

Underage Drinking Task Force: Second Stakeholder Forum

September 19, 2014

Tempe Public Library – 3500 S Rural Rd

Purpose

On June 13, 2014, Vice Mayor Shekerjian, Councilmember Arredondo-Savage, and Councilmember Woods brought together stakeholders from the city of Tempe for the first stakeholder forum to discuss and document the challenges they face in their respective roles in addressing issues of underage drinking¹. Stakeholders included elected officials, school administrators, police personnel, parents, social service workers, non-profit organizations, and liquor distributors. As a whole, their respective organizations influence youth, parents, and alcohol consumers through education, prevention, and enforcement. The second stakeholder forum took place on September 19, 2014 in order to make recommendations on how the City can assist stakeholders in addressing underage drinking.

Process

The group reviewed outcomes from the first forum, including specific challenges and their overarching themes. These themes were further refined by City Council to include: 1) Education, 2) Enforcement, 3) Access², and 4) Diversion. Stakeholders were asked during the second forum to respond to the focus question: “As it relates to underage drinking, how can the City assist you in addressing the challenges of education, enforcement, access, and diversion?” Participants brainstormed their ideas and created a prioritized list of recommended strategies for the City to consider. Recommendations were assigned to one of the overarching themes. Through this process, a fifth theme emerged that better represented some of the recommendations, called “Facilitate Communication and Coordination.” The recommended strategies can be found in the table below.

¹ The report and participants of the first stakeholder forum can be found in the “Underage Drinking Task Force: Stakeholder Forum” dated June 13, 2014.

² Access implies gaining access to alcohol by underage individuals.

Recommended Strategies

Facilitate Communication & Coordination	Education	Access	Enforcement	Diversion
Involve merchants in a campaign	Support/collaborate on education; get students involved	Advertise events as "alcohol free"	Connection between enforcement and educational institution	Joint diversion program
Survey what is being done already - by whom?	Peer support resources	Broaden social engagement opportunities	More relevant consequences	Coordinated diversion program; Grades 4-12
Joint ad campaigns to include social media	Education through youth sports for parents and youth	Expand youth activities (ages 14-24)	More strict building codes surrounding safety	
Educational materials on city website/water bill/community locations	Coordinated prevention program/training youth and staff	Engage retailers/distributors regarding carding		
Better coordination between City entities	Resources for mental health			
Promote progress and successes	Use City's "bully pulpit" to deliver messages			
Partnership with media; targeted timelines				
Inventory existing resources				
Online resource directory				
City-sponsored resource networking summit (events)				
Convene a work group to coordinate efforts				
Create unified/one message				
Seek funding				

Next Steps

In support of this initiative, the City's newly created Human Services Department will review these recommended strategies and coordinate next steps. Some of these steps include:

- Establishing a means for consistent communication between the City and stakeholders.
- Evaluating, prioritizing, and implementing selected strategies.
- Seeking continuous feedback regarding the implementation of these strategies.
- Compiling a comprehensive document that lists existing initiatives, programs, their target population(s), and measures of success.
- Completing an annual report that summarizes accomplishments and assesses the overall trend of underage drinking in our community.