

HCCADC

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Hernando County Community Anti-Drug Coalition

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Coalition in Focus



Demographics



- HCCADC serves Hernando County, a suburban County, located on the central-west coast of Florida, with a population of 173,422 residents.
- In 2012, 4.6% of the population was 5 years of age or under, 19.2% was 18 years of age or younger, and 26.8% of the population was 65 years of age or older.
- There are 21,725 youth enrolled in Hernando County Schools and the population of school age youth is growing at an annual rate of 5%.

Demographics (con.)



Racial Makeup:

91.0% White, 5.5% African American, 1.7% Two or More Races, 1.3% Asian, 0.4% American Indian and Alaska Native persons, and 0.1 Native Hawaiian and Other Pacific Islander persons. 10.9% of residents are of Hispanic origin.

Other key facts:

- In 2012, 6.5% of the population was foreign born and 17,482 residents spoke a language other than English in the home (11,299 spoke Spanish).
- From 2010 to 2012, there were 141 births to teen mothers in Hernando County.
- 36.6% of the county is overweight and 29.8% is obese (13.5% youth).
- The median income in 2012 was \$41,098, \$5,000 lower than the statewide average and
- 14.8% (two percentage points lower than 2011) of the population was below the federal poverty line.

Active Coalition Sectors

Law Enforcement

- Compliance Checks
- Responsible Beverage Server Training
- Know the Law Campaign
- Parents Who Host, Lose the Most
- Project Sticker Shock
- Chill Smart Coalition Youth Group
- Synthetic Drug Ordinance (Passed!)
- Breathalizers on School Campuses
- Prescription Drug Take Back Days



