

BHD RFP Addendum – 7/29/10

Service Access and Prevention - AODA Program #A001

Please note the following updates to the 2011 RFP for Service Access and Prevention – AODA services:

Applicants should demonstrate a focus on primary prevention services, with environmental strategies that address population-level changes. Applicants should, when possible, demonstrate plans for building of coalitions and strategic partnerships, as well as coordination with other existing prevention initiatives in our community.

The State of Wisconsin has identified the following priority populations, based on the most recent epidemiological studies they have completed:

- 1) Underage drinking
- 2) Young adult binge drinking
- 3) Motor vehicle fatalities and injuries
- 4) Drinking among women of child-bearing age
- 5) Drinking among women who are pregnant
- 6) Drug-related death, including death from opiate-related prescription drug abuse

For further information, the most recent available Wisconsin epidemiological study can be found at: <http://www.dhs.wisconsin.gov/stats/aoda.htm>.

Applicants should select one or more of the above-noted priorities and indicate the research-driven, evidence-based practice(s) they will utilize to address each priority. A list of environmental strategies approved by the State of Wisconsin follows this announcement and is entitled “Pre-Approved Strategies for 2011 Wisconsin SPF SIG Community Plans.” Additionally, further information about the strategic prevention framework supported by SAMHSA and their Prevention Platform is available at: <http://prevention.samhsa.gov/about/spf.aspx>.

PRE-APPROVED STRATEGIES
For
2011 Wisconsin SPF SIG Community Plans

A. Community and Municipal Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
1.	Enhance law enforcement capacity and commitment to address alcohol laws	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Access Social Norms Low perceived risk
2.	Promote the prosecution and adjudication with sanctions of alcohol law violations within the municipal and circuit court systems	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Access Social Norms Low perceived risk
3.	Establish procedure for “party patrols” targeting open parties in residential settings that are unlicensed taverns and outdoor areas with a history of attracting underage drinkers.	Underage use Binge drinking Impaired driving	Enforcement Social Access Social Norms Low Perceived Risk
4.	Develop police policy to investigate citizen complaints of over-serving (125.07)	Binge drinking	Retail Access Social Norms Low Perceived Risk
5.	Develop procedure for citizens’ complaints about a “disorderly house” and similar violations that may result in disciplinary action against a licensee. (125.12)	Binge drinking Underage use Impaired driving	Retail Access Social Access Social Norms
6.	Implement <i>saturation patrols</i> during targeted time periods such as the post closing hours.	Impaired driving	Enforcement Social Norms Low Perceived Risk
7.	Establish law enforcement led class on appropriate policies and practices for sellers/licensees cited for violations	Underage use Binge drinking Impaired driving	Enforcement Retail Access Underage Use
8.	Authorize police to enter property in owners absence if they suspect underage drinking and create law enforcement protocol for entering private homes to check for underage drinking with prior consent of owner.	Underage use	Social Access Perceived Risk Social Norms Enforcement
9	Establish police policy requiring drivers, under age 21 with BAC greater than 0.00, to receive absolute sobriety violations and “minor in possession” citations.	Underage use Impaired driving	Enforcement Low Perceived Risk
10	Implement a <i>Parents Who Host Lose the Most – Don’t Be a Party to Teenage Drinking</i> Campaign. Must include law enforcement action, coalition involvement and public information to assure fidelity with evidence	Underage use	Underage Use Social access Social Norms

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
	based practice.		
11	Develop municipal standards and procedures for awarding, renewing, suspending and revoking alcohol licenses	Underage use Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk
12	Limit the number of Class B, fermented malt beverage licenses that do not serve food. You may wish to limit class B liquor licenses although state statutes already limits the number of liquor licenses based on population.	Underage use Binge use Impaired driving	Retail Access Enforcement Social Norms
13	Limit the number of Class A licenses	Underage use Binge use Impaired driving	Retail Access Enforcement Social Norms
14	Require Class "B" Temporary Licenses to include conditions such as requiring secure perimeter, ID checks, RBS, sober servers	Underage use Binge drinking	Retail Access Social Access Social Norms
15	Require an ID check for delivery of alcohol to a private residence	Underage use	Retail Access Social Access
16	Adopt ordinance banning consumption-based drink specials, such as flat fee and time limited pricing.	Binge drinking Impaired driving	Retail Access
17	Prohibit alcohol use on public property or limit to specific venues/situations	Underage use Binge drinking	Social Access Social Norms
18	Secure agreement with movie theatres not to air alcohol advertising prior to G or PG-13 movies.	Underage use	Social Norms Promotion
19	Adopt alcohol industry guidelines for outdoor alcohol advertising near schools, churches, parks	Underage use	Social Norms Promotion
20	Ban single serving containers of alcohol (ban by volume).	Underage use	Retail Access Promotion
21	Cease to issue and, when appropriate revoke or decline to renew alcohol licenses to establishments that sell gasoline.	Underage use Impaired driving	Enforcement Retail Access Social Norms Low perceived risk
22	Adopt procedural guidelines and policies to govern all local deliberations and decisions on whether to issue, renew or revoke licenses to sell or serve alcohol.	Underage use Binge drinking Impaired driving	Enforcement Retail Access

