Enforcement of Alcohol Laws in College Communities
A Comprehensive Approach

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Session Overview

S Examine the consequences of underage drinking in college communities

S Look at implications for Universities that fail to address underage drinking within their communities

S Identify the difficulties associated with addressing underage drinking in college communities
Session Overview

S Look at developing a comprehensive approach to addressing underage drinking in college communities

S Discuss Potential Environmental Strategies

S Discuss Potential Enforcement Strategies
On an average day approximately 2,800 youth between 18-20 years of age will consume alcohol for the first time.

On an average day approximately 1.2 million youth between 18-20 years of age will drink alcohol.

On an averaged day 74 youth between 18-20 years of age will be admitted to a substance abuse treatment center as a result of their alcohol use.

Source: Substance Abuse and Mental Health Services Administration – The CBHSQ Report June 2014 accessed at www.samhsa.gov 03/01/2017
Magnitude of College Drinking/Consequences

Virtually all college students experience the effects of college drinking whether they drink or not

- 3,360,000 drove under the influence. (Hingson et al., 2009)
- 599,000 injured. (Hingson et al., 2009)
- 400,000 had unprotected sex. (Hingson et al., 2002)
- 100,000 had sex when unable to consent. (Hingson et al., 2002)
- 97,000 victims of sexual assault. (Hingson et al., 2009)
- 696,000 assaulted. (Hingson et al., 2009)
Magnitude of College Drinking/Consequences

25% of college students report academic consequences from their drinking (Weschsler et al., 2002)

11% report damaging property while under the influence

25% - 50% of administrators identify this as a major problem on their campuses (Weschsler et al., 1995)
Consequences

S Alcohol kills more than 4,300 youth each year in the US.
S Source-Center for Disease Control accessed at http://cdc.gov/alcohol/fact-sheets/underage-drinking-htm
03/01/2017 12:49 pm

S Approximately 1,800 of those deaths are college students which accounts for roughly 40% of the 4,300 nationwide deaths or roughly 5 youth per day.
S Source-National Institute on Alcohol Abuse and Alcoholism, PDF “College Drinking” accessed at www.niaaa.nih.gov 03/01/2017 3:07 pm
Consequences

Retention & Public Image

“I didn’t enjoy walking into a frat house with six inches of beer on the floor and having some guy suck on the back of my neck and say, ‘Hey baby, have a brew.’”

--College student commenting on one of her reasons for transferring after just one year to another institution--
At Minimum Administrators want to avoid the “Party School” label

Princeton Reviews Top Party Schools for 2016/2017

- University of Wisconsin-Madison
- West Virginia University
- University of Illinois at Urbana-Champaign
- Lehigh University
- Bucknell University
- University of Iowa
- University of Mississippi
- Syracuse University
- Tulane University
- Colgate University
No Administrator wants the publicity and potential problems that come from the following behavior which is happening with all too much frequency on college campuses across the country which can result in:

- Decreased public image
- Increased property damage
- Criminal Behavior – Risk to public safety
If Schools are failing to address the issues of underage drinking they risk lawsuits

Sigma Chi-Baylor University March 2012
A 19 year old girl died after a fraternity sponsored party at a local bar in Waco, TX

Quinton’s Bar Columbia MO September 2011
19 year old girl fell from a 3 story balcony suffered permanent brain injury – Sued two local bars one has already settled the other is still negotiating
Funding Concerns

Potential loss of certain Federal funds - Clery Act reporting

We know that students decisions to drink are influenced by:

- Campus social norms and expectancies
- Campus policies and procedures
- Availability of alcohol
- Enforcement of regulations and laws
- Availability of alcohol-free social and recreational options

Source: US Department of Education’s Higher Education Center
Challenges in College Communities

- A student population that includes individuals who are of age as well as underage
- Ease of accessibility – Outlet density – Inexpensive alcohol
- Permissive administration-age of administrators
- Alumni expectations
Challenges in College Communities

