

# Community-level Efforts to Improve Health and Safety through the Regulation of Alcohol Retailers

Wanda Boone, Mary Beth Cox, and  
Mike Dolan Fliss

September 7, 2018

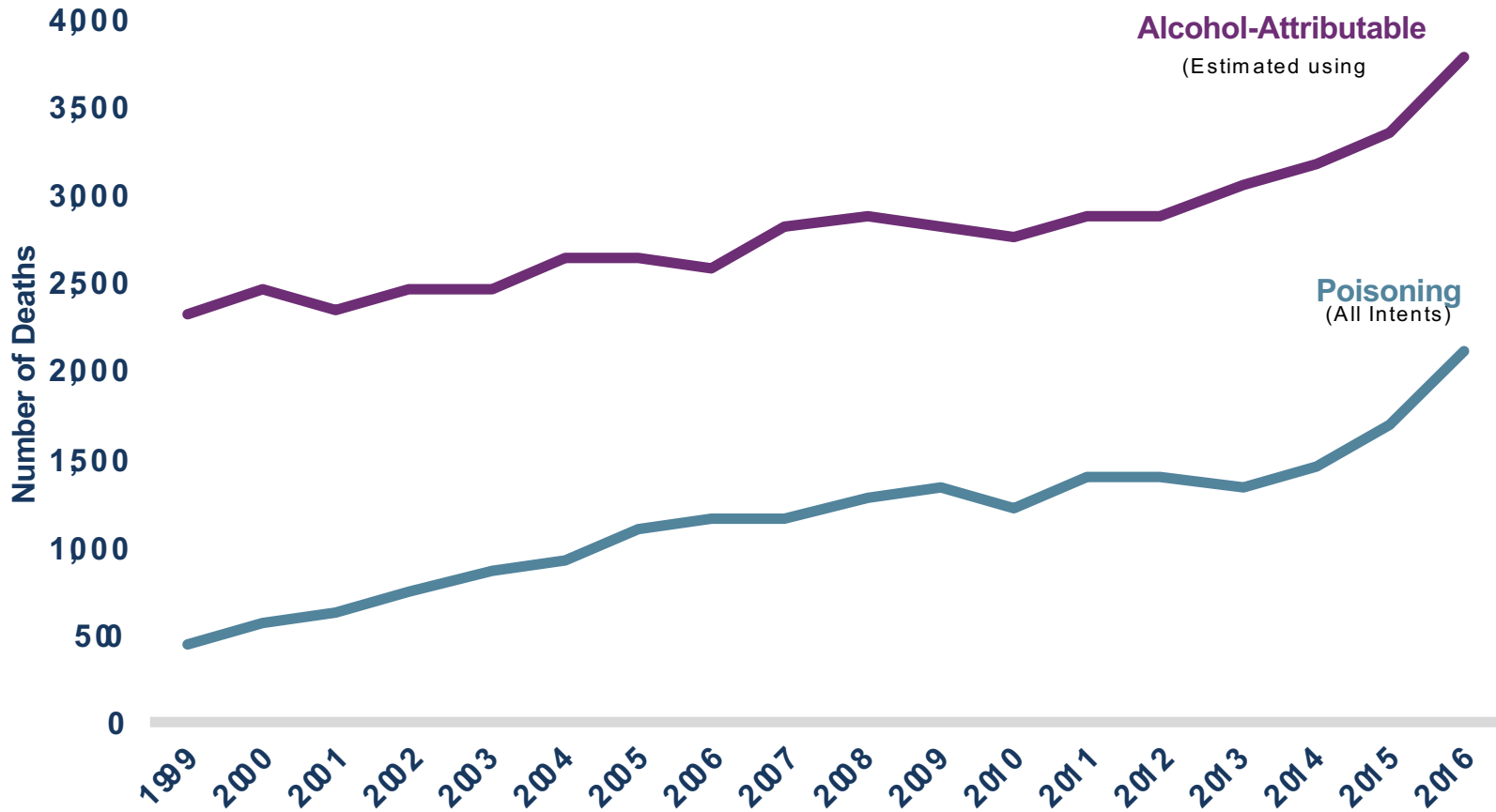
# Overview

- **Background**
  - Public Health impact of excessive drinking
  - Together for Resilient Youth (TRY)
- **Measuring Alcohol Outlet Density**
  - Container and Spatial access-based approaches
  - Disparities in exposure to alcohol outlets
- **Together for Resilient Youth's Initiatives**
  - Good Neighbor Business Network (GNBN)



