light (12.7%)
6. Jack Daniel's Bourbons (11.4%)
7. Corona Extra (11.3%)
8. Mike's (10.8%)
9. Captain Morgan Rums (10.4%)
10. Absolut Vodkas (10.1%)

Siegel, M., DeJong, W., Naimi, T. S., Fortmann, E. K., Albers, A. B., Heeren, T., Rosenbloom, D. L., Ross, C., Ostroff, J., Ruston, B., Kral, C., Borzakowski, D. L. G., Rimal, R. N., Padon, A. A., Eck, R. H. and Jernigan, D. H. (2013). Brand-Specific Consumption of Alcohol Among Underage Youth in the United States. Alcoholism: Clinical and Experimental Research, doi: 10.1111/acer.12094



### Brand Confusion...which Contain Alcohol?

### Only non-alcoholic brands have nutrition facts and ingredients listed

### High Alcohol Volume


Just how much **FUEL** is there in one can of Four Loko?

One 23.5oz can of Four Loko at 12 percent alcohol by volume contains the same amount of alcohol as 4.7 shots of 80 proof vodka, 4.7 bottles of beer or 4.7 glasses of red wine.



ADULT BEVERAGE NEWS! 1011-088-0000

Certain things you grew up with just get better and more interesting with age. Like this. For instance. Adult Blue-Cy's® premium malted beverage - Adult Chocolate Milk® - Adult Orange Cream, Adult Fruit Punch and Adult Lemonade. They taste just like your favorite treats from way back when. But at 40 proof. Be responsible. Be the adult crowd only.



# Gummy Bears

1. Fill bowl with gummy bears
2. Add alcohol of your choice
3. Place in fridge for 1hr
4. Gummy bears will absorb the alcohol
5. Eat the gummy bears
6. Get drunk



# GO - Your Own Way!

The cool, trendy, stylish and a little bit daring! GO Tubes are unique beverages for people on the GO. The tube-shaped design makes them easy to grab and GO... on hikes, to the beach, skiing, cycling, the ball field GO Sport or GO Extreme... just GO!

**NEWS**  
GO Tube Makes a Huge Splash at The Las Vegas Regency and Bar Show

**GET ON OUR LIST**  
Register here for the GO Tube GO list and receive cool stuff like new product samples, promo letters, and invitations to events and private parties!

**FUN STUFF**  
• Wallpapers  
• Photo Gallery  
• GO Tube  
• Parties

**CREATE YOUR OWN TUBE**  
With a minimum order, you can create a GO Tube with your own ideas promoting your company or special occasion! For information, contact...

## teeny tiny shooter

PRE-MIXED COCKTAIL POUCHES



Teeny Tiny Shooter is currently available in four flavors: Lemon Drop, Purple Shooter, Sour Apple and Cinnamon. The 50 mL single serve RTD pouches have a convenient tear for easy pour and are 20% alcohol by volume (40 proof)

### I scream, you scream...



...for alcoholic ice cream.

**PINK SQUIRREL**  
16.22% ALCOHOL BY VOLUME | 3.99% PURE ALCOHOL CONTENT

**SnöBar**  
THE ORIGINAL FROZEN COCKTAIL

SNOBARCOCKTAILS.COM • BE DRINK RESPONSIBLY • MUST BE 21 AND OLDER

### Yep, that's in there.



**COSMOPOLITAN ICE POP**  
14.68% ALCOHOL BY VOLUME | 6.41% PURE ALCOHOL CONTENT

**SnöBar**  
THE ORIGINAL FROZEN COCKTAIL

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# Alcoholic Whipped Cream



**GET WHIPPED**  
THE PERFECT ADDITION TO ANY DRINKS OR DESSERTS  
OR TRY CREAM STRAIGHT UP!



**WHIPPED LIGHTNING**  
WIDEN YOUR WHIPPED CREAM

## WHIPPED LIGHTNING®

The world's first alcohol-infused whipped cream

WHERE TO BUY

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**Whipped cream with a twist!**

Introducing Whipped Lightning®, the world's first alcohol-infused whipped cream. A tasty topping that can dress up any drink. Try it on shots & shooters, cocktails, martinis, coffees, or frozen beverages as well as spicing up your favorite desserts.

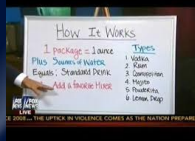
Whipped® is a one-of-a-kind alcoholic beverage that's here to make your inner Whipped®er. Why not practice a little Whipped® today?