- Parties which consist of 100 plus youth with multiple kegs of beer
- Alcohol is sold on some campuses
Challenges in College Communities

- Town & Gown issues – The campus is not isolated from the larger community
- Multiple law enforcement agencies with varying levels of statutory authority and potentially differing objectives (MOU’s)
Comprehensive Approach

- Addressing underage drinking in a college community requires a comprehensive approach to include:
  - Education & Awareness Programs
  - Development & Implementation of Clear & Consistent Alcohol Policies
  - Increased Enforcement Activities
  - Community Involvement
  - Media Enhancement of Efforts
Education & Awareness

Set the tone during summer orientation meetings.

Every campus has an AOTD Policy

Parents and students should be educated about the statistics, as well as, the State laws and University policies.

Be upfront and set the expectations

Campus police & local police should be involved in this process.
Education and Awareness

S Make alcohol education a priority
   S Handout information on alcohol related laws, code of conduct and policies of the campus and community.
   S Get student groups, (i.e., fraternities and sororities) involved in educational programs and the solution.
   S Present, comprehensive, yet short, educational programs. Make them real for the students.
Education and Awareness

S Involve the community in these programs

S Community based support
- Positive community messages
- Support for safe rides and other community safety programs.
- Input on enforcement and policy changes on campus and in the community.

S Industry based support
- Messages in bars
- RBS Training programs
Committee needs to review current policies and make recommendations for change where needed.

Who should be on the committee (Student affairs, athletic department, AOD professionals, Dean of Students, Residence Hall Staff, Campus Police, Local PD, Greek Life, Students, Community members etc...).
Policy Review – What to Focus On

- Use of alcohol on & off campus.
- Use in residence halls.
- Athletic events & concerts.
- Special events.
- Enforcement action.
- Judicial affairs/Student conduct.
- Review of state laws & city ordinances
Policy Review

S Are there separate standards for those over 21?

S Are there circumstances when use of alcohol is allowed at University functions and do students have a clear understanding of those situations?

S Alcohol Advertising/Sponsorship On Campus.

S Are there unwritten rules and if so how do they impact or undermine your efforts?
Policy Review

- Regulate the use of alcohol by fraternities, sororities, and social organizations.
- Impact of “Dry” campuses.
- Establish and or utilize student courts/review boards.
Policy Violations/Potential Sanctions

- Loss of funding for social organizations.
- Loss of housing.
- Loss of scholarships.
- Fines.
- Community service.
- Mandatory counseling.
- Parental notification.
- Alcohol assessment – referral.
Resources
Potential Environmental Strategies

- Limit the location and number of alcohol outlets
- Hours of Sale
- Happy hour restrictions
- Limits on alcohol sponsorship
Potential Environmental Strategies

- Limits on use in public places
- Limit alcohol sales at community events
- Regulate the age of server/sellers of alcohol and require training
- Restrict minors access to bars.
Enforcement

Strong enforcement can act as a deterrent.

Effective deterrence requires the perception of certainty, swiftness, and severity.

Effective deterrence requires a strong enforcement effort and swift follow through. Actions must have consequences.
Enforcement

S Colleges do not operate in a bubble campus police/security and municipal police need to develop a strong working relationship.

S Students extend into the community and campus police/security need to assist local law enforcement with the enforcement of underage drinking laws within the community and vice-versa. Turf wars should be avoided.

S Students need to know all law enforcement agencies are working together as a cohesive unit.
Enforcement

Studies show that students behaviors are established in the first few weeks of their freshmen semester, therefore early intervention is a necessity.

Strong enforcement operations should occur at this time to reinforce the community expectations.

Continue educational efforts throughout the year.
Enforcement

Pay attention to the calendar-Enforcement efforts should be scheduled around events on campus and in the community.

Football games, festivals, holidays etc..

Pay attention to rivalries among schools, as well as, social groups on campus.

