

Enforcing Underage Drinking Laws (EUDL) Funded Projects State of Oregon

Current Projects – 2005-2006

County EUDL Awards

In an effort to prioritize underage drinking efforts across the state, DHS has allocated funds in each county, on a per capita basis, to provide a variety of underage drinking prevention activities. Each county and tribe has submitted a plan to utilize these funds specifically for underage drinking prevention in the following areas: Facilitation of Community Partnerships (coalition building); Minor Decoy Operations; Controlled Party Dispersal Operations; Shoulder Tap (stranger purchase) Operations; Reward and Reminder Programs; and Strategic Media Advocacy.

Statewide Public Education Effort

The Oregon Partnership has been selected as our statewide public education contractor. Through these funds, the contractor will develop and implement a comprehensive statewide public education effort utilizing multiple forms of media, including television, radio, print, and internet messages. The primary intent is to deliver multi-faceted messages about the dangers and costs associated with underage drinking and the laws regarding furnishing alcohol to minors. Parents will be the main focus of the messages, which will also target appropriate cultural and ethnic populations throughout the state.

Oregon State University/University of Oregon Sports Partnership

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The OSU/UO Project focuses on promoting underage drinking prevention messages at OSU and UO football and basketball games utilizing their far reaching radio broadcast networks. Underage drinking prevention messages are being broadcast during each of the schools' football and basketball games through the 2005-06 seasons. Additionally, a full-page prevention message will be in all game-day programs throughout each school's basketball season and a link to the DHS prevention website will appear on the sports websites of each school.

Oregon Research Institute (ORI)/Pacific Institute for Research & Evaluation (PIRE) Partnership

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While no EUDL funds are currently being used in support of this project, the ORI/PIRE project is a federally funded research study of effective practices in reducing underage drinking. Through this grant partnership, Oregon counties are being provided additional training in the implementation of effective strategies, and are cooperating with the researchers in collecting data for these strategies. This project will continue to benefit the state's use of EUDL funds by providing hard data on which strategies are most effective in reducing underage drinking.

Funded Projects During 2003-2005

Baker County Controlled Party Dispersal Plan

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The Baker County Project focuses primarily on the development of a controlled party dispersal team to address consistency in enforcement of minor in possession laws and the processing of those found to have violated those laws.

The Corvallis EUDL Partnership

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The Corvallis Partnership has developed and implemented a plan for controlled party dispersal, as well as providing extensive retailer education to the city's alcohol retail outlets and bars/taverns/lounges. In addition, the controlled party dispersal team works closely with the minor decoy team from the Philomath Partnership in providing coordinated services between the two cities.

The Philomath EUDL Partnership

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The Philomath Partnership has developed and implemented a plan for minor decoy operations, as well as a merchant recognition program for retailers that successfully comply with minor decoy operations, and merchant education activities for all retailers and on-site sellers of alcohol. In addition, the minor decoy team works closely with the controlled party dispersal team from the Corvallis Partnership in providing coordinated services between the two cities.

Coos County Task Force on Underage Drinking

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The Coos County Task Force is focusing its efforts on minor decoy and controlled party dispersal operations. As a part of their plan, they are working to develop a systematic change in the way law enforcement responds to, and disperses, large underage drinking parties. In addition, community awareness of underage drinking issues is being raised through the use of strategic media advocacy and publicity of all county efforts to reduce underage drinking.

Clatsop County EUDL Project

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The Clatsop County EUDL Project is working to provide consistent responses to underage drinking parties through the training of a coalition of law enforcement agencies, strategic media advocacy, combined training for all enforcement agencies on controlled party dispersal techniques, and increased communication among law enforcement. In addition, the project has provided funds for increased minor decoy operations, especially during spring break holidays, and has publicized results of their efforts in the local media.

Safe Communities Underage Drinking Project

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The Safe Communities Underage Drinking Project is working closely with their community coalition to develop baseline numbers on attitudes and practices of community members. This information will be used to plan and implement a coordinated effort for educating adults on the dangers and costs of underage drinking through community presentations, training, and media advocacy. In addition, the project is funding a controlled party dispersal team that includes local, county and state police officers, and the Oregon Liquor Control Commission.

Committed Enforcement and Responsible Vendors in Marion County (CERV)

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The CERV Task Force has been active for a number of years, and continues to provide increased enforcement of laws dealing with alcohol sales to minors through minor decoy operations, ID checks at local bars and taverns and the development of a memorandum of understanding among jurisdictions for those situations which involve cross-jurisdictional boundaries. In addition, the Task Force provides Alcohol Enforcement Specialist Training for local law enforcement agencies, campus safety officers, and Willamette University Residence Life Advisors on minor decoy and controlled party dispersal. The Task Force has also begun utilizing alcohol vendor mapping in the major cities of the county to track where alcohol is sold, and to promote the OLCC Responsible Vendor Program.

Oregon Route 99E Traffic Safety Committee

Contact person: Jim Sears

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The Rout 99E project focuses on a multi-lingual underage drinking public information and education effort. Included in the project is a public service announcement activity which translates/modifies existing DUII messages and distributes those through local Hispanic radio stations. The project also provides underage drinking and DUII presentations to local migrant farm labor work camps, and is coordinating services with the OLCC to provide education to migrant workers about Oregon's laws related to underage drinking and DUII.

Lincoln County EUDL Project

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The Lincoln County Project is strengthening policies and procedures between local law enforcement agencies and the judicial system to improve the efficiency of underage drinking enforcement activities. This includes increase minor in possession law enforcement, as well as holding offenders accountable through standardized procedures, zero tolerance among law enforcement, and strong ties with the county's Teen Court. In addition, compliance checks and public and retailer education activities have been increased to raise awareness of underage drinking issues.

Strategic Media Placement

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This media focused project provided public service announcements aimed primarily at adults' furnishing alcohol to minors, parental responsibilities and other underage drinking messages, and had those youth-produced messages placed on radio stations across the state. One message, utilizing the voice of Oregon's First Lady, Mary Oberst, was also translated by Ms. Oberst and ran on Hispanic radio stations across the state. More than \$100,000 was donated through in-kind running of the media PSA's.

Prineville/Crook County Underage Drinking Enforcement Project

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The Prineville/Crook County Project focuses on three main areas – minor decoy operations, controlled party dispersals, and the implementation of a system to check on established or developing remote locations frequented by minors for the purpose of illicit drinking parties.

Wallowa Valley Together EUDL Project

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The Wallowa Valley Together EUDL Project includes community forums in each of the three main communities in the county, coordination of compliance checks to assess retailer compliance, increased saturation patrols, and controlled party dispersal enforcement by local law enforcement. In addition, the project has provided local officers working on underage drinking enforcement with portable breathalyzers for use while enforcing underage drinking laws.

Yamhill County EUDL Project

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The Yamhill County Project provides minor decoy and controlled party dispersal operations throughout the county, as well as providing reward/recognition of compliant retailers through City Council Award, Chamber of Commerce Meetings and published articles in local newspapers. In addition, the project provides ongoing retailer education to provide skill training for clerks to effectively restrict illegal sales by identifying false ID, theft and distraction strategies, and third party sales.