



## The Pima County-Tucson Task Force to Reduce Underage Drinking

Meeting Minutes  
 Thursday, January 31, 2008  
 8:00 a.m.-1:00 p.m.  
 Hardesty Center, Midtown Police Station  
 1100 S. Alvernon Way  
 Tucson, AZ 85719

**In attendance:** Amy Bass-Compass Health Care/Community Prevention Coalition, Kim Briamonte-The Partnership, Ben Davis, Paul Diaz-City of South Tucson, Sean Hammond-Governor's Office of Highway Safety, Koreen Johannessen-Commission, Mauricio Lopez-Apostolic Church/Commission, Lori Oien-Southern Arizona DUI, Chuck Palm-The Partnership, Pat Richter-29<sup>th</sup> St. Coalition Weed & Seed, Marcia Roberts-Westside Coalition Weed & Seed, Maricruz Ruiz-South Tucson Prevention Coalition, David Salafsky-UA Campus Health, Linda Simpson—The Partnership (Phoenix), Nastia Snider-Simon-Luz Southside Coalition, Renee Sowards-Ward 4, Steve Suffecool-Finley Distributors, Cyndy Valdez-Golden Eagle Distributors, Alma Yubeta-Pima Community College.

ITEM	ACTION	FOLLOW-UP
<b>Welcome &amp; Introductions</b>	D. Salafsky called meeting to order. Introductions made by all present.	
<b>Review of Past Meeting Minutes</b>	Minutes reviewed from November meeting. L. Oien moved to approve the minutes. K. Johannessen seconded the motion. The motion was approved by voice vote.	N. Snider-Simon will send approved minutes to the City & County.
<b>Taskforce Teambuilding</b>	Short bios of Task Force participants distributed to all present. M. Roberts led the group in a teambuilding exercise to help participants get to know each other and to function more effectively together.	
<b>Strategic Planning Presentation</b>	<p>C. Palm gave a PowerPoint presentation regarding the Task Force.</p> <p>The presentation included information about the establishment of the Commission and the assessment process undertaken by the Commission. As part of the assessment process, the Community Policy Panels came up with 6 basic recommendations, one of which was to raise local taxes on alcohol products. In 2003, The Partnership conducted a survey of registered, likely voters to assess their support for an increase in alcohol taxes. They found that a majority of those surveyed would support an alcohol tax if the funds raised were used for prevention or treatment. In 2004, the report, <i>A Call to Action: Reduce Underage Drinking in Pima County!</i>, was completed. The report included data related to underage drinking in Pima County. Among the findings was that the age of first use of alcohol in Pima County was lower than the age of first use at the state or national levels.</p> <p>The Call to Action included 29 recommendations for reducing underage drinking in Pima County. Action has been taken on some of these recommendations by the Task Force and/or other community groups. The recommendations are as follows: 1) Increase excise takes on alcoholic beverages, 2) Reduce the density of locations where alcohol is sold, 3) Strengthen compliance check programs, 4) Require all sellers/servers of alcohol to complete a mandatory state-approved training, 5) Require</p>	

	<p>that adequate systems and safeguards are used by vendors to validate ID cards, 6) Increase the number of enforcement officers, 7) Require stronger enforcement of existing laws prohibiting the purchase of alcohol by minors, 8) Require stronger enforcement of existing laws prohibiting the purchase or possession of alcohol for minors by adult enablers, 9) Require increased penalties for the use of false IDs, 10) Increase the number of “Cops in Shops” programs, 11) Ensure that law enforcement aggressively checks open areas where underage drinking parties are known to occur, 12) Ensure that law enforcement agencies routinely cite underage drinkers and the person who supplied the alcohol, 13) Establish and implement a beer keg registration system, 14) Implement a countywide ordinance regarding loud parties, 15) Ensure that law enforcement aggressively responds to complaints about noisy parties, 16) Identify a system for researching community indicators, 17) Evaluate the effectiveness of specific youth alcohol abuse treatment and prevention programs and interventions, 18) Form a school and community coalition, 19) Work with border communities, 20) Support parent coalitions, 21) Ensure that all college, university, and K-12 school staff members receive education on recognizing the signs and effects of alcohol abuse among students and their families, 22) Ensure that accessible, quality screening, assessments and treatments exist for youth alcohol abusers and their families, 23) Require that effective, research-based alcohol use prevention curricula be implemented in schools and other venues, 24) Develop more effective diversion programs for youth offenders, 25) Ensure that strict school policies are in place and enforced regarding alcohol use, 26) Increase access for youth to alcohol-free activities, 27) Restrict alcohol sponsorship of public events, 28) Develop restrictions on alcohol advertising, and 29) Implement a media campaign.</p> <p>In the presentation, information was also presented regarding environmental (population-proximal cause) change models.</p>	
<p><b>Strategic Planning Discussion</b></p>	<p>During the presentation and following it, the group discussed the information provided. The group recognized that it would not be possible to work effectively on all 29 recommendations simultaneously. Rather, in order to be effective and see a change, the group needed to select several recommendations as priorities. In beginning to think about which of the 29 recommendations should be prioritized for the Task Force’s efforts this year, the group discussed issues such as what individuals/agencies would be willing to work to “champion” or implement specific recommendations, how much effort it would take to implement a given recommendation, community readiness, and what can be done on a local level as opposed to on a state-wide level. All group members were then given a handout with the 29 recommendations listed. Each individual was charged with putting a mark next to 4 recommendations on which they would like the Task Force to work in the coming year. All recommendations selected</p>	