# Background

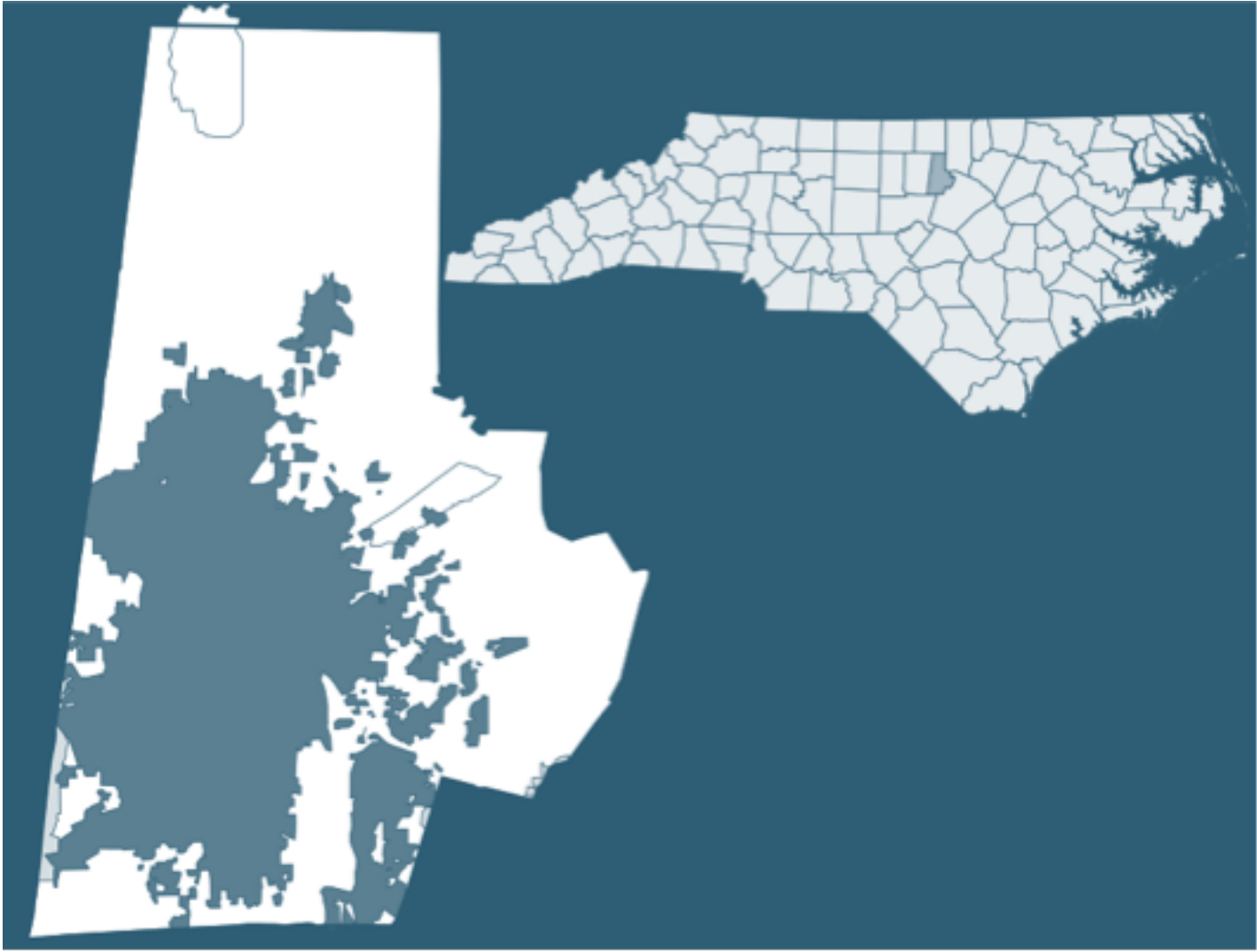
# Alcohol-Attributable Deaths Exceed Poisoning Deaths in NC

