

**Pacific Institute for Research and Evaluation (PIRE) Webinar Series sponsored by the Iowa  
Department of Public Health, Bureau of Substance Abuse**

This series of online strategy trainings will be held via Zoom video webinar during the months of  
August and September 2016.

**Who Should Attend**

Iowa Partnerships for Success funded counties and partners.

**Continuing Education Credits**

The following Continuing Education Credits will be available:

- **Substance Abuse:** CEUs have been applied for.
- **Other CEUs:** A Certificate of Completion will be available upon completion of this course for attendees to submit to any other governing bodies for CEU approval. A brochure and other supporting documents will be posted on the website.

**Webinar Dates**

August 17 – Enforcement Strategies: Impaired Driving, Compliance Checks and Shoulder Tap Operations

August 25 – Social Host Law and Outlet Density: What Impact Do They Have in Your Community?

September 1 – RBST Training and Alcohol Advertising: Changing the Culture

September 22 – School and College Alcohol Policies: Working to Change Behavior and Outcomes

September 29 – Enforcing Underage Drinking Laws: Reducing Retail and Social Availability

**Webinar Times:**

All webinars will be from 1:00-2:30 pm CST.

**Registration**

There is no cost to register and registration includes continuing education credits for Substance Abuse and/or a Certificate of Completion. Registration will be closed one week prior to each webinar. For more information, call (515) 309-3315.

Register online at [www.trainingresources.org](http://www.trainingresources.org) or fax (515) 309-3317 or mail attached registration form to Training Resources, 501 SW 7<sup>th</sup> Street, Des Moines, Iowa 50309. Confirmation will be sent electronically to those who provide a valid email address and register by the deadline.

**Sponsor**

This program is sponsored by the Iowa Department of Public Health, Bureau of Substance Abuse.

**Webinar 1: Enforcement Strategies: Impaired Driving, Compliance Checks and Shoulder Tap Operations –  
August 17, 2016**

**Agenda:**

Impaired Driving (30 minutes)

Compliance Checks (30 minutes)

Shoulder Tap Operations (20 minutes)

Questions (10 minutes)

**Goals and Objectives:**

This webinar will provide the participants with an overview of various enforcement strategies that have been identified as “Best Practice” strategies for combatting underage drinking and the negative consequences associated with underage drinking. The topics to be discussed will include information on enforcement strategies

to reduce impaired driving in their community, alcohol compliance checks to address commercial availability of alcohol to minors, and shoulder tap operations to include related strategies associated with reducing social availability and 3rd party providers who enable youth to acquire alcohol.

Participants can use this training to:

- Gain an understanding of impaired driving issues as they relate to young drivers and adults;
- Learn about the enforcement strategies that make up a comprehensive effort to reduce and stop impaired driving.
- Learn about the evidence of effectiveness of zero tolerance laws to prevent youth from driving with even small amounts of alcohol;
- Increase the visibility and impact of this important legislation and enforcement operation to reduce underage drinking and impaired driving.
- Gain an understanding of the issues related to underage drinking and the retail availability of alcohol to underage purchasers.
- Motivate policymakers, communities, and law enforcement to place greater emphasis on compliance investigations and prevention of underage drinking.
- Provide step-by-step guidelines for carrying out compliance investigations.
- Identify barriers to compliance investigations and approaches to overcoming these barriers.
- Utilize compliance investigations efficiently and effectively to deter sales to minors and demonstrate community norms against underage drinking.
- Identify the barriers to enforcement of laws regarding commercial and social availability.
- Learn about strategies to overcome these barriers.

**Presenters:** Nancy M. McGee, J.D.  
Robert (RJ) Elrick

## **Webinar 2: Social Host Law and Outlet Density: What Impact Do They Have in Your Community? – August 25, 2016**

### **Agenda:**

Social Host (40 minutes)

Outlet Density (40 minutes)

Questions (10 minutes)

### **Goals and Objectives:**

In 2014 Iowa passed a statewide Social Host law joining a growing number of states and communities that have moved in such a direction. The Iowa law did not forbid a local community from creating an ordinance that could be similar to or different from the state law. This session will look at social host laws and ordinances that appear to be the most effective in preventing the hosting of underage alcohol parties. This program will also discuss what weaknesses exist creating loopholes in ordinances that need strengthening. We will discuss whether there are challenges around enforcement (lack of resources, low staffing, lack of community support for enforcement, etc., and what steps can be taken to build leadership for the development and implementation of social host ordinances.)

Higher density of alcohol outlets has been linked to increased levels of adolescent alcohol-related behavior and alcohol related crime. According to the Center for Alcohol Marketing and Youth “a high concentration of alcohol outlets leads to a variety of serious health and social consequences, including violence, alcohol-impaired driving, neighborhood disruption, and public nuisance activities.” Iowa is a control state and as such has applicable statutes and regulations addressing the issuance of alcohol licenses. The session will explore how local control applies to licensing related questions and alcohol density concerns?

Participants can use this training to:

- Gain an understanding of Iowa's Social Host Laws
- Learn about the impact of social host laws nationally
- Discuss whether Iowa's social host laws have been effective
- Identify ways to strengthen the laws
- Identify jurisdictions that have adopted effective ordinances for social host enforcement?
- Work to overcome challenges and objections to local ordinances
- Learn about strategies to overcome these barriers.
- Learn about the Control State System
- Identify potential barriers to ordinance development addressing outlet density
- Provide the public with information to understand the scope of the problem?
- Identify the legal considerations that may exist when taking on the outlet density issue?

