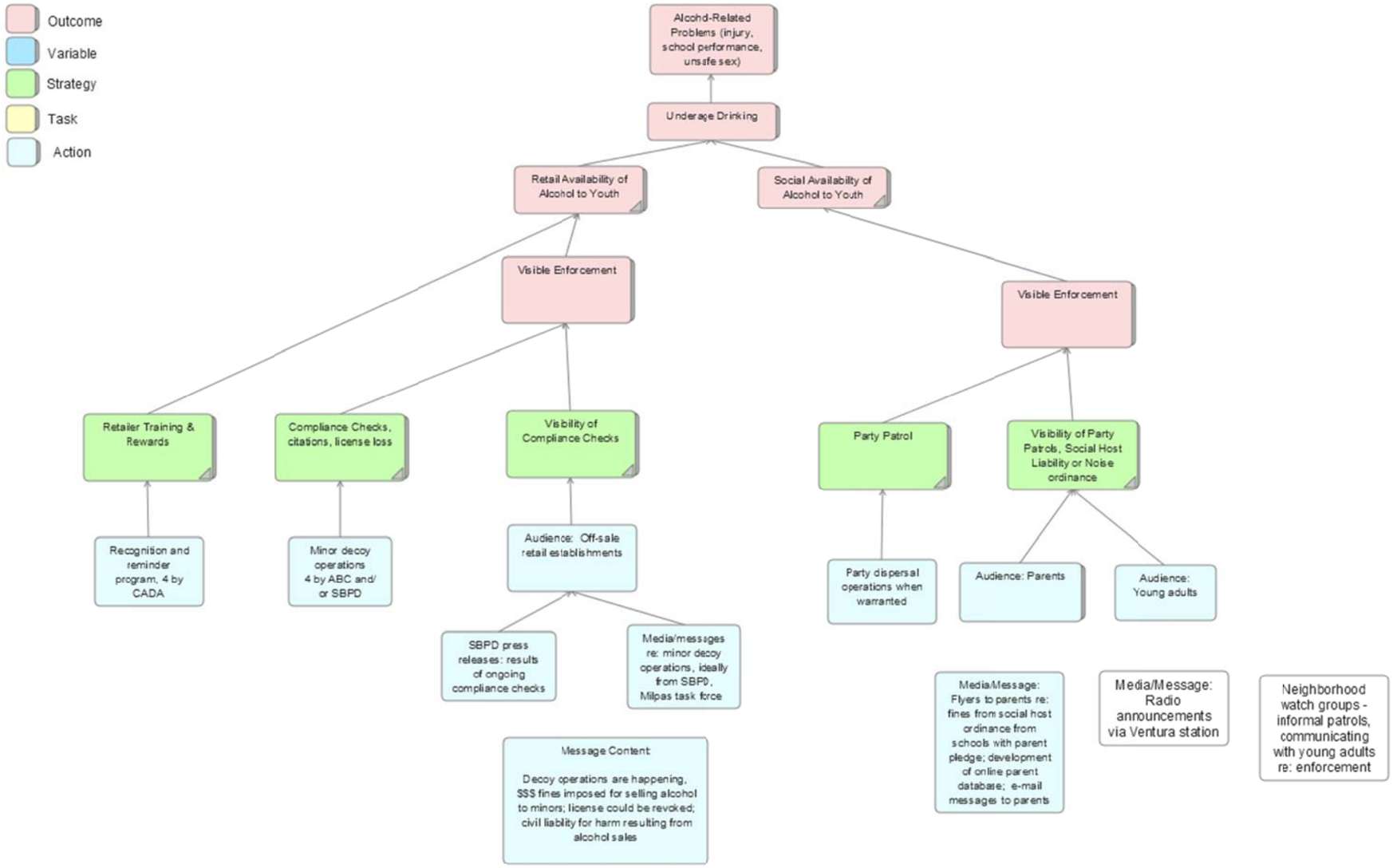
Outcome
Variable
Strategy
Task
Action
Alcohol-Related Problems (injury, school performance, unsafe sex)
Underage Drinking
Retail Availability of Alcohol to Youth
Social Availability of Alcohol to Youth
Visible Enforcement
Visible Enforcement
Retailer Training & Rewards
Compliance Checks, citations, license loss
Visibility of Compliance Checks
Party Patrol
Visibility of Party Patrols, Social Host Liability or Noise ordinance
Recognition and reminder program, 4 by CADA
Minor decoy operations 4 by ABC and/ or SBPD
Audience: Off-sale retail establishments
Party dispersal operations when warranted
Audience: Parents
Audience: Young adults
SBPD press releases: results of ongoing compliance checks
Media/messages re: minor decoy operations, ideally from SBPD, Milpas task force
Message Content
Decoy operations are happening, $$$ fines imposed for selling alcohol to minors; license could be revoked; civil liablity for harm resulting from alcohol sales
Media/Message: Flyers to parents re: fines from social host ordinance from schools with parent pledge; development of online parent database; e-mail messages to parents
Media/Message: Radio announcements via Ventura station
Neighborhood watch groups - informal patrols, communicating with young adults re: enforcement