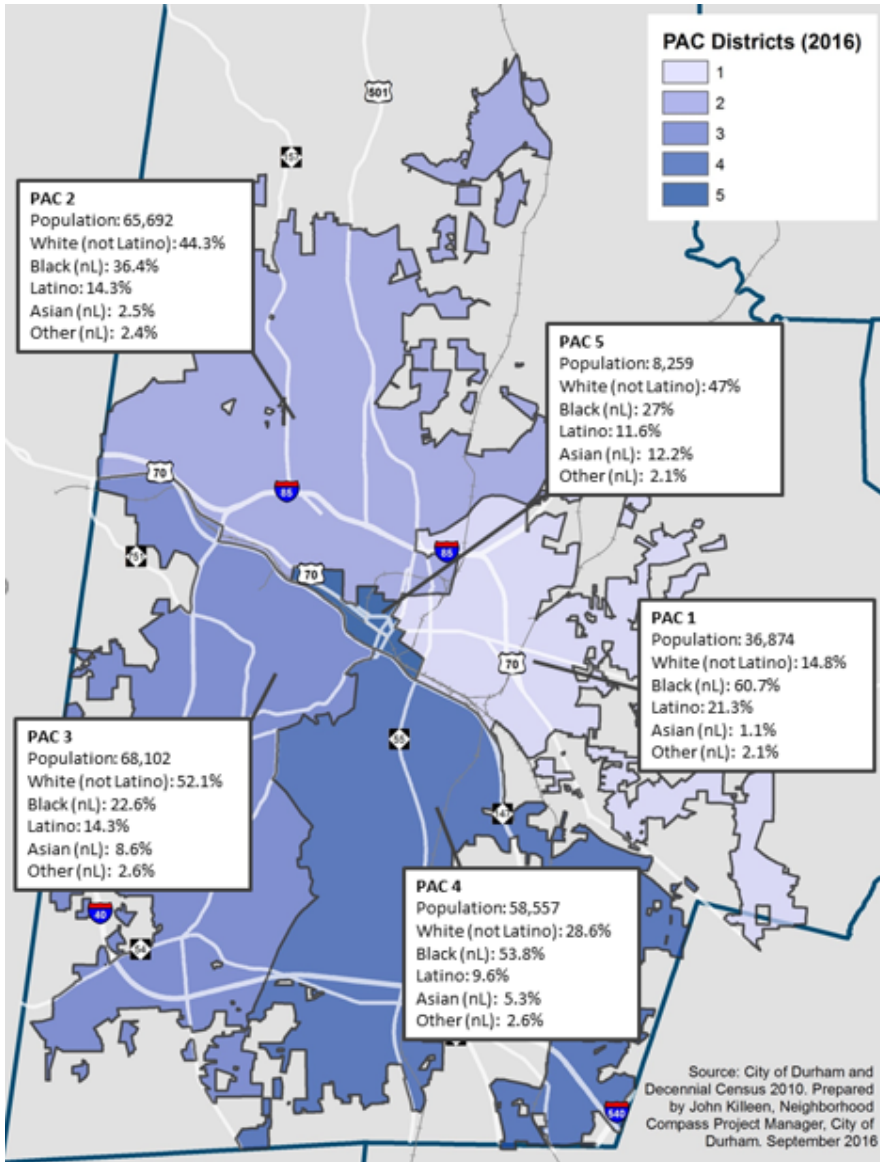


Source: N.C. State Center for Health Statistics, Vital Statistics-Deaths, 1999-2016, and CDC's Alcohol-Related Disease Impact (ARDI).