Whipped cream's not just for kids anymore... it's all about style & sophistication. Try our latest subtle flavors - Hazelnut Espresso, Caramel Pecan & German Chocolate. Whipped® is a seriously tasty topping for your favorite drink or dessert. Express yourself in a whole new way this season.

**DRINKS & TREATS**

# Palcohol



Spykes WAS a caffeinated malt liquor with a 12% alcohol content.



# Concealment?



# More creativity...



# Flip Flops??



# Pocket Shots... \$0.99!!





## Defining the Problem

### Discussion...

- Underage drinking parties can occur in a variety of settings:
  - where are they in your community?

## Defining the Problem

Underage drinking parties can occur in a variety of settings and result in a number of problems in addition to underage alcohol use, including:

- Accidental falls, burns, and drowning
- Alcohol dependence
- Alcohol poisoning
- Brain damage
- Cirrhosis of the liver
- Death
- Impaired driving
- Pregnancy
- Poly drug use
- Poor school performance (including learning impairment)
- Sexual assault
- STDs
- Traffic crashes
- Truancy
- Vandalism (property damage)
- Violence
- Work productivity loss

## Underage Drinking is a \$62 Billion A Year Problem in the United States

**Total Cost of Underage Drinking in the United States for 2010:**

**\$62 Billion**

| Category                | Cost           |
|-------------------------|----------------|
| Pain & Suffering Costs  | \$36.9 billion |
| Work Lost & Other Costs | \$18.2 billion |
| Medical Costs           | \$6.9 billion  |

Costs of UAD Handouts can be found at [www.udetc.org](http://www.udetc.org) PIRE, 2011

## Alcohol is The Leading Drug Problem for Youth in This Country

12 to 17 year-olds reporting ATOD use (past 30 days, 2012)

| Substance           | Percentage |
|---------------------|------------|
| Alcohol             | 21.5%      |
| Tobacco             | 8.6%       |
| Other Illicit Drugs | 9.5%       |

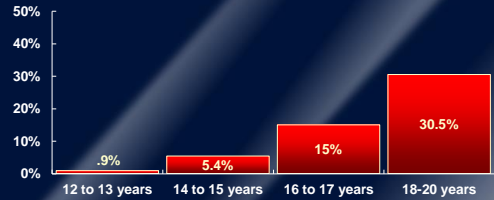
Source: SAMHSA, National Survey on Drug Use and Health (2012)

## Drinking defined...

- **Current** (past month) use - At least one drink in the past 30 days.
- **Binge** use - Five or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on at least 1 day in the past 30 days.
- **Heavy** use - Five or more drinks on the same occasion on each of 5 or more days in the past 30 days.

## Youth Who Drink, Tend to Do So in a Risky Manner

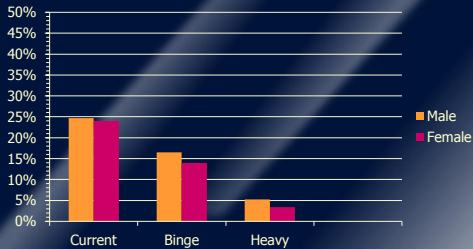
Comparison of drinking patterns for adult and underage drinkers (past 30 days)



Source: SAMHSA, National Survey on Drug Use and Health (2012)

Bingers

## Current, Binge, and Heavy Alcohol Use Among Persons Aged 12 to 20, by Gender



Source: SAMHSA, National Survey on Drug Use and Health (2012)

## The Modern Day Underage Drinking Party

### Past

Pooled Money  
Piled in One Car  
Modified Paper License  
6 Pack of Beer  
Drink in Field or School

### Present

Everyone Has \$20.00  
Meet at the Beer Store  
Computerized Fake ID  
Keg or Several Cases or Wine  
Somebody's Home, Hotel, Remote location

## Defining the Problem

- How many 12 oz servings of beer are in a standard keg?



## Defining the Problem

1641

## Enablers of Underage Drinking Parties

### Discussion...

- We know that underage drinking parties occur
  - What helps enable them in your community?

