

ALCOHOL POLICY RESOURCE CENTER

PREVENTION FIRST

FY21 ANNUAL SUMMARY

EVERY DECISION MATTERS.

Our Mission: Helping communities reduce underage drinking and alcohol misuse.

Overcoming Challenges

FY 21 was a year like no other. The Alcohol Policy Resource Center rose (APRC) to meet the challenge like so many others. We dedicated this year to be the year of new: new methods of communication, new modes of providing resources and new partnerships. We know every decision matters.

What the Data Tells Us

Alcohol remains the substance most used by teens in Illinois. Although teen alcohol use continues to trend downwards in Illinois, efforts to reduce underage drinking are as important now as ever. According to Illinois Youth Survey data, during 2018, nearly one-quarter of teens reported some alcohol use in the past 30 days. Not only is this number troubling, but it is also above the national average and puts Illinois youth at risk of harm from alcohol. Illinois Youth Survey data shows that most teens get their alcohol from social sources, including friends, parents and parties. Additionally, teens note alcohol is easy to obtain and often put themselves at significant risk through binge drinking, drinking and driving and riding with a drunk driver.

We All Feel the Consequences of Underage Drinking

The consequences of underage drinking are not just felt by youth. Behavior changes, academic challenges, relationship difficulties, injuries, violence and mental and physical health problems affect families, schools and communities. Whether young people drink and how much young people drink depends largely on community norms and expectations about drinking. These norms and expectations emerge from and reflect the community alcohol landscape. (1) Communities often consider their alcohol landscape as established and unchangeable. But communities can create, change or strengthen their alcohol landscape by developing local alcohol policies to reduce underage drinking.

The Alcohol Policy Resource Center is Helping Communities Throughout Illinois

The APRC provides training, education, technical assistance, resources and tools on evidence-based alcohol policy and law enforcement strategies to municipalities, local officials, law enforcement and community coalitions focused on reducing underage drinking in Illinois. We know that efforts to reduce underage drinking need to focus on youth and adults and must engage society at large. We also know that local people solve local problems best, and people support what they help create. The APRC focuses on working with communities to identify environmental strategies for alcohol policy and enforcement. Such strategies aim to develop and sustain a broadly shared commitment to reducing underage drinking. We promote proven processes, strategies and techniques. We look to empower communities throughout Illinois to review local data, identify factors contributing to underage drinking and select evidence-based strategies to reduce underage drinking.

(1) Pacific Institute for Research and Evaluation (PIRE) in support of the OJJDP Enforcing the Underage Drinking Laws Program. How to Use Local Regulatory and Land Use Powers to Prevent Underage Drinking. Web. September 2017.

YEAR IN REVIEW

FY21 was the year of rebranding. Prevention First and the Alcohol Policy Resource Center updated logos, the website, and resources. We strive to advise, amplify, and advocate for alcohol prevention. Despite having to provide our services remotely, we have expanded our reach. We are excited to celebrate our highlights. One of them is the increase in webinars featuring national experts. The APRC newsletter has grown in readership and downloads as well.

Here are some of the Core Services the APRC provided in FY21:



Webinars



**Law Enforcement
Training**



Resources and Tools



Technical Assistance



**Conferences, Exhibits &
Meetings**



Workshops

CORE SERVICES

Webinars

We entered the fiscal year with a mandate of no in-person contact. The APRC coordinated with national experts to share the latest research and strategies to prevent underage drinking. Seven live webinars were hosted this year resulting in a viewership increase of 85% over FY20.

- Alcohol Advertising Effects on Adolescents - Dr. Alisa Padon
- Placebos, Prevention and Parents: What the Science Says About Alcohol and the Important Role of Coalitions - Dr. Jason Kilmer
- Preventing Youth Access to Alcohol Online - Dr. Rebecca Williams
- The Truth About Underage Drinking and Fake ID's - Jermaine Galloway and Mark Baxter
- Alcohol Home Delivery: Regulatory and Enforcement Implications - Cassie Tourre and Carrie Christofes
- Alcohol Prevention Is Suicide Prevention: Understanding the Associations Between Alcohol and Suicide - Dr. Jason Kilmer
- Special Events Enforcement Operations - Jermaine Galloway

Webinars enable the APRC to provide evidence-based information to a broad audience in a live and on-demand format. Most webinars are recorded and posted on the APRC's GoToStage platform, which allows participants to view the webinar at a convenient time. The APRC's GoToStage channel is at:

<https://www.gotostage.com/channel/alcoholpolicyresourcecenter>

A DFC coalition requested a webinar be developed by APRC staff on Raising Healthy Teens: What Parents and Caretakers Need to Know About Teens and Alcohol. This webinar was recorded and is available on the coalition's webpage and social media channels.

Law Enforcement Training

The APRC works with the Illinois Law Enforcement Training and Standards Board (ILETSB) to certify alcohol enforcement training in Illinois. This certification allows law enforcement to receive needed certification hours when they attend training facilitated by the APRC. The APRC offers several certified trainings, including:

- Alcohol compliance checks
- Shoulder tap and other operational strategies for reducing third-party transactions of alcohol to minors
- Fake/Illegal ID detection
- Controlled party dispersal and party prevention
- Special events management
- Legal considerations for enforcing underage drinking laws

In FY21, the APRC was not able to provide in-person training because of COVID-19 restrictions. However, one virtual training was held for DuPage County on alcohol compliance checks. An alcohol compliance check investigations online training has been in production during this fiscal year. This training format takes into consideration the need for social distancing and busy schedules. Officers will be able to complete the four-hour certified training at their own pace.