Analysis by Injury Epidemiology and Surveillance Unit

# Durham County and City, North Carolina





**Over the last decade. Durham County's population has grown over 30% to 294,618 in 2016.**

**African American 37.2%**

**White 42.0%**

**Hispanic 13.3%**

**Native American, Asian, and other ethnicities make up the remaining 7.5%**

**TRY serves the five Districts (PAC) in Durham County and focuses on Districts of most color in PAC 1 and PAC 4**

**PAC 1 – Urban**

**PAC 2 – Rural**

**PAC 3 - Suburban**

**PAC 4 – Urban**

**PAC 5 – Restaurant/Entertainment**



# Together for Resilient Youth (TRY)

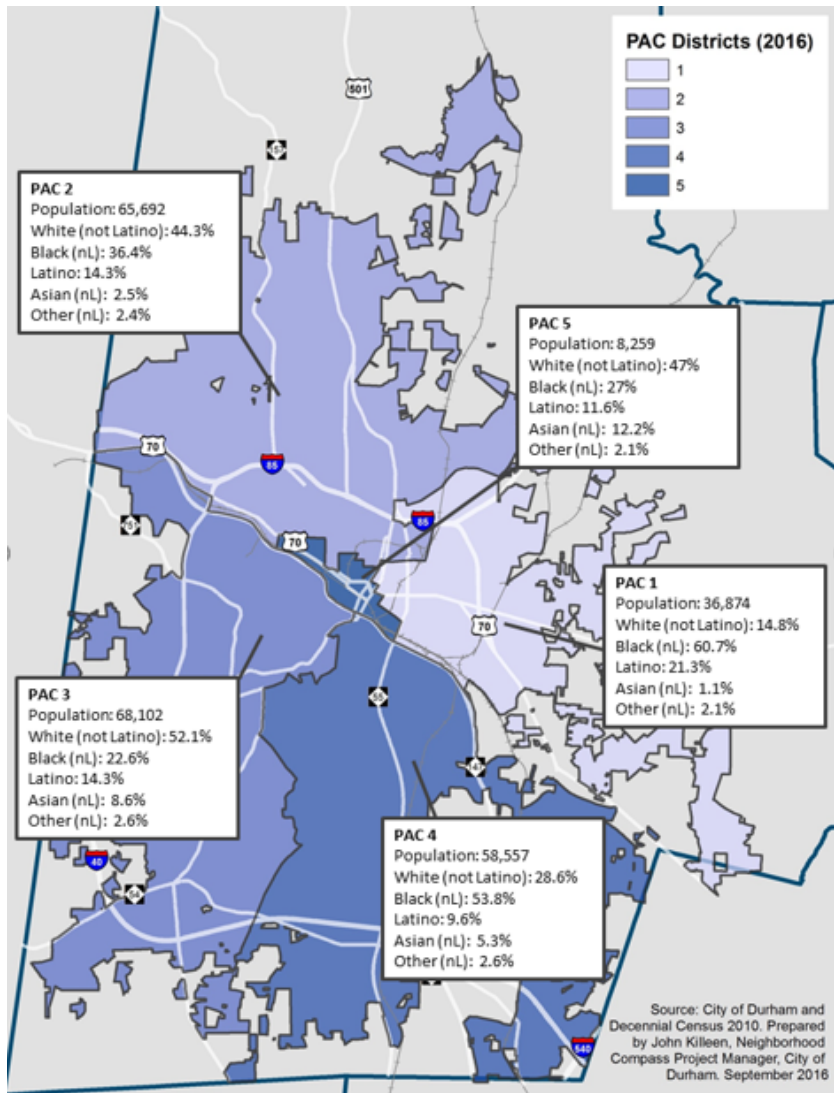
- **Non-profit 501 (c) (3) organization founded in 2003 in Durham, North Carolina.**
- **MISSION: To prevent substance use among youth by reducing community risk factors through education, mobilization and collaborative action.**
- <http://www.together4resilientyouth.org/>