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
23	Use detailed license conditions, appended to pending alcohol licenses and renewals, to address specific concerns about the operation of establishment and neighborhood concerns such as traffic, noise or sidewalk congestion.	Underage use Binge drinking Impaired driving	Enforcement Retail Access
24	Regulate alcohol tasting in Class A establishments. The scope of regulations should include: <ul style="list-style-type: none"> • Cordoned, attended sampling area, • Require ID check limiting sampling to persons age 21 and older, • Locating the sampling area away from child-oriented products, • Require alcohol advertising for tastings to be a least 36 inches off the floor, • Presence of licenses operator within the sampling area. 	Underage Use Impaired Driving	Enforcement Retail Access Social Access Low perceived risk
25	Adopt an ordinance establishing significant forfeitures for adults who provide a safe haven for underage drinking, pour or provide alcohol for three or more non-relate youth on their property.	Underage use Binge drinking Impaired driving	Enforcement Social Access Low perceived risk
26	Law enforcement agencies should establish ongoing liaison with the owners and managers of rental property to prevent party or nuisance houses. These individuals should also establish a protocol for securing and dispersing unruly gatherings and evicting tenants in violation of the lease as a result of alcohol related problems.	Underage use Binge drinking Impaired driving	Enforcement Social Access Low perceived risk
27	Append the following conditions to all Class "B" Temporary licenses (beer gardens, festivals, etc.) to reduce alcohol related injuries, disturbances and prevent underage drinking: <ul style="list-style-type: none"> • Create a secure perimeter around the licenses area with a double fence (with a minimum of 7 foot gap), a single entrance and photo ID check, • Use wrist bands and hand stamps in rotating patters to identify customers age 21 and older to alcohol purchase, • Require a Blood Alcohol Content (BAC) not greater than 0.04 and ban alcohol consumption while serving and mandate that alcohol RBS or local RBS alternative train be completed by all servers, • Mandate a minimum of one licenses bartender (operator) on site whenever alcohol is sold or served, • Allow only 12 oz (or smaller) clear or opaque cups with sale limited to two cups per purchase, 	Underage use Binge drinking Impaired driving	Enforcement Retail Access

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
	<ul style="list-style-type: none"> • Stop serving alcohol one hour before closing the area, • Require vendors to offer food or allow food purchased from vendors in to the licenses area, • Non-alcohol drinks be priced less than alcohol beverages, • No one under age 21 will be served alcohol even when accompanied by a parent, guardian or spouse of legal drinking age. 		
28	Adopt ordinances prohibiting those who sell or serve alcohol from drinking while on duty or having a BAC above a 0.04 while working (commonly called sober server ordinances).	Underage Use Impaired Driving	Enforcement Low perceived risk
29	Adopt ordinances banning the use of beer bongs and similar devices in addition to competitions and games designed to force the rapid consumption of alcohol in licenses establishments.	Binge drinking Impaired driving	Enforcement Social Access Low perceived risk
30	Establish ongoing, comprehensive alcohol age compliance checks for both on and off premise licensees with citations issued to vendors and/or employees for noncompliance.	Underage use	Enforcement Retail Access
31	Adopt ordinances placing significant restrictions on the sale of alcohol at public events including: <ul style="list-style-type: none"> • Prohibiting alcohol sales at youth events and youth oriented events such as interscholastic sports or children's entertainment, • Mandating on or off-duty officers retained for security, wrist bands and hand stamp to confirm security and the diligent monitoring for intoxicated/incapacitated persons, • Non-alcohol beverages that cost less than alcohol, • Limiting the number of alcohol beverages one individual may purchase at a time, • Schedule saturation patrols to coincide with the anticipated conclusion time of the event. 	Underage use Binge drinking Impaired driving	Enforcement Retail Access
32	Prohibit consumption-based drink specials such as time limited pricing, specials which increase drink volume without increasing the price and all-you-can-drink flat fee specials.	Binge drinking Impaired driving	Enforcement Retail Access Low perceived risk
33	Adopt beer keg registration ordinances as an effective tool to apprehend adults who provide alcohol to underage youth and to deter such purchases in the future.	Underage use	Enforcement Retail Access Social Access Low perceived risk
34	Civic groups and religious organizations should demonstrate responsible alcohol policy and practices by adopting the following guidelines for their own alcohol sales, including: <ul style="list-style-type: none"> • Check ID's - Alcohol must not be served to 	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Access Low perceived risk