## Enablers of Underage Drinking Parties

- Attitudes of parents
- Attitudes of community at-large
- Attitude of enforcement / Courts
- Traditional method of enforcement
- Sales to minors
- Third party transactions

## Party Prevention Techniques



## Party Prevention Techniques

- Anonymous reporting of underage drinking parties either before or during the party
- Community calls from school staff, parents, or children can result in effective party prevention
- Internet surveillance can involve visiting websites known to be frequented by youth in the community or at a particular school

## STOP TEEN TRAGEDIES

STOP  
TEEN  
ALCOHOL  
RISK  
TEAM

**1-866-TEEN-USE**

1-866-833-6873 Anonymous and Toll Free

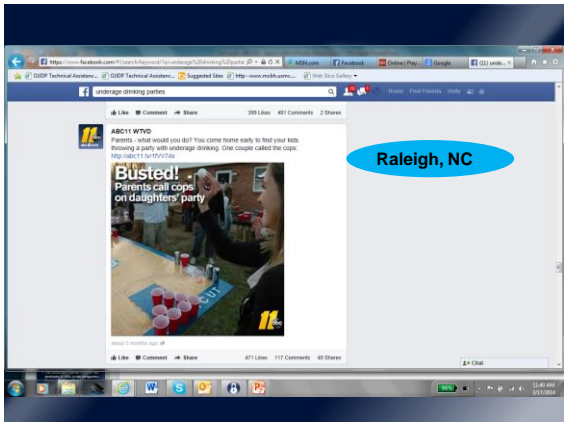
**REPORT  
UNDERAGE DRINKING**

**It's Not a "Minor" Problem**

Sample underage drinking tip line from Vermont







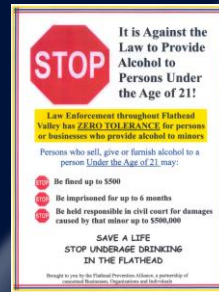
## Party Prevention Techniques

- Making sure the agency "text" number and e-mail address is known
- Source investigations
- Media amplification of enforcement efforts
- Merchant contacts



## Source Investigations...

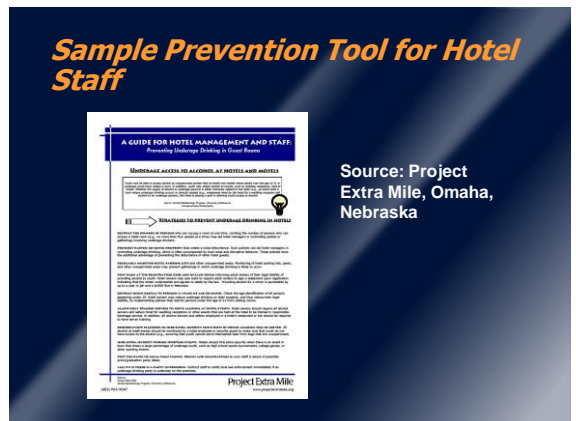
## Sample Prevention Flyer...



Source: STOP Underage Drinking in the Flathead Coalition, Flathead County, Montana

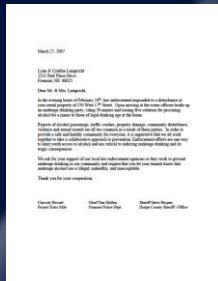


Source: Project Extra Mile, Omaha, Nebraska



Source: Project Extra Mile, Omaha, Nebraska

## Sample Letter to Owners of Rental Property...



Source: Project  
Extra Mile, Omaha,  
Nebraska

## Dissemination of laws and consequences...



Knock & Talks

## Legal Strategies

- Several legal strategies lend themselves to prevention of underage drinking parties
  - availability of alcohol
  - places to consume alcohol
  - local regulations

## Legal Strategies

- Keg registration / Keg bans on campus
- Official closing hours and restrictions on alcohol use in parks and public areas
- Social Host
- Unruly Gathering

## History of the Controlled Dispersal Program

- The Controlled Dispersal Program was developed in 1993, by the Montgomery County, MD, Police Department, as a result of a Northern Virginia high school student being driven to her death after attending an underage drinking party that was dispersed by a parent

## Philosophy of Controlled Dispersal

- The premise is to
  - Dedicate appropriate available resources
  - To contain the party participants
  - And effectively control their release
  - Minimize liability
- Enforcement is used as an education tool to
  - Properly manage the incident
  - Involve the parents
  - Discourage future participation in underage drinking

## ***Enforcement Components***

- Briefing
- Approach
- Entry
- Sweep and Control
- Processing

## ***Enforcement - Briefing***

- The first officer on scene
  - Confirms it's an underage drinking party
  - Establishes probable cause
  - Notifies a supervisor/OIC
  - A staging area, out of the view of the party, is set
  - The supervisor/OIC responds and determines the available resources and the approach strategy

## ***Enforcement – Briefing Creating A Plan***

- Officer Safety
- Tactical Deployment Assignments  
(Officers may have multiple assignments)
  - Coordinator - Case Agent
  - Security (Perimeter)
  - Sweep Officer
  - Processing
  - Evidence
- Contingency Plan

## ***Enforcement - Approach***

- External Perimeter
- Internal Perimeter

## ***Enforcement - Entry***

- Consent
- Search Warrant
- Exigent Circumstances

## ***Enforcement – Sweep and Control***

- Consent is the best approach to gain entry
  - Who may consent?
- Once entry is gained, attendees should be gathered in a secure area
- Organize Attendees
  - Juveniles
  - Up to 20
  - Over 21
  - Who has ID?
    - If you don't, you get processed last!