# Measuring Alcohol Outlet Density



# Container-Based Analysis of Density in Durham

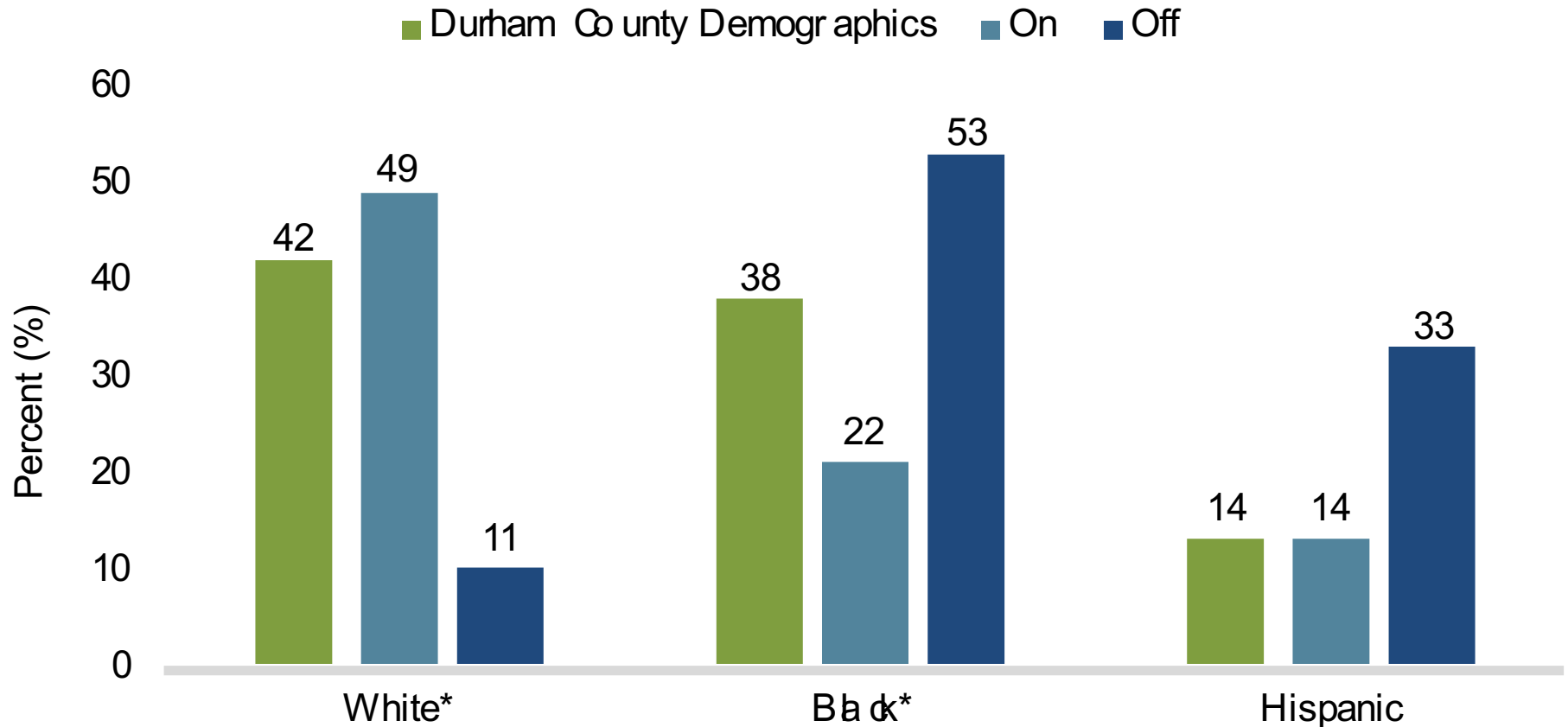


	PAC 1	PAC 2	PAC 3	PAC 4	PAC 5
Convenience/Gas	22	38	27	35	7
Convenience/Gas Chain stores	5	21	18	13	5
Grocery	6	15	17	7	2
Grocery Chain stores	3	8	12	5	2



Source: Boone, Wanda Johnson. "Regulating Outlets That Sell Alcohol in Predominantly African American and Hispanic Neighborhoods." In *Preventing Alcohol-Related Problems: Evidence and Community-Based Initiatives*, edited by Norman Giesbrecht and Linda M. Bosma, 397–408, n.d.

# Race/Ethnicity of Residents Varies by Outlet Type



\*Non-Hispanic

# **TOGETHER FOR RESILIENT YOUTH's Initiatives**



## MISSION:

*Mission: TRY prevents substance use and risky behaviors by reducing community risk factors through advocacy, education, mobilization and collective action.*

**Together for Resilient Youth (TRY) received 501(c)(3) status in 2003**

**TRY held the first meeting in 2005**

**TRY graduated from the CADCA Academy in 2010 and 2011**

**TRY is a Drug Free Community Support Program grantee (2012 – present)**

**TRY is a 2019 Got Outcomes Awardee for this work**

# Sectors Involved in the Work

**LIFT (Youth Coalition)**

**Young Adults lead CollegeTRY**

**Alcohol Outlets participate in the TRY Good Neighbor Business Network (GNBN)**

**TRY Trex school Driver Education classes (all students)**

**District 1,2,3,4,5, Representatives spread the prevention messages to the Community**

***We welcome new members. Many have remain involved for 8-10 years***



# TRY Community Process

*Alcohol Retail Outlets are not following laws and norms \*Retailers are not carding \* Retailers are not complying with laws about signage \* Alcohol is available to youth \* Youth take alcohol from convenience stores & Youth use alcohol on school property*

- Obtained collaborative agreement among TRY members.
- Reviewed data on alcohol and crime – *Wanda Boone*
- Obtained GIS maps – *Duke University*
- Joined the City/County Crime Prevention Council and Durham Crime Cabinet  
*County Commissioner Ellen Reckhow – grasstops convener*
- Met with informal leaders from the identified “hot spots.”  
*Mr. Harold Chestnut – Helped to convene the grassroots community*
- Held meetings in the community on alcohol regulations  
*NC Alcohol Beverage Commission*
- Engaged Alcohol Beverage Retailers (ARO) and created the Good Neighbor Business Network  
*Nancy Kneepkens – TRY Champion! GNBN Coordinator*
- Engaged and met with youth and parents  
*Angie Mejia – TRY Champion Living in Future Tense Youth Coordinator*
- Met with City Council members during a public session about AROs and compliance
- Created the Quasi-Judicial Process  
*Mayor Steve Schewel introduced and made the process a Policy*