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
	<p>anyone under the age of 21, without exception, at group events,</p> <ul style="list-style-type: none"> Alcohol must not be sold at youth oriented events, When alcohol is sold as part of fundraising events, groups should voluntarily adopt the recommended serving conditions for Temporary Class "B" picnic licenses (found under number A. 29) Adult monitoring of the alcohol supply at the event, Alcohol should not be given to underage persons by caterers or other serving staff ID check should be required by service staff to everyone appearing to be age 30 or less. Prohibit adults from consuming alcohol while supervising or chaperoning youth events or consuming alcohol prior to attending the event. Establish and publicize a policy of respect and simple acceptance for those who request non-alcoholic beverages; providing non-alcoholic beverages at all events for those who choose not to consume alcohol for any reason. 		
35	Reduce youth access to alcohol within the home	Underage use Binge drinking	Social Access

B. Educational Institution Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
1.	Enforce state law prohibiting the possession of alcohol on school grounds 125.09(2)	Underage use Binge Impaired driving	Social Access Enforcement Social Norms Low Perceived Risk
2.	Adopt practices to prevent students from bringing alcohol to school or school-related events	Underage use Binge drinking Impaired driving	Enforcement Social Norms Low Perceived Risk
3	Revise and Strengthen penalties for violation of campus alcohol policies	Underage use Binge drinking	Retail Access Social Access Enforcement Social Norms Low Perceived Risk
4	Require ID checks at all campus events where alcohol is available	Underage use Binge drinking	Social Norms Low Perceived Risk
5	Distribute campus alcohol policies and associated punishments to all incoming / returning students and parents, publicize them in campus venues (student housing, sports facilities, campus website, etc.)	Binge drinking	Social Norms Low Perceived Risk

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
6	Require responsible beverage service training for campus facilities that sell or provide alcohol (sports arenas, concert halls, campus cafeterias, restaurants, pubs.)	Binge drinking	Retail Access Social Access
7	Reinstate or maintain Friday classes to shorten the elongated weekend.	Binge drinking	Social Norms Low Perceived Risk
8	Restrict alcohol advertising and promotion on campus	Binge drinking	Social Norms Promotion
9	Prohibit alcohol kegs on campus and campus-sponsored events.	Binge drinking	Retail Access Social Access Social Access Social Norms
10	Enhance enforcement of alcohol laws and policies on campus property and at campus-sponsored events.	Underage use Binge drinking	Retail Access Social Access Enforcement Social Norms Low Perceived Risk
11	Prohibit alcohol within all student housing.	Underage use Binge drinking	Social Norms Low Perceived Risk
12	Develop a well written and enforceable code of conduct for those involved in athletic and co-curricular/extracurricular activities.	Underage use	Enforcement Social Norms Low perceived risk
13	Violations of a student or athletic code of conduct should be entered into the student's permanent record. Disciplinary actions should carry over between academic sessions and observed by all public and private schools.	Underage use	Enforcement Social Norms Low perceived risk
14	Wisconsin school principals, athletic directors, and guidance counselors, should be required to attend Drug Impairment Training for Educational Professionals (DITEP) every three years and become familiar with local referral networks.	Underage use	Social Norms Low perceived risk
15	Wisconsin's colleges, universities, and the municipalities where they are located, should take steps to create an environment that discourages underage and high risk drinking. This should include adopting the policies and practices endorsed by the Task Force on College Drinking of the National Advisory Council on the National Institute on Alcohol Abuse and Alcoholism (NIAAA).	Underage use Binge drinking	Retail Access Social Access Enforcement Social Norms Low Perceived Risk

C. Worksite Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
1	Encourage businesses to adopt policies that decrease personal risk and support responsible alcohol use.	Underage use Binge drinking	Enforcement Social Norms Low Perceived Risk