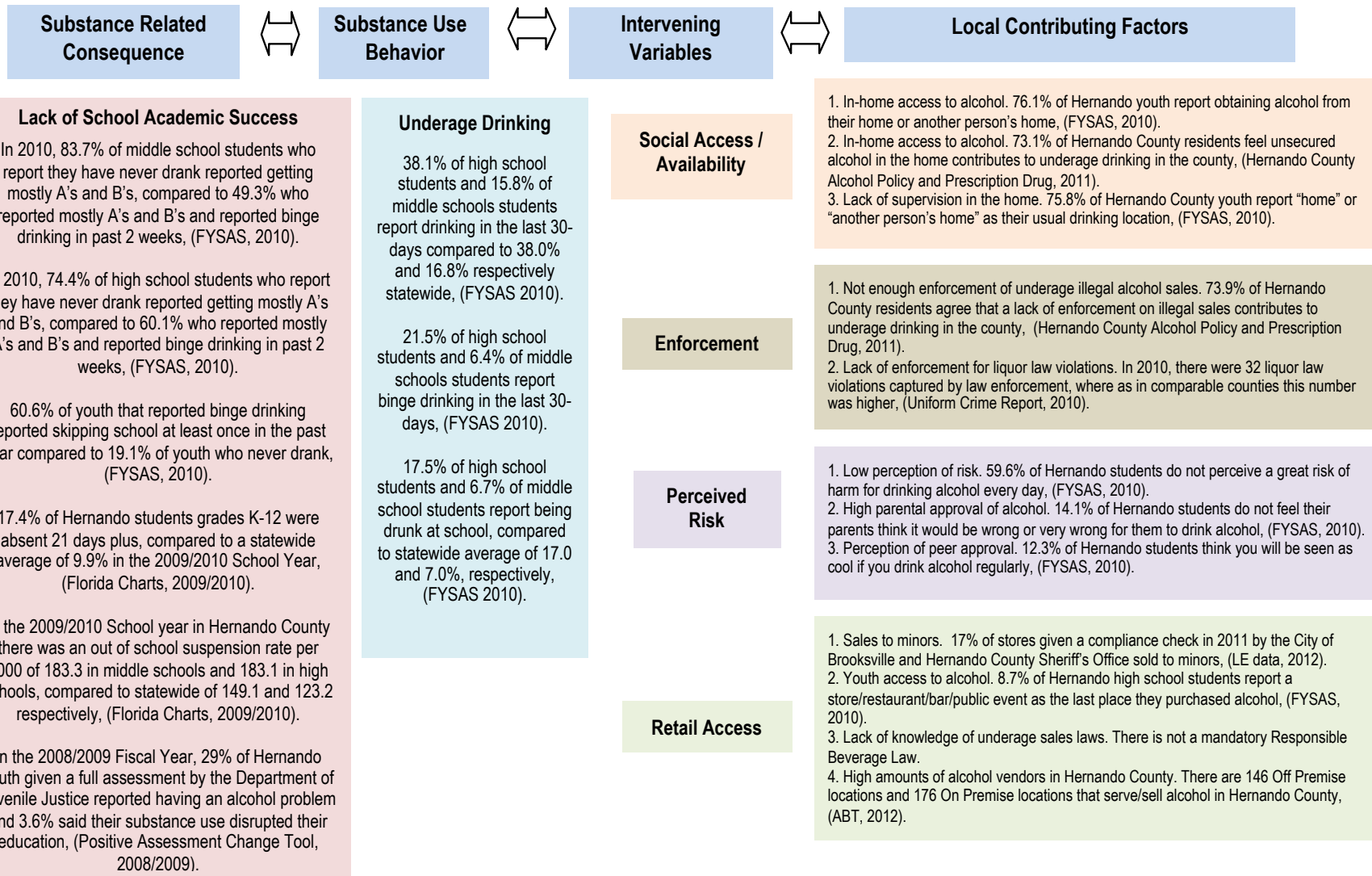
Schools

- Know the Law Campaign
- Friday Night Done Right, Social Norming Campaign
- TeeNS Social Norming Survey
- Chill Smart Youth Group and S.W.A.T Groups



Hernando County Community Anti Drug Coalition- Youth Logic Model

Problem Statement: In Hernando County, there are high amounts of underage youth drinking alcohol. 38.1% of high school students and 15.8% of middle schools students report drinking in the last 30-days according to the 2010 Florida Youth Substance Abuse Survey (FYSAS). Youth drinking is affecting academic performances in Hernando County Schools. For instance, 60.6% of youth that reported binge drinking reported skipping school at least once in the past year, compared to 19.1% of youth who never drank, (FYSAS, 2010). Numerous environmental factors contribute to youth drinking, including access to alcohol in the home and in stores, (FYSAS, 2010), lack of enforcement on school campuses (Florida School Indicators Report, 2007/08) and attitudes and beliefs that favor youth drinking in the county, (FYSAS, 2010).



Substance Abuse Related Problem: Decreased Academic Success



Youth drinking is affecting academic performance in Hernando County Schools, from grade reports to days missed. For instance, 60.6% of youth that reported binge drinking reported skipping school at least once in the past year, compared to 19.1% of youth who never consumed, (Florida Youth Substance Abuse Survey, 2010).

In 2010, 74.4% of high school students who reported they have never drank alcohol reported getting mostly A's and B's, whereas high school students who reported binge drinking in the past 2 weeks reported a lower rate of A's and B's- 60.1%, (FYSAS, 2010).

Additionally, 17.4% of Hernando students grades K-12 were absent 21 days plus, compared to a statewide average of 9.9% in the 2009/2010 School Year, (Florida Charts, 2009/2010).

Substance Abuse: Underage Drinking



In Hernando County, there are high amounts of underage youth drinking alcohol.

- 38.1% of high school students and 15.8% of middle schools students report drinking in the last 30-days according to the 2010 Florida Youth Substance Abuse Survey (FYSAS).
- Numerous environmental factors contribute to youth drinking, including access to alcohol in the home and in stores, (FYSAS, 2010), lack of enforcement on school campuses (Florida School Indicators Report, 2007/08) and attitudes and beliefs that favor youth drinking in the county, (FYSAS, 2010) .
- Additionally, 17.5% of high school students and 6.7% of middle school students report being drunk at school, (FYSAS 2010).

Root Cause/Local Conditions

Retail Access:

The coalition determined that youth were accesses alcohol at local bars, clubs, and restaurants:

- Sales to minors: In 2010 the HCCADC piloted compliance checks. 19% of stores given a compliance check in 2011 by the Brooksville Police Department sold to minors, (Local Law Enforcement Data, 2010).
- 8.7% of Hernando High School students report a store/restaurant/bar/public event as the last place they purchased alcohol, (FYSAS, 2010).
- Additionally, there is lack of knowledge of underage sales laws. There is not a mandatory Responsible Beverage Law.

Root Cause/Local Conditions

Enforcement:

The coalition determined that youth were enforcement strategies in the community to help prevent and reduce youth access to alcohol.

- 73.9% of Hernando County residents agree that a lack of enforcement on illegal sales contributes to underage drinking in the county, (Hernando County Alcohol Policy and Prescription Drug, 2011).
- Lack of enforcement for liquor law violations. In 2010, there were 32 liquor law violations captured by law enforcement, where as in comparable counties this number was higher, (Uniform Crime Report, 2010).
- 17.5% of high school students and 6.7% of middle school students report being drunk at school, yet there were only 17 incidents of alcohol identified the previous school year in Hernando County Schools, (Florida School Indicators Report, 2007/08).