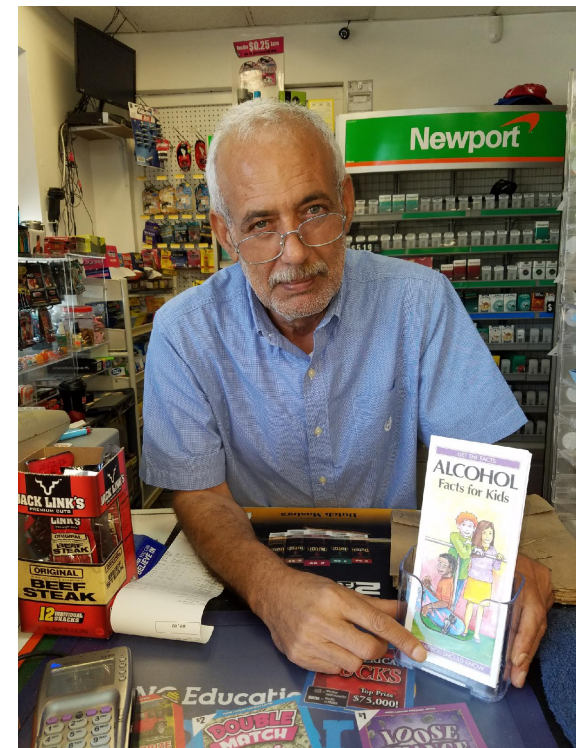
\*Alcohol and other drugs

# Good Neighbor Business Network

Over 400 businesses joined the Good Neighbor Business Network (GNBN). Partners include 100% of the Family Fare Convenience stores in Durham and across NC.

- Pharmacies
- Taxi Companies

GNBN partners are mentioned in two Full page ads that reached over 750,000 citizens.



# TRY YOUTH COALITION LIVING IN FUTURE TENSE (LIFT)

Youth, Young Adults and Community Members Spread the Word.

“You care as much about the community as we do.” – TRY members to Alcohol Outlets





# Community Engagement Snapshot



Nancy Kneepkens is the ARO facilitator. Nancy is responsible for signing up AROs as Good Neighbor Business Neighbor partners, helping to coordinate training, track compliance and interacting with law enforcement. She is shown giving the TRY Prevention Eagle Award to Family Fare (FF) Convenience Store CEO Lee Barnes. FF is a Statewide partner.

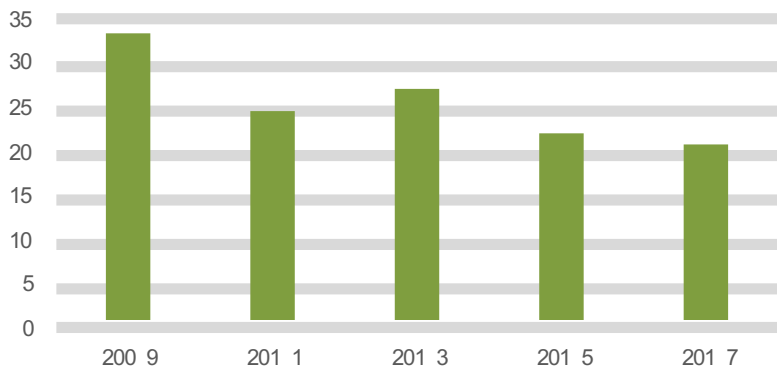


Captain Aleem Raheem facilitates School Resource Officer Activities and is the point person for Community Events



Angie Mejia is the youth coalition facilitator. She is responsible for all student activities such as Sticker Shock (placing labels on alcohol beverages).

# Outcomes



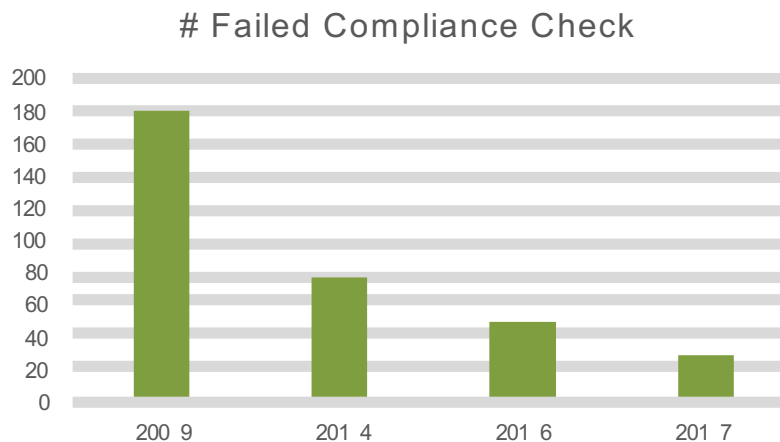
Intermediate Outcome: AROs not following laws  
Data Source: NC Alcohol Beverage Commission