Extra patrols and officers should be scheduled.
Potential Enforcement Strategies

- Compliance Checks
- Shoulder Taps
- Party Patrols and Prevention
- False ID enforcement / Training
- Bar Checks/ Street Sweeps
- DUI / Zero Tolerance Enforcement
Enforcement Operations

S Compliance Checks
S Utilize undercover buyers to test the compliance of retailers with state alcohol beverage laws
S Must follow State Statute
S Officers should receive through training on the strategy
S Work with Community and Retailers
Enforcement Operations

**Shoulder Tap Operations**

- Utilizes undercover operatives to approach adult providers outside of licensed establishments to determine their willingness to purchase for youth.
- Two models
- Officers must receive through training on this strategy
- Must work with local prosecutor to establish guidelines
- Entrapment Issue
Enforcement Operations

**Party Patrol/Party Prevention**

- A concerted effort in a community to seek out/monitor areas where parties/underage drinking may occur.
- Ideally it should be a dedicated assignment for the day/shift/weekend.
- Ideally it should incorporate the use of community volunteers. Volunteers can assist the police in monitoring websites for information on upcoming events and patrol the community and notify the police when they come across a potential underage party.
- The mere existence of an active party patrol can act as a deterrent particularly if it is widely publicized by the media.
Enforcement Operations

Controlled Party Dispersal

When a party is located police should take action using a systematic approach to disperse the party.

The Premise is to

- Dedicate appropriate available resources
- To contain the party participants
- And effectively control their release
- Minimize liability
- Identify Provider
A critical aspect of alcohol enforcement is Illegal ID enforcement. The use of these illegal documents is prevalent by underage individuals.

False ID Enforcement/Training (Merchants/Police)
Prosecution for manufacturing of false identification

Retail partnerships/ BIB –“Cops in Shops” – Card Hard enforcement programs put bar door staff with police allowing for the immediate enforcement.
Enforcement Operations

- Bar checks/undercover investigations

- Bar Sweeps/Street Sweeps
  - Bar Sweeps involve teams of officers walking through establishments at peak times looking for underage individuals and other liquor violations
  - Street Sweeps involve teams of officers patrolling areas where there is a high incidence of illegal consumption
Enforcement Operations

- DUI/DWI Enforcement
  - Frequent High Visibility Operations
  - Checkpoints
  - Saturation Patrols
  - Zero Tolerance
Community Involvement

S Establish a community coalition to address concerns.
S Develop peer based initiatives.
S Substance free housing-tailgate areas.
S Use of zoning, nuisance abatement & licensing to address problems.
S Landlord Associations.
S Retailer/Industry Efforts.
S Neighborhood Associations
Statewide Coalitions

- Power in numbers – MOPIP 20 Schools
- Speak with a common voice, but have the flexibility to address unique concerns on their campuses
- Ability through graduate students to conduct research & surveys to guide their interventions.
Statewide Coalitions

- Provide free trainings for law enforcement and professionals
- Annual Conference
- Mini – Grants to schools for enforcement efforts and other approved activities
- Provide support for enforcement efforts
Use the media proactively to frame your message.

Press releases regarding enforcement efforts. Publicize the good as well as the bad.

Ride-Along.

PSA’s
Media campaigns used appropriately can shape behavior and set the community standards and norms.

Examples of campaigns that have changed behavior - Seat Belt Usage, Child-Car Seats. Anti-Smoking Campaigns.

If we take it seriously the community will begin to take it seriously.
**Review**

- Engage in good data collection
- Establish a campus – community coalition that reviews existing laws and campus policies and advocates for change where necessary
Review

S Disseminate accurate information through education and awareness campaigns

S Increase enforcement efforts

S Publicize your efforts through use of strong media campaigns
Remember

S Change can often be a slow painstaking process. When dealing with a population base that is changing every year and a population base that numbers in the tens of thousands a 1% or 2% change in behavior can be statistically significant.

S Highlight the change no matter how small.

S Every little victory counts.
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