Our Approaches- Retail Access

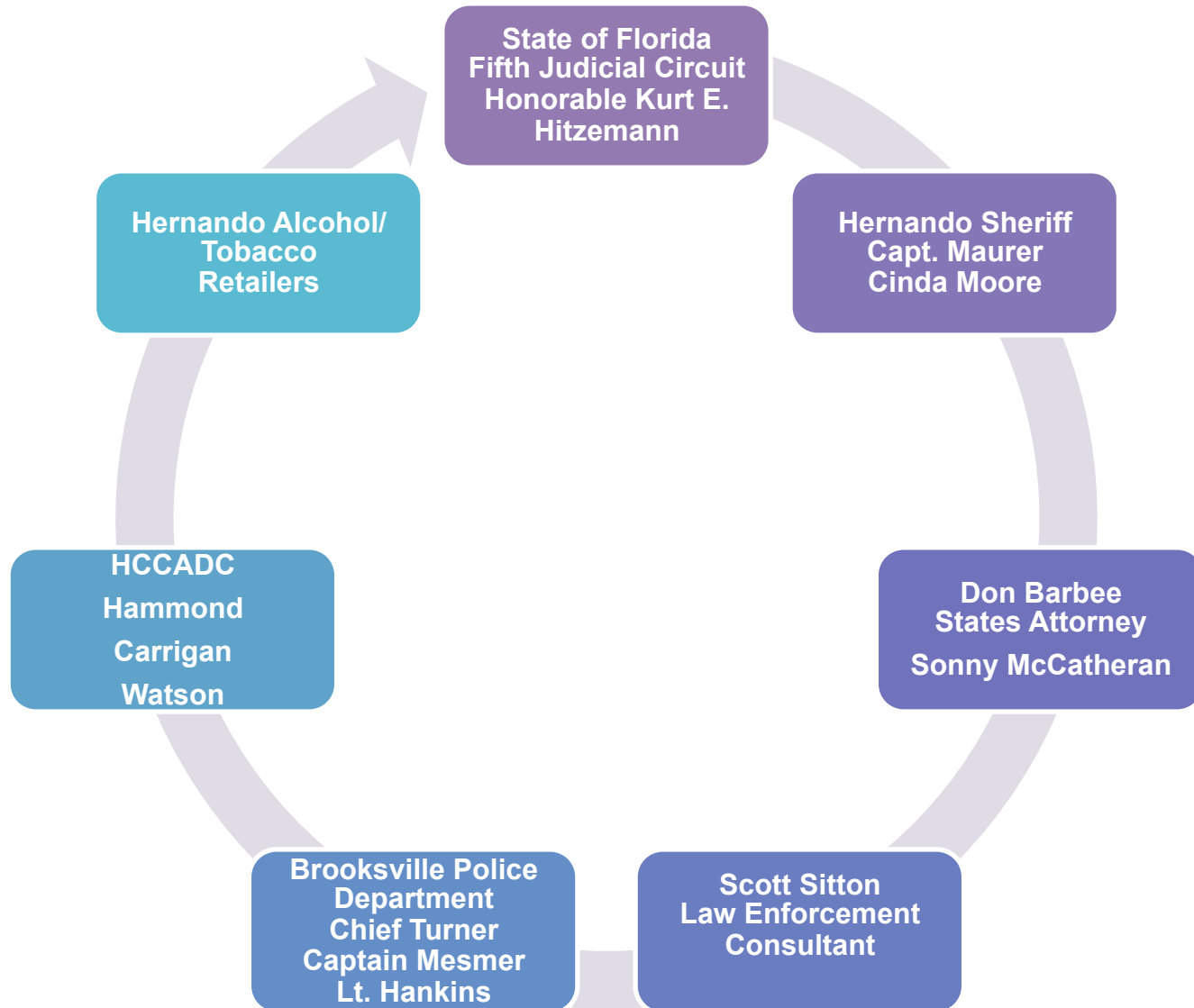
Responsible Beverage Server Training- the PREP model
(Promoting Retailers Education Program in Florida)

- We are educating alcohol vendors on the importance of responsible sales and service. The class teaches the laws that control the sale and service of alcohol.
- Promoting partnerships between licensed alcohol and tobacco retailers, law enforcement, and communities
- Goals of Hernando PREP:
 - ✓ *REDUCE* access to alcohol by underage persons
 - ✓ *AVOID* illegal sales to underage individuals
 - ✓ *EDUCATE* the public and vendors on issues regarding underage sales



P.R.E.P.
PROMOTING RETAILERS EDUCATION PROGRAM IN FLORIDA

Hernando PREP-Retail Access



Hernando Approach-Retail Access

1. Challenge that lead to policy change was that the counter staff were getting arrested for selling to underage patrons, they would be fined, then they would get fired, and then they would go to work at another store.
2. The court system was frustrated that the minimum wage workers were churning through the system, being negatively impacted, and that the situation was not changing. This was in addition to the high rates of underage sales during compliance checks.