*Number of AROs that were cited for violating laws*

Long-Term Outcome: Youth Use Alcohol

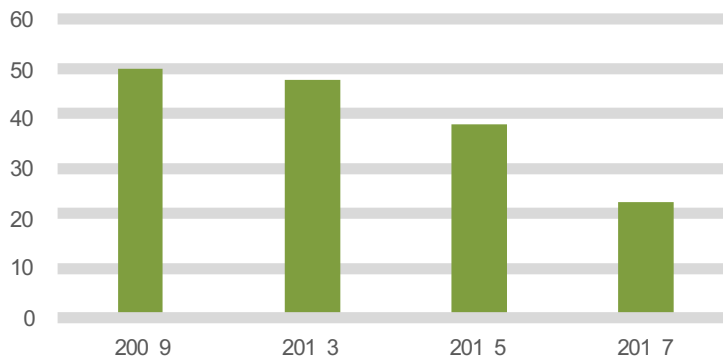
Data Source: Youth Risk Behavior Survey

*% Youth reporting past 30 day alcohol use*



# Failed Compliance Check

% Sold

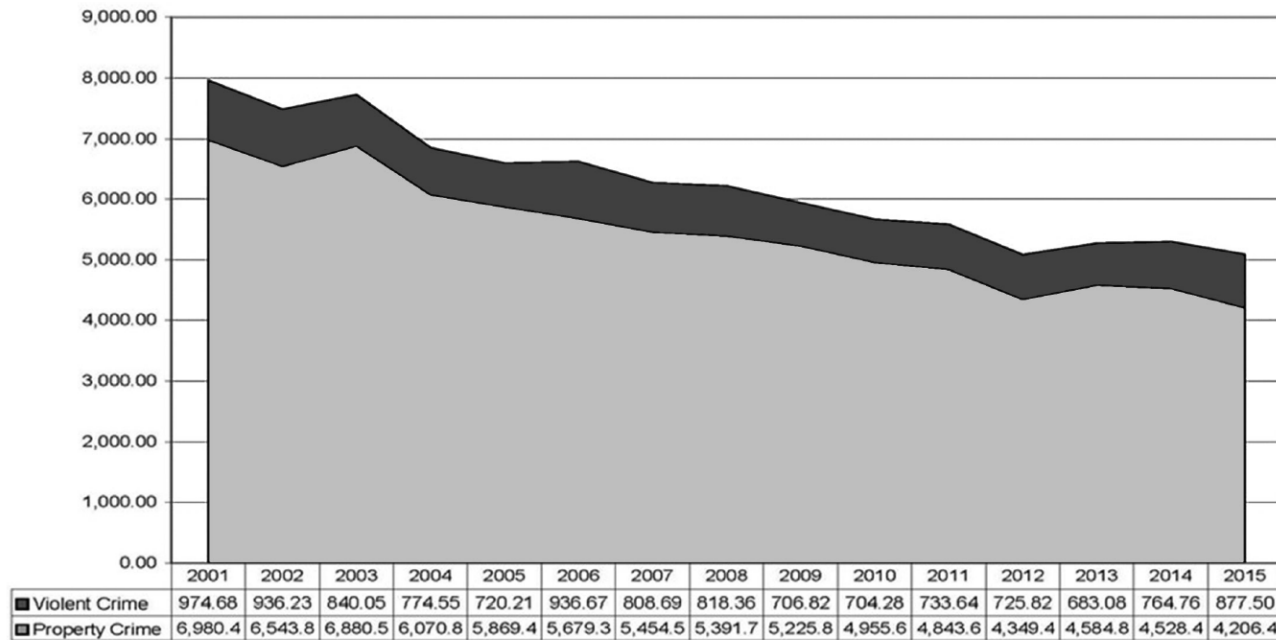


Short-Term Outcome: AROs sold alcohol to minors

Data Source: Alcohol Purchase Survey

*Purchase surveys are conducted by young adults that appear to be under 21.  
% that did not ask for ID.*

# Crime Decreases as Alcohol Retail Outlet Compliance Increases



Source: Reprinted with permission from Durham Police Department.<sup>10</sup>

Figure 29-2. Index Crime Rate per 100,000 Population by Year, 2001–2015

Source: Boone, Wanda Johnson. "Regulating Outlets That Sell Alcohol in Predominantly African American and Hispanic Neighborhoods." In *Preventing Alcohol-Related Problems: Evidence and Community-Based Initiatives*, edited by Norman Giesbrecht and Linda M. Bosma, 397–408, n.d.