CORE SERVICES

Resources and Tools

Resources and tools allow the APRC to deliver capacity-building information directly to local elected officials, community members, law enforcement and coalition members. Resources and tools are available on the APRC website, distributed at meetings and conferences and uploaded into webinars. We often receive requests for materials to distribute, and we can provide resources through grant funds. The increase in requests led to the development of the APRC Clearinghouse. The Clearinghouse has provided substance use prevention grantees an opportunity to share APRC printed resources with their coalition and the population they serve.

Resources and tools developed in FY21:

- Alcohol Policies and Suicide Infographic
- Stress and Alcohol Infographic
- Direct to Consumer Alcohol Infographic
- Social Host Ordinance Microlearning Video
- Easy Retail Access Microlearning Video
- Social Host Ordinance Fact Sheet (English and Spanish)
- Youth in Policy series (Spanish)
- Law Enforcement Strategies Resource Guide
- +PYD Alcohol Compliance Check Success Story

The monthly APRC newsletter amplifies alcohol prevention activities and provides updates on the latest research and trends.

Technical Assistance

Technical assistance is provided to communities, law enforcement and elected officials to increase their capacity to implement evidence-based alcohol policies and law enforcement strategies. Technical assistance can be a one-time event or support offered over several weeks or even several months. In FY21, twelve technical assistance clients received services.

Technical assistance topics included:

- Alcohol compliance checks
- Fake ID detection and challenges
- Direct-to-consumer alcohol sales
- Policy adoption
- Illinois Youth Survey
- Youth working with law enforcement
- Environmental strategies
- Strategic Prevention Framework
- Media response
- Alcohol marketing
- Alcohol availability at special events
- Raising Healthy Teens - What Parents and Caretakers Need to Know About Teens and Alcohol

CORE SERVICES

Conferences, Exhibits and Meetings

Conferences, exhibits, and meetings allow the APRC to reach members of our target audiences and discuss services offered. They also offer resources to local elected officials, law enforcement, community members, youth and coalition members. Depending on the conference, exhibit or meeting, we customize materials for distribution, based on resources and tools to build capacity for alcohol policies. We also promote technical assistance, webinars and law enforcement training. In FY21, the pandemic prevented the APRC from attending conferences in person.

The APRC provided meeting coordination and agenda development and helped facilitate Illinois Alliance on Reducing Underage Drinking meetings. In collaboration with the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery, the Illinois Alliance provides stakeholders focused on reducing underage drinking with a community of peers who share data, current research, best practices and ongoing underage drinking prevention efforts implemented in the Illinois. The Illinois Alliance also offers an opportunity to review the Illinois STOP Act report. Four virtual meetings were held during the fiscal year. The APRC developed and compiled a technology survey to assess the needs of Illinois Alliance members. This survey is a catalyst for partnerships among the members.

The COVID-19 pandemic's silver lining has been virtual coalition meetings. The APRC serves all of Illinois, and in-person coalition meetings would be nearly impossible. Virtual meeting platforms have opened doors to coalitions all across the state. We have participated in local coalition meetings throughout the year to assess prevention providers' needs and develop working relationships.

Workshops

Virtual workshops led by the APRC focus on providing information to participants on various topics to increase knowledge on alcohol policies, policy adoption, and policy enforcement. The APRC offered two virtual workshops in FY21:

- DFC Coalition - Direct to Consumer Alcohol
- DFC Youth Sector Coalition - Strategic Prevention Framework and Environmental Strategies and Policies

Prevention Networking

The APRC adopted new avenues of networking during FY21. We have joined the American Public Health Association - ATOD Leadership Team's Alcohol Action Network (AAN). The AAN meets twice monthly with alcohol prevention leaders from across the country. This group shares resources, experiences and knowledge on topics such as cocktails-to-go, alcohol home delivery, curbside delivery, and alcohol taxes.

The Illinois Alliance to Reduce Underage Drinking expanded its membership during FY21. The need for a group-sharing platform has arisen. The APRC will manage the Illinois Alliance Slack platform to facilitate sharing of minutes, agendas, resources, and event information to benefit all members.

APRC ADVISORY COUNCIL

Matt Cassity – 360 Youth Services
Chemberly Cummings – City Council, Town of Normal
Sheriff Mike Everett – Wayne County
Sergeant Adam Kapchinske – Town of Normal
Robyn Block – State Coordinator for IL SADD
Richard Brunk – County Board District 13
Lee Roupas – Illinois Liquor Control Commission
Shannon Alderman - Illinois Department of Transportation
Kelly O'Connor - Oak Park Township
Deputy John Shallenberger – Tazewell County Sheriff's Office
Scott Hays – Center for Prevention Research & Development at the University of Illinois
Trooper Haylie Polistina – Illinois State Police
Jody Heavilin – Alcohol Policy Resource Center
Kellie Henrichs – Prevention First

During FY21, the APRC Advisory Council met, via Zoom, on December 1, 2020, and June 16, 2021. These meetings provide an opportunity for Advisory Council members to hear about the APRC initiatives and provide feedback, perspectives, expertise and guidance to the APRC.

The APRC also produces a monthly newsletter, specific to Advisory Council members, that provides updates on new resources, upcoming webinars, law enforcement training and conferences and exhibits. This newsletter also allows to include pertinent information to Advisory Council members to build their capacity for underage drinking prevention and related topics.

APRC SOCIAL MEDIA

During FY20, the APRC developed a YouTube channel to feature micro-learning videos. The APRC expanded its social media presence in FY21. LinkedIn and Facebook were added to promote resources and professional development opportunities for law enforcement, prevention coalitions, elected officials and municipalities.



<https://www.prevention.org/alcohol-policy-resource-center>



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