## ***Enforcement – Sweep and Control***

- The contact officer and party host then conduct a thorough search of the residence to make sure no one is ill or hiding

## ***Enforcement – Processing***

- Pictures
- Preliminary Breath Tests
- Citations
- Parent Notification
- Evidence Collection
- Release of the Participants

## ***Developing Community Support and Political Will***

- Connect with organizations *already* involved with preventing unlawful alcohol use (e.g. a community-based coalition)
  - Greatly reduces redundancy of efforts
  - Results in greater resources

## ***Support Resources***

- A variety of people can assist in a Controlled Dispersal. These people should be trained and assigned to this program
  - Non-Sworn Agency Members
  - Community volunteers
- Be aware of Departmental Policy and Liability. This should be addressed by each Department

## ***Volunteer Involvement***

- Many tasks don't require police officers
- Evaluate various tasks and see what can be done with their help
- Assign a law enforcement lead and a volunteer lead to manage the use of volunteers

## ***Partnerships***

- Community volunteers
  - Ask “Why Would People Want to Help?”
    - Then Meet That Need
  - Train people for being On-Call
  - Schedule Them
  - Utilize Them
  - Reward Them

## Taking Action

### □ Citizen Involvement

#### □ Party Prevention

- Policy review & feedback
- Educational outreach on alcohol laws and consequences
- Internet surveillance
- Publications monitoring (local newspapers, circulars)
- Media relations
- Tip-line support



Knock & Talks

## Taking Action

### □ Citizen Involvement

#### □ During the party dispersal operation

- Entry into party location, if needed
- License plate reporting
- Paperwork processing
- Photography



## Taking Action

### □ Citizen Involvement

#### □ During the controlled party dispersal operation

- Data collection & reporting
- Calls to parents or guardians to arrange safe rides home
- Media relations



## Taking Action

### □ Citizen Involvement

#### □ Post Party

- Data collection/data entry
- Party review and assessment
- Media relations
- Paperwork finalization and reporting
- Re-stock raid kits



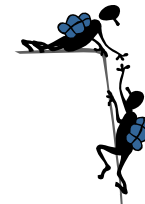
## Working with Media

### • Three Step Process

- Tell Public what the laws are and that you'll be enforcing them
- Go out and enforce those laws
- Tell Public the results of that enforcement

Underage Drinking Enforcement Training Center

## RESOURCES



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**Underage Drinking Enforcement Training Center**

### Services Provided by the UDETC

- Technical Assistance
- On-site Training
- Distance Learning Courses
- Electronic Webinars
- Publication of Documents
- Resource Alerts
- Judicial Newsletters
- Toll-free Technical Assistance Hotline 1-877-335-1287
- Internet Website ([www.udetc.org](http://www.udetc.org))
- Success Stories
- Podcasts
- Toolkits
- Research Information

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### See our enforcement documents for more information.

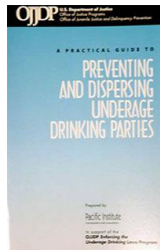


Visit our website to download no-cost publications at [www.udetc.org](http://www.udetc.org)

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**Underage Drinking Enforcement Training Center**

See our document, "Guide to Preventing and Dispersing Underage Drinking Parties" for more information.



**Visit our website to download free of charge at [www.udetc.org](http://www.udetc.org)**

**Note: Additional PPCD enforcement resources are sited within the publication.**

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Enforcement Guides

**Underage Drinking Enforcement Training Center**

### DISTANCE LEARNING COURSES

**Best Practices to Reduce Underage Drinking**

Visit our website and take the no-cost Party Prevention & Controlled Party Dispersal Distance learning course!



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**Underage Drinking Enforcement Training Center**

### Underage Drinking Enforcement Training Center Contact Information (UDETC)

1-877-335-1287 toll free

[www.udetc.org](http://www.udetc.org) website

[udetc@pire.org](mailto:udetc@pire.org) email address



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## UDETC CONTACT:

**R. J. Elrick**

E-mail: [relrick@pire.org](mailto:relrick@pire.org)

Phone: (301) 755-2771

[www.udetc.org](http://www.udetc.org)

Toll-free: 1-877-335-1287

[www.pire.org](http://www.pire.org)

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