

Coalition Name: North County Prevention Partnership (NCP) of South San Francisco, CA

Title of Key Strategy: *“Licensee Education on Alcohol & Drugs (LEAD) training, and compliance checks to reduce retail access to alcohol.”*

COALITION KEY STRATEGY DESCRIPTION:

AREA OF INTEREST (Health Promotion or Substance Abuse Prevention)

Substance Abuse Prevention

TARGET SUBSTANCE(S) (Alcohol, Tobacco, Marijuana, Prescription/OTC Drugs, Heroin, Synthetic Drug, Emerging Drug or Opiates)

Alcohol (this strategy); also Marijuana (as other substance of focus with different strategy)

SETTING (Home, School, Workplace or other Community Setting)

Community & Workplace Setting (for LEAD training); Home Setting (for social host liability law)

OUTCOMES (Alcohol, Cost, Crime/Delinquency, Drugs, Education, Employment, Environment Change, Family/Relationships, Homelessness, Mental Health, Quality of Life, Social Functioning, Suicide, Tobacco, Trauma/Injuries, Trauma/Recovery, or Violence)

Reduction of youth access to alcohol at the retail level by educating merchants. Reduction of shoulder-tapping incidence by increased merchant vigilance and community education of consequences of providing alcohol to minors (Stanley Roberts “People Behaving Badly” segment on KRON-4 featuring shoulder tapping stings in SSF). Improved storefront appearance in downtown SSF and other areas of blight in the City, reducing propensity for criminal activity and homelessness in downtown.

RACE/ETHNICITIES (American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or other Pacific Islander, White or Race/Ethnicity unspecified)

Unspecified currently. However, our coalition recognizes a strong need to provide trainings and resources in Spanish language. We are exploring resources that can provide translation, and are working with community members who have the capacity to translate written materials from English to Spanish. We also recognize the large Pacific Islander (PI) community locally (Samoan, Tongan, Fijian), and are working with Samoan Solutions to provide culturally competent materials and possible translation for PI identified merchants.

GENDER (Male or Female)

Unspecified. Applicable to all.

GEOGRAPHY (Urban, Suburban, Rural and/or Frontier, or Tribal)

Officially listed as Suburban. However, the City of SSF has strong elements of Urban and Suburban characteristics.

STRATEGY TITLE AND DESCRIPTION

“Licensee Education on Alcohol & Drugs (LEAD) training, and compliance checks to reduce retail access to alcohol.”

LEAD training is a form of Responsible Beverage Service Training (RBST) provided in South San Francisco to local merchants and those from neighboring cities. The South San Francisco police department, through their participation in the Under 21 Consumption of Alcohol Suppression Team (COAST 21) reinforces the merchant education provided in the LEAD training by conducting periodic alcohol compliance checks on merchants in SSF. NCPP, utilizing the Communities Mobilizing for Change on Alcohol (CMCA) evidence-based practice, has been and continues to work with youth, community members, local government, county agencies, other community based orgs, media, and law enforcement to build support for exploring the possibility of passing either a mandatory LEAD training requirement, or social host liability law in South San Francisco. With NCPP's participation in the statewide Healthy Stores for a Healthy Community campaign, collaborations with the local fire department, as well as county-based tobacco and nutrition agencies have developed as a result of addressing merchant signage regulations and neighborhood blight.

IMPLEMENTATION HISTORY

CMCA:

- One-on-One Interviews (qualitative data): March 2014 - Present
- Community Mobilization: November 2013 – Present
- Collaboration with SSF Violence Prevention Coalition: August 2013 - Present

Healthy Stores for a Healthy Community Campaign:

- Healthy Retailer surveys: June 2013 – September 2013
- Teens Making A Change youth coalition participation: June 2013 - Present
- Collaboration with Tobacco Education Coalition: July 2005 - Present
- Partnership with Daly City/Pacifica Community-Based Partnership: July 2005 - Present

SSF Compliance Checks:

- LEAD trainings: ~2009 - Present
- Enforcement: ~2009 - Present
- Media (Stanley Roberts segment): Feb 2013
- Partnership with Daly City Police Dept for compliance checks: May 2014

Partnership with local Fire Department:

- Blight checks/Lee Law enforcement: Beginning stages

PARTNERSHIPS

SSF City Council/Mayor Karyl Matsumoto
 SSF Park & Rec/Mike Mulkerrins
 SSF Police Dept/Chief Mike Massoni/Det. Tony Pinell
 SSF Unified School District/Superintendent Hogan
 Samoan Solutions/Epi Aumavae
 SSF Violence Prevention Coalition/PCRC
 NCPP Daly City & Pacifica Coalition/Ingrid Mapanao
 North Central San Mateo Partnership/Malissa Netane
 Teens Making a Change Youth Council
 Webmaster/Christopher Viray
 New Life Christian Fellowship/Jonathan Markham

Jefferson Union High School District/Nancy Eagan/Assoc Superintendent Irish
 Daly City Police Department/Chief Manuel Martinez Jr./Sgt Matt Fox
 Prevention Research Center/Dr. LisaMarie Miramontes
 San Mateo Behavioral Health & Recovery Services/Diana Hill/Stella Chau
 San Mateo Tobacco Education Coalition/Shanda Scruggs/Francesca Lomotan
 San Mateo Chronic Disease & Injury Prevention/Edith Cabuslay
 Youth Leadership Institute/Anthony Heimuli/Fahad Qurashi
 North County Outreach Collaborative/Nani Wilson
 Be The Change youth collaborative
 Daly City Youth Health Center/Kim Gillette
 HealthRIGHT 360/Fiscal Agent/Transportation/Staffing/Accounting

WHAT WORKED? WHY?