**Presenters:** Nancy M. McGee, J.D.  
Ryan Treffers, J.D.

### **Webinar 3: RBST Training and Alcohol Advertising: Changing the Culture – September 1, 2016**

#### **Agenda:**

RBST (40 minutes)

Alcohol Advertising (40 minutes)

Questions (10 minutes)

#### **Goals and Objectives:**

Responsible beverage service training (RBST) is an important component to a community's strategies to reduce access to alcohol by minors and prevent the over service of alcohol to patrons. RBST is also an important component of efforts to reduce DWI. The National Highway Traffic Safety Administration (NHTSA) estimates that 50% of all DUI arrest nationwide are people who had their last drink at a business licensed to sell alcohol. RBST is important to alert servers, managers, and owners to their obligation under the law as well as their potential exposure to administrative penalties and civil liability. Alcohol advertising is a companion area to RBST. Alcohol advertising and promotions are often regulated by the federal government as well as state alcohol beverage authorities. Alcohol marketing can reach young people and serve as an inducement to purchase and consume alcohol prior to the lawful age of consumption and purchase. Understanding the applicable alcohol regulation and promoting responsible beverage service are important components to working with the regulated community. Communities may also consider local advertising ordinances so long as they are not unconstitutional or the state alcohol authority has not preempted the field.

Participants can use this training to:

- Gain an understanding of the elements contained in successful alcohol RBST programs.
- Learn about the state specific tools available to PFS groups
- Identify sources for training on RBST
- Identify ways to strengthen the laws regarding RBST and Alcohol Advertising
- Engage the alcohol retailer in discussions about RBST
- Inventory existing state alcohol advertising regulations
- Establish a working relationship with the state alcohol authority
- Discuss issues of preemption and successful ordinance development.

**Presenters:** Nancy M. McGee, J.D.  
Aidan J. Moore, J.D.

## **Webinar 4: School and College Alcohol Policies: Working to Change Behavior and Outcomes – September 22, 2016**

### **Agenda:**

School Policies (40 minutes)  
College Policies (40 minutes)  
Questions (10 minutes)

### **Goals and Objectives:**

Young people are very impressionable. What they see on TV or on social media or model from their home environment can have a profound effect on students. When schools establish alcohol policies that clearly state expectations and penalties regarding alcohol use by students, they help reinforce the fact that underage drinking is not an acceptable form of behavior, and ultimately help to change student norms around drinking. The school portion of this program will discuss some of the strategies and challenges of working to implement meaningful change within the school community.

The College experience often presents young adults their first taste of independence and it can be difficult to handle the pressures brought on by this new freedom and being away from home. Behavioral traits acquired in middle and high school can often carry on to college. For many students this makes striking a balance between academics, social life, and activities within their community all the more challenging. Campuses should focus on creating a social, academic, and residential environment that supports healthy student behaviors and healthy norms. Creating this environment requires consistently communicating expectations about alcohol-related behavior, while supporting and encouraging healthy choices among students.

Participants can use this training to:

- Learn how to approach school administrators and determine what policies currently exist
- Identify gaps in school policy on alcohol and proposing amended or new policy
- Discuss the challenge of the student/athlete and policy enforcement
- Identify ways to work with law enforcement and school resource officers
- Discuss how colleges work and the various academic/administrative silos
- Identify where to find college policies on alcohol and the judicial conduct system
- Identify the most promising environmental strategies currently being utilized on campuses (big v. small)
- Explore the presence of the alcohol industry on campuses

**Presenters:** Nancy M. McGee, J.D.  
Robert (RJ) Elrick

## **Webinar 5: Enforcing Underage Drinking Laws: Reducing Retail and Social Availability – September 29, 2016**

### **Agenda:**

Law Enforcement Strategies (40 minutes)  
The Regulated Community (40 minutes)  
Questions (10 minutes)

### **Goals and Objectives:**

Drinking by those under the age 21 is a public health problem. Excessive drinking contributes to more than 4,300 deaths among people below the age of 21 in the U.S. each year. Underage drinking cost the U.S. economy \$24 billion in 2010. There were approximately 189,000 emergency department visits by people under age 21 for injuries and other conditions linked to alcohol in 2010. More than 90% of the alcohol consumed by those under age 21 is consumed by binge drinkers (defined as 5 or more drinks per occasion for boys; 4 or more drinks per occasion for girls). (Source Center for Disease Control).

Law enforcement has a critical role in this significant public health problem. Law enforcement officers include local police, sheriffs, state police, alcohol enforcement, conservation and wildlife officers, marine patrol, and forestry agents. All of these law enforcement officers will encounter underage alcohol use and abuse during the course of their duties which will require them to respond in some manner. This presentation will provide an introduction to the magnitude of problem and identify promising strategies to assist law enforcement in addressing these challenging issues.

Participants can use this training to:

- Inventory some of the law enforcement strategies that have been utilized around the country to reduce commercial and social access to alcohol
- Provide an overview of some of the most frequently used strategies
- Identify resources that can be used by law enforcement
- Discuss collaborative efforts within the various law enforcement agencies
- Learn how to work with communities and coalitions to achieve leveraged success
- Learn how to work with the regulated community and administrative rules to achieve safer and healthier communities for, both youths and adults

**Presenters:** Nancy M. McGee, J.D.  
Robert (RJ) Elrick

**IPFS Strategy Trainings Registration Form**

Registration deadlines are one week prior to each webinar. Register online at [www.trainingresources.org](http://www.trainingresources.org).

\*Required fields for registration. Please create your own username and password for registration for this conference.

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Online Registration Cost: \$0

If you would like to receive CEUs please select from the following:

- Certification of Completion - \$0
- Substance Abuse - \$0

Special Needs Specification \_\_\_\_\_ \*Are you a state employee? Yes No

Please check the webinar(s) you would like to attend:

- August 17** – Enforcement Strategies: Impaired Driving, Compliance Checks and Shoulder Tap Operations
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