	<ul style="list-style-type: none"> • Prohibit serving alcohol to anyone under the age of 21 at company events and provide a variety of non-alcoholic beverage choices. • Amend company personnel policies to suggest respect for those who chose not to drink alcohol for any reason. • Include Screening, Brief Intervention and Referral to Treatment (SBIRT) in employee health packages. • Provide SBIRT screening through on-site medical staff or as part of regular screening for a wide range of conditions. 		
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D. Alcohol Advertising and Sponsorship

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
1	<p>Develop enforceable restrictions on alcohol advertising:</p> <ul style="list-style-type: none"> • Banning billboards (e.g., near schools, playgrounds, etc.) • Restricting the number of billboards in any given neighborhood (especially low-income neighborhoods) • Prohibit alcohol advertising on publicly owned property. (transit systems, recreation centers) • Banning advertisements on supermarket shopping carts • Banning/restricting point-of-purchase displays • Banning advertising at community events (e.g., concerts, festivals) • Restricting/banning radio/television advertisements (alcohol only) • Restricting newspaper advertisements • Requiring equal air time/print space for counter-advertisements • Restricting the size/placement of storefront advertisements (e.g., supermarkets, convenience stores, liquor stores) • Defining a maximum percentage of total alcohol advertising space allowed • Banning alcohol promotions that appeal to underage users (e.g., cartoon characters, emotional appeal advertising) • Limit alcohol advertising to prevent youth overexposure to alcohol advertising. • A ban on alcohol advertising within 500 feet of a school, church or park, • Banning single serving alcohol products where possible, 	<p>Underage use Binge drinking Impaired driving</p>	<p>Enforcement Retail Access Social Access Social Norms Low Perceived Risk</p>

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
	<ul style="list-style-type: none"> Limiting alcohol banners over streets, Establishing rules for tastings, Raising alcohol displays to above 36 inches from the floor. 		
2	<ul style="list-style-type: none"> Prohibition of alcohol and tobacco sponsorship at family or youth-oriented events (e.g., sporting events, auto racing, concerts, fairs) Prohibition against distributing promotional merchandise at events heavily attended by youth Prohibition against signage that uses an alcohol producer's/retailer's name at youth-oriented events or events heavily attended by youth 	Underage use	Enforcement Retail Access Social Access Social Norms Low Perceived Risk

E. Special Category

The strategies identified below are not stand-alone environmental strategies. Implementation of any of these strategies must be in conjunction with an environmental evidence-based strategy identified above. These strategies are designed to support environmental strategies.

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
1	Media campaigns: Educate and advocate for specific outcomes with pre-approved materials using purchased media.	Underage use Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk
2	Media advocacy	Underage use Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk
3	Social norms campaign. NOTE: To receive approval the underlying healthy community norm related to the project goal must be identified.	Underage use Binge drinking Impaired driving	Social Access Social Norms Low Perceived Risk
4	Educate parents- about issues such as local underage drinking, youth access to alcohol, effective measures to reduce youth access and adolescent brain development research regarding damage due to alcohol use- via newsletters (school, athletic, other club/group); parent meetings associated with youth clubs, groups and athletics; and/or other venues	Underage use Binge drinking	Social Access Social Norms Low Perceived Risk
5	Establish network for parents/adult family	Underage use	Social Access

	Prevention Strategies	SPF SIG Priorities	Intervening Variables
	members to communicate/link with other parents who hold similar beliefs regarding homes that are free from alcohol abuse or access	Binge drinking	Social Norms
6	Educate parents, through school newsletters, PTA meetings and other venues about underage drinking in the community and effective measures to reduce youth access to alcohol	Underage use Binge drinking	Social Norms Low Perceived Risk
7	Schools should provide parents with information on the hazards of underage drinking and alcohol initiation as part of parenting education sessions, helping parents define their own guidelines for alcohol use and prevention of misuse.	Underage use Binge drinking	Low Perceived Risk
8	Schools should be strongly encouraged to conduct the Youth Risk Behavior Survey (YRBS) to provide an accurate local measure of youth alcohol and other drug use.	Underage use	Social Norms Low perceived risk
9	Both public and private schools should implement long-term evidence-based practices and programs to prevent and reduce underage drinking. These efforts should be renewed through scheduled booster sessions and reinforce the communities' overall prevention goals. Schools should work with the community to ensure the necessary services are in place to that students in need of alcohol related services can be referred to the appropriate provider.	Underage use	Social Norms Low perceived risk