	<p>through this exercise were then listed on a white board, and group members were asked to vote to prioritize the recommendations.</p> <p>Two recommendations ended up being very highly prioritized: Recommendation #1: Increase excise taxes on alcoholic beverages and Recommendation #4: Implement a mandatory responsible-beverage server training. The next most highly prioritize task was Recommendation #16: Identify a system for researching community indicators. Two other recommendations were also selected: Recommendation #13: Establish and implement a beer keg registration system and Recommendation #2: Reduce the density of locations where alcohol is sold.</p>	
<p><b>Improving the Taskforce</b></p>	<p>In order to make progress on these tasks, the group decided to set up committees to begin working on each of the prioritized recommendations.</p> <p>P. Diaz, L. Oien, P. Richter, and N. Snider-Simon volunteered to serve on the committee looking at increasing alcohol excise taxes. Among the recommendations given to the group were contacting United Way First Focus on Kids to learn from their experiences increasing tobacco taxes.</p> <p>A. Bass, N. Snider-Simon, and R. Sowards volunteered to serve on the committee addressing issues of alcohol outlet density. Y. Herrera was also recommended for this committee. C. Valdez said she would provide assistance to the group.</p> <p>S. Hammond, K. Johannessen, D. Salafsky, and A. Yubeta volunteered to serve on the committee working on mandatory responsible-beverage server trainings. C. Valdez said she would provide advice to this group.</p> <p>K. Briamonte, K. Johannessen, C. Palm, M. Roberts, M. Ruiz, and S. Suffecool volunteered to work on the committee identifying a system for researching community indicators. D. Salafsky noted that Campus Health may have two interns that could help with this process. Other suggestions made to this group were drawing upon the CPC's needs assessment, which was conducted last year and asking M. Pryor for help with data.</p> <p>B. Davis, S. Hammond, M. Lopez, L. Oien, and R. Sowards volunteered to work on the keg registration committee.</p> <p>C. Valdez and D. Salafsky agreed to take the lead in terms of following up on ongoing Task Force projects. They will spear head efforts to take the Social Host Ordinance to the county level and to take the changes in the Special Event Liquor License Application process to the county level.</p> <p>The final subcommittee that the group recommended forming was a membership committee. L. Oien and C. Valdez volunteered for this committee.</p>	

	<p>The group noted that there were gaps in terms of sector representation by members. Currently, there are 12 individuals who are active, formally approved members of the Task Force: J. Finley (who does not attend Task Force meetings, but who sends S. Suffecool as his representative), Y. Herrera, K. Johannessen, M. Lopez, M. Pryor, M. Roberts, H. Robles, D. Salafsky, N. Snider-Simon, R. Sowards, C. Valdez, and A. Yubeta. These gaps hinder Task Force efforts; for example, not having sufficient representation from Pima County could hamper efforts to expand the Social Host Ordinance and Special Event Liquor License Application changes to the county level. As a first step to rectifying these issues, the group recommended that the names of those individuals who have been actively attending Task Force meetings be submitted to the Commission to be formally approved as members. It was recommended that B. Davis could represent the Advocacy sector, P. Diaz could represent the Government sector, S. Hammond could also represent the Government sector, L. Oien could represent the K-12 sector, P. Richter could represent the Neighborhoods/Coalition sector, M. Ruiz could represent the Neighborhoods/Coalition sector, and S. Suffecool could formally represent the Beverage/Hospitality Industry sector in place of J. Finley.</p> <p>The group made recommendations for recruiting other new members. It was recommended that D. Salafsky and C. Valdez ask the County representative on the Commission who would be a good representative from the County for the Task Force. L. Oien said she would contact Reverend Grady Scott regarding joining the Task Force and representing the Faith Based sector.</p> <p>The group discussed membership more generally, discussing how the Task Force recruited new members and discussing the need for Membership packets.</p> <p>The group also discussed the need for a website/webpage for the Task Force. D. Salafsky noted that someone from Campus Health might be able to help with this.</p>	
<b>Adjournment</b>	The meeting was adjourned.	

**\*Next meeting:** The next meeting of the Task Force will be Thursday, February 28, 2008, Hardesty Center, 1100 S. Alvernon Way, 8:00-9:30 a.m.