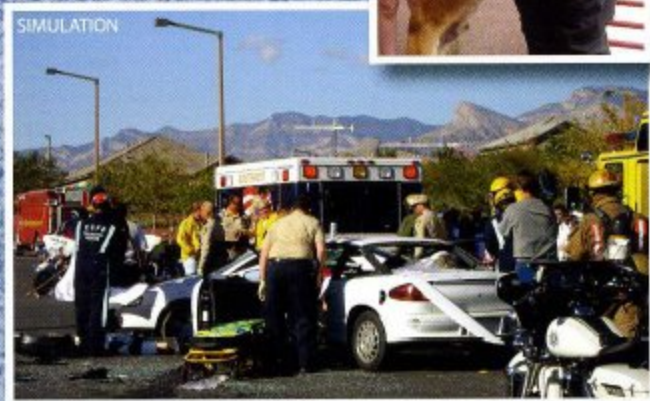
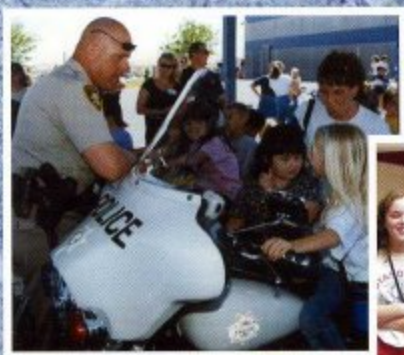




Nevada's Enforcing Underage Drinking Laws (EUDL) Project



Law Enforcement Operations

Over 95% of local law enforcement agencies in Nevada are involved in one or more of the following strategies to reduce underage drinking:

Alcohol Sale to Minors Compliance Checks

Using trained "undercover" minors attempting to buy alcohol, law enforcement officers are able to identify liquor retailers that are allowing the sale of alcohol to minors. A warning or citation is issued, and technical assistance to avoid future sales is offered. Retailers who decline sales to minors are commended.



Third Party Purchaser and Shoulder Tap Operations

Law enforcement officers are intervening with adults who are purchasing alcohol and knowingly providing it to minors for consumption. A "shoulder tap" involves an undercover minor who asks adults to purchase for them. If the adult agrees, they are approached by an officer who hands them a warning and a copy of the law. Adults who decline to purchase for the minor are commended by the officer. Some communities are citing adults who complete the purchase.

Control Manufacturing, Distribution and Use of Fake Identification

There are at least 31,000 web sites that help the user create fake identifications. Law enforcement officers engage in routine checks in "on premise" alcohol sale businesses and check the ID's of patrons with a youthful appearance. Offenders are cited for possession of fake ID's and Minor in Possession of Alcohol.

Controlled Juvenile Party Dispersal

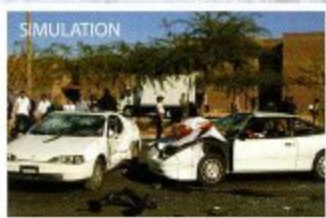
Officers are trained to respond to a juvenile gathering and contain the participants to prohibit them from fleeing and possibly getting into their vehicles after drinking.

Reduce Alcohol Theft by Juveniles

Officers work with local businesses to prevent the shoplifting of alcohol by juveniles.

Reduce Juvenile DUI

Many local law enforcement agencies participate in community education through participation in school presentations and activities such as the "Every Fifteen Minutes" program.



Officers also set up DUI checkpoints during high-risk events, such as graduation, homecoming, prom, and athletic events.

Special Events Control

Local community events often involve alcohol dispensing booths providing easy access to youth. Officers and community event sponsors are trained to organize these events to appropriately ID patrons and to minimize youth access to alcohol.

The EUDL program offers free and low-cost training certified by P.O.S.T. to law enforcement officers in all of the above mentioned operations upon request.

Compliance Check Incentive Model

Terrible Herbst operates a chain of over 83 gas stations and convenience stores in Nevada. The chain rewards clerks who pass



alcohol sale to minors compliance checks with a cash bonus. The store managers with the highest compliance rates every quarter receive bonuses as well. As a result of this positive incentive program, their corporation consistently maintains an average compliance check pass rate of over 90%.

Alcohol Server Training

This two-hour PowerPoint training was developed with the assistance of the retail industry, law enforcement and educators. Created for on-premise and off-premise location point-of-sale employees, this training may be adapted to meet individual business and law enforcement agency needs.

Youth Diversion Project

This project was designed to create an "officer friendly" citation procedure, and a diversion initiative that is administrative, thereby deterring future penetration into the juvenile court system. Juvenile offenders receive a mandatory alcohol assessment and in-class alcohol education program, and any other sanctions implied by the court. Costs will vary based upon location of implementation. The program is also available in Spanish.

Stand Tall Youth Teams

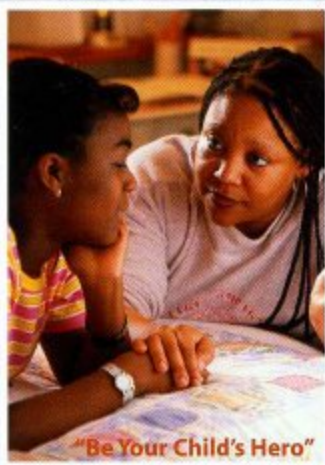
Youth participation in "demand reduction" initiatives is critical to EUDL success. Therefore, Nevada developed the Stand Tall Youth Model. The goal of this project is to teach local youth teams community norming techniques to promote the "glamorizing and normalizing of non-drinking behaviors."



Community Tool Kit

This kit is designed to educate parents and communities about the legal ramifications as well as the health and safety risks involved in mixing teens with alcohol.

Community based agencies may use the materials together to support a community wide initiative, or individually as part of a parent education project, or other specific needs.



Reproducible materials are available in English and Spanish in a "mini" CD adaptable to most computer programs.

School Athletic and Activities Alcohol Use Policy

Through a partnership with the Nevada Interscholastic Activities Association, a statewide recommended procedure was developed to address alcohol and other drug use by school athletes. This project includes a brief educational PowerPoint for athletes and parents presenting the most recent information on underage drinking and drug use and an over view of the policy. The policy uses graduated sanctions for first, second and third offenses.

Schools implementing the policy also receive an educational video and a 10' x 4' Stand Tall vinyl banner demonstrating the school's commitment to reducing underage drinking.



College Campus Strategy

"Choice Driven", initiated by the University of Nevada, Reno, is the result of a collective effort with student services programs and the Department of Intercollegiate Activities. The focus is to encourage healthy, responsible and appropriate decisions by providing statistics, educational information and alternatives so students and faculty make the decision within themselves to be positively "Choice Driven." Participants sign a pledge and receive a wristband that they will be "Choice Driven."

Also available:

- "Survey of Adult Attitudes Towards Underage Drinking" completed in ten counties.
- Community education PowerPoint project.
- Summary of underage drinking costs and statistics in Nevada.
- "Making the Grade" education package for parents of incoming middle school students.

Coming soon:

- Point-of-Sale Server Training in Spanish.

For more information on ways to implement these programs in your community, please contact:

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