The existence of COAST 21, the LEAD training, and compliance checks in SSF prior to NCPP receiving the DFC grant provided existing infrastructure for the coalition to support the prevention work that has been ongoing. The support from SSFPD, the SSF Unified School District, and also the City of South San Francisco enabled NCPP to enhance these existing efforts by: providing both quantitative and qualitative data from the CMCA one-on-one interviews and Healthy Retailer surveys to inform the community of needs; enabling stronger partnerships with county-led agencies working in alcohol, tobacco, and nutrition; facilitating community mobilization efforts by providing meeting spaces, linkages to key stakeholders, and an opportunity to present the work of NCPP to

City Council; and increasing the visibility of alcohol prevention efforts at the retail level through concerted efforts to partner with media outlets (Stanley Roberts with KRON-4, and local newspapers).

The LEAD training in April 2014 in South San Francisco was attended by over 150 people, many of whom can from nearby cities because they were cited for providing alcohol to a minor, or just wanted to be proactive about learning about the consequences of providing alcohol illegally as a merchant. SSFPD also notified merchants that they would be doing periodic compliance checks, and this reinforced the importance of the training and need to reduce the accessibility of alcohol to youth.

Participation in the Communities Mobilizing for Change on Alcohol (CMCA) and Healthy Retailer projects allowed our coalition to connect more effectively with community members, stakeholders, and especially youth. Stakeholders and members of the community attended our CMCA trainings, and continue to participate in our one-on-one interviews process, which will provide us with rich qualitative data to analyze. We were able to rally together youth from Teens Making A Change, and Be The Change youth collaborative to work on the Healthy Retailer store surveys, as well as the current Public Intercept Surveys phase of the project. The youth were able to learn and understand the importance of environmental prevention efforts and policy advocacy, as well as have a great practical experience doing community surveys using their smartphone devices.

Perhaps the greatest success of all of this work is the potential to integrate many of our prevention efforts on a much broader scale in Northern San Mateo County. Our work with the Community-Based Partnership grant in Daly City and Pacifica has given us additional background and concurrent experience to bring some of these efforts into our SSF DFC coalition work. In the past, our partner agencies have done work in Tobacco Retail Licensing, Social Host Ordinance, Youth-led Participatory Research, and Responsible Beverage Service Training. Through our partnerships with County agencies and our partners, we hope to explore possibilities of mandating RBS training in SSF, or exploring the potential to pass a social host liability law to hold parents accountable for providing alcohol at family functions or hosting drinking parties for minors, which was a concern raised by numerous people in the course of our CMCA one-on-one interviews.

BARRIERS AND/OR CHALLENGES

Some of the greatest barriers we've encountered so far is not having easy accessibility to a translator or capacity to provide written materials in the "threshold languages" (Spanish, Tagalog, Cantonese; as identified by San Mateo County). We have working relationships with community stakeholders who are capable in these languages, but their time and capacity is also limited by the nature of the community work they do as well. Our options are to reach out to San Mateo County's Office of Diversity & Equity to seek out individuals who can provide translation services, but costs sometimes make this challenging. As staff of Filipino-American heritage, we also recognize that it might be more difficult for members of the large Latino population in SSF to trust or connect not only with us, based on cultural differences or misconceptions, but also our fiscal agent based on our name (Asian American Recovery Services) [though over half of AARS clients are NOT of Asian heritage; we serve everyone].

As far as community members and stakeholders, there seems to be a challenge with not really understanding what environmental prevention and policy advocacy work is. Many people seem to feel disconnected or are unsure of how or why they should stand behind our efforts to reduce the harm of alcohol on youth by addressing retail access. Many people agree that social access to alcohol is a problem, but many people also feel that social host liability laws are too strict or don't really solve the problem. When people think of prevention work, their minds automatically gravitate toward the solution of creating more Programs for youth, and we always have to explain that while programs may be great solutions, they are highly dependent on continued funding to be sustainable. By advocating for and passing policies, we ensure that the great work we did continues beyond our dependence on funding.

Perhaps the biggest challenge in policy advocacy work is building the support and momentum for policies that some people feel unfairly target the business community. City leaders often work closely with the business communities in their cities, and prevention advocates such as us run into resistance when we advocate for increasing the responsibility of merchants to reduce the accessibility of alcohol to youth and overly intoxicated patrons. It seems to boil down to inconveniencing merchants with developing or adhering to stricter company policies, or requiring them to purchase additional items such as ID scanners, which create additional financial burden and cut into their already tight profit margins. City leaders who are capable of passing the policies we advocate for as prevention coalitions are always caught in the middle of the debate, and often have to decide between supporting the businesses that have helped to get them elected to office, or responding to the needs of the community for creating greater protections for the health and safety of youth.

PRIMARY COALITION CONTACT PERSON

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