Hernando Approach-Retail Access

Hernando County community stakeholders convened a meeting with the judge, the state attorney's office, the Brooksville police department, and the Sheriff's Office with the goal of reducing fines on individuals, but still hold people accountable.

HCCADC presented the PREP training program as an option to reduce underage sales; compliance checks would continue as well. The Hernando County Sheriff's Office has an additional benefit to law enforcement in that they present the training content and by conducting compliance checks can also monitor other issues.

The district attorney proposed that, in lieu of the \$500 fine, it become mandatory that the counter staff who sell to minors attend a training program. By participating in training, the court would waive the fee and there would be no arrests on their record.

Once the policy was agreed on HCCADC invited vendors to meet with the judge and the sheriff to present the new policy, which also included quarterly compliance checks.

The coalition keeps a sign in sheet which is provided to local law enforcement. If a vendor employee does not attend, then the law enforcement agency sends a notice to appear and there is a \$500 fine and a court appearance.

Since the program began, there have been no re-offenses and a reduction in underage sales. It also saves the court time and reduces the impact on the individual workers.

Environmental Prevention Strategies

Hernando Approach-Retail Access

Project Sticker Shock

- The HCCADC partners are implementing "Project Sticker Shock," a youth-led initiative to change adult attitudes about selling and providing alcohol to minors. The project, sponsored by the Hernando County Sheriff's office and the HCCADC.
- A youth-led initiative to change adult attitudes about selling and providing alcohol to minors. The stickers provided a strong reminder - "We I.D. You must be 21 years of age or older to purchase alcoholic beverages" and "STOP- Purchasing alcohol for minors is against the law."



Hernando Approach-Retail Access

Alcohol Environmental Scans

- Surveys done onsite annually at alcohol vending locations to identify their signage practices, what types of alcohol they sell, promotions running, etc.

We ID and NOTICE poster campaign

- We distributed We ID signs to local alcohol vendors and also NOTICE posters, which warn staff that selling/serving alcohol to minors is against the law and can result in jail time and fines.

Environmental Prevention Strategies

NOTICE

It is against the law (F.S.S. 562.11) to sell, give or serve alcoholic beverages to individuals under the age of 21

Store clerks, it is your responsibility to:

- ✓ Check for a proper form of identification (i.e., Drivers License, Passport, Military ID, etc.) of individuals purchasing alcoholic beverages,
- ✓ Properly calculate the date and age of individuals purchasing alcoholic beverages, and
- ✓ Do your part and help keep alcoholic beverages out of the hands of individuals under the legal drinking age of 21.



Know the Law.

Do not sell alcohol to minors.



Selling alcohol to minors is a second degree misdemeanor. The fine for selling alcohol to minors can reach \$500 and 60 days jail time for the first offense.

Hernando County Community Anti-Drug Coalition



Our Approach- Enforcement

Trainings for Law Enforcement

- The coalition provided training for Law Enforcement to help curb sales to persons underage in Hernando County (Compliance Check training, Safe Festivals Training, Open House Party Dispersal Training).

Compliance Checks

- The Hernando County Sheriff's Office and Brooksville Police Department Office complete quarterly compliance checks to help prevent alcohol vendors from selling to underage individuals.

Diversion to PREP (Responsible Beverage)

- If someone is caught selling alcohol to anyone underage age, they are given a choice by law enforcement, keep the arrest and pay your fines or take the PREP course and pay a reduced rate.

Know the Law Campaign





- The campaign works to teach youth and parents a better understanding of the law to avert youth from unlawful behavior.