# Durham Police Department 2018 3rd Quarter Report

The Durham Police Department reports on six performance measures every quarter. Those measures are Part 1 violent crime (homicide, rape, robbery and aggravated assault), Part 1 property crime (burglary, larceny and motor vehicle theft), Part 1 index crime (total of violent and property crime), Part 1 crime clearance rates, response times to Priority 1 calls and staffing levels.

Overall Part 1 index crime dropped by 7 percent during the first nine months of 2018 compared to the same period in 2017.

Reported Part 1 violent crime decreased by 17 percent during the first nine months of 2018, primarily due to double digit decreases in robberies and aggravated assaults.

November 19, 2018 Police Chief Cerelyn J. Davis

# Published Alcohol Outlet Density in Predominantly African American and Hispanic Neighborhoods

## 29 Regulating Outlets That Sell Alcohol in Predominantly African American and Hispanic Neighborhoods

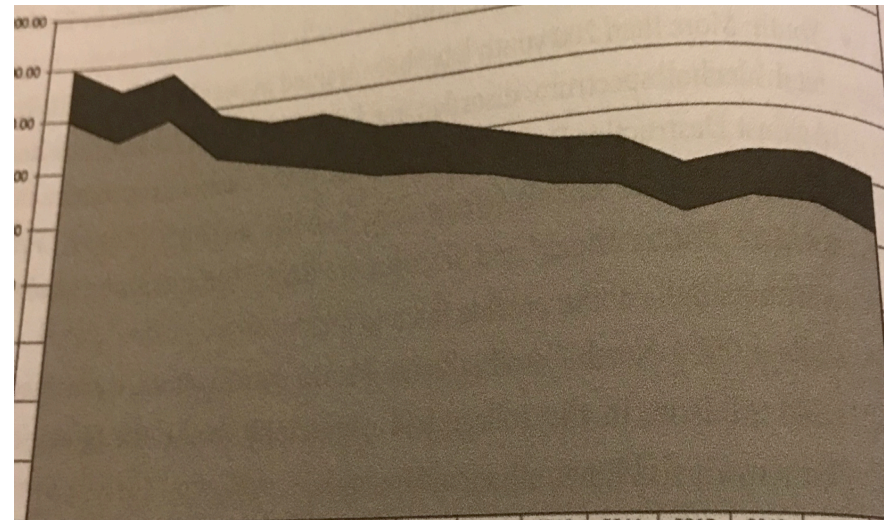
Wanda Johnson Boone

### INTRODUCTION

Together for Resilient Youth (TRY) is a nonprofit organization (also known as Pinnacle Community Development Corporation) located in Durham County, North Carolina, in the United States. TRY was founded in 2003 by Dr. Wanda Johnson Boone (the author). TRY's mission is to prevent substance abuse among youth and adults by reducing community risk factors through education, mobilization, and action. TRY is a collaborative of 42 active members coming from diverse socioeconomic and ethnic backgrounds and takes a public health approach to substance use prevention. The coalition believes that the public health model has been an essential element in preventing substance use, violence, and crime in our communities, particularly in communities of color.

### DESCRIPTION OF THE PROBLEM

Durham is fortunate to have a prosperous, growing economy but is also plagued with neighborhoods with grinding poverty. Durham has been named one of the best places to live and one of the best places to start a business while also being labeled for high rates of gun violence, violent crime, and drug abuse. In the decades after the Civil War, Durham gave rise to a prosperous black financial district where African American entrepreneurs launched businesses and community leaders nurtured institutions. Durham was internationally known as an industrial city, manufacturing tobacco and textile products. The city changed as "urban renewal" led to the building of the 14-story, demolishing an affluent African American community.



Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Rate	1400.4	1336.23	1284.05	1277.55	1270.21	1293.67	1308.69	1318.36	1270.82	1274.28	1273.64	1225.82	1168.08	1176.76	1187.00
Rate	180.4	16543.8	16880.5	16070.8	15869.4	15679.3	15454.5	15391.7	15225.8	14955.6	14843.6	14349.4	14584.8	14528.4	14400.0

with permission from Durham Police Department.<sup>10</sup>

x Crime Rate per 100,000 Population by Year, 2001-2015

### AND OUTCOMES

TRY's efforts included law enforcement annual reports from law enforcement "stings" and decrease in...



# WHAT DOES YOUR COALITION ADD TO THE COMMUNITY?



Trusted and deep ties on local state and national levels with empowered coalition members – Champions of Change



THE NORTH CAROLINA Institute for Public Health

North Carolina Injury & Violence PREVENTION Branch



Relationships with researchers that validate environmental strategies with evidence



A coalition that bridges cultural divides: race, age, socioeconomic, gender, etc., and... *TRY Resilient Together are parents that have lost children due to overdose.*