Environmental Prevention Strategies

Outcomes

Alcohol Environmental Scans

	2012	2013	2014	OUTCOME
Percentage of Stores with Age Control Signs Outside	55.6%	54.9%	85.0%	
Percentage of Stores with Age Control Signs Inside	61.1%	80.2%	95.0%	
Percentage of Advertisements Alcohol-Related- Outside	61.1%	46.7%	29.0%	
Percentage of Advertisements Alcohol-Related- Inside	83.8%	48.6%	31.6%	

HCCADC youth speak to stores about signage practices during scan, Compliance Checks, Diversion Options, and RBST going

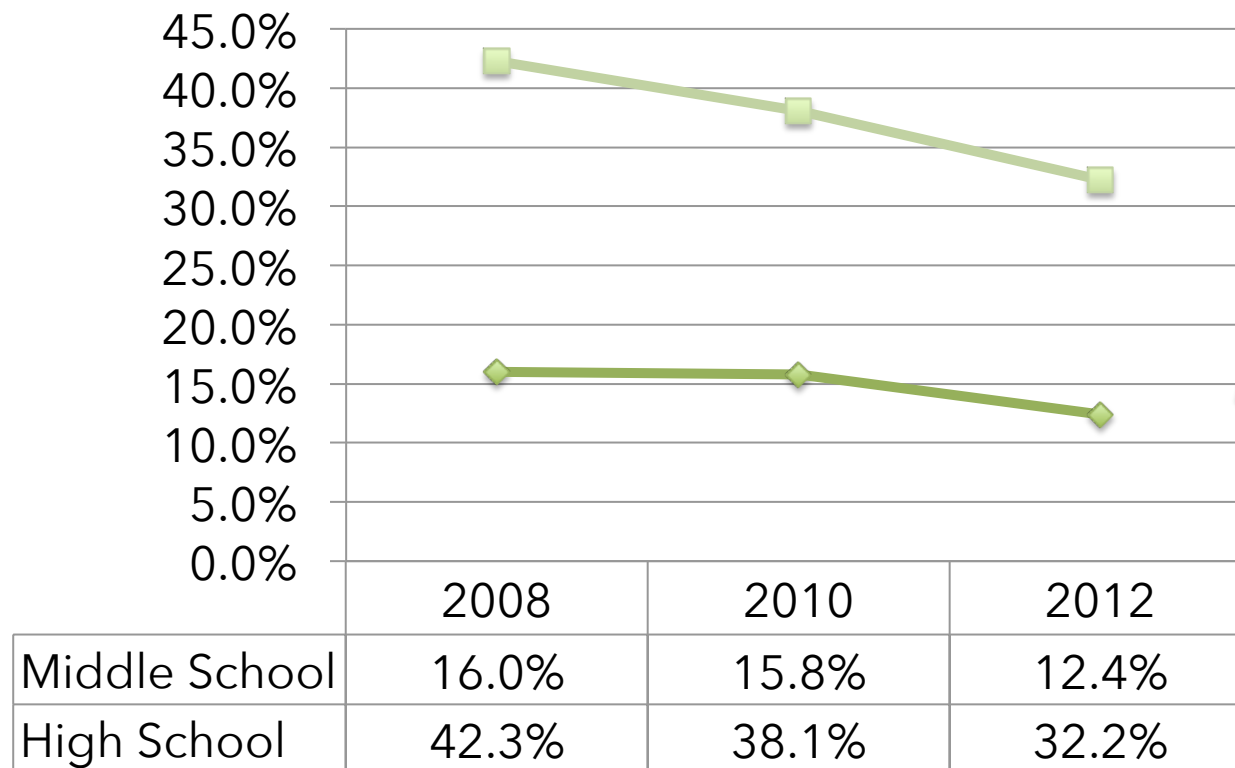
HCCADC youth hand out WE ID and NOTICE posters, Compliance Checks, PREP, RBST ongoing

HCCADC Retailers are making great, positive changes in our community!!!!

Outcomes (con.)

UNDERAGE DRINKING REDUCTIONS- PAST 30 DAYS

Hernando County Teens



From 2008 to 2010, past 30-day alcohol use by high school students decreased an overall **23.6%!!**

Data obtained from Florida Youth Substance Abuse Survey

Outcomes (con.)

Usual Source of Alcohol within Past 30-Days by
Hernando High School Students

	2010	2012	All Decreasing ↓
Purchased in a store	7.4%	2.8%	
Purchased in a bar, club, or restaurant	1.0%	0.6%	
Purchased in a public event	0.3%	0.0%	

Data obtained from Florida Youth Substance Abuse Survey

HCCADC Partners have provided:

- Know the Law Presentations to over 1,000 residents
- Roughly 150 compliance checks
- We ID and NOTICE posters to over 140 local alcohol vendors
- PREP classes to over 100 alcohol sellers/servers
- Over 2,500 STOP stickers on alcohol

CONTACTS

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