

MINUTES 12/9/2019 Alcohol Task Force
12 - 1 pm
BOCES Room 148
Co-Chairs: Robin Carnes and Marlene Bauman

Present:

Robin Carnes

Joey Burke

Cassie Crumpton

John Kelly

Trisha Scott

Note: Co-Chair Marlene Bauman unable to attend due to work schedule.

Meeting Notes:

Progress on work plan: Our work plan focuses on ongoing TIPS training for Sublette beverage servers; use of social media to promote fact and science based info on health, financial, social, and legal costs of alcohol misuse and abuse; building relationships with the community through supporting Life, Are You Ready Event; development of a youth coalition, and involvement in town alcohol permit discussions and event planning that involves alcohol.

TIPS: Approx 40 people trained in 2018 - 2019. Our Sheriff's Office partners, Deputy's Marlene Bauman and Josh Beck, will resume training both sides of the county in March 2020. Along with the benefit of getting servers trained to better ID underage drinkers and to intervene when people are over consuming, we have the added benefit of servers making connections with LE officers and exchanging information about changes in liquor laws. We also have a sustainable TIPS program in place to keep training servers, even if the grant funding goes away. Big thank you to the Sheriff's Office for supporting TIPS.

Social Media: After reviewing Mugshot Monday we are revising our posts to include more images, more local data and information, and less CDC dense infographics. We still collect data from the CDC and report our data sources on every post. Examples of this new approach are in the last couple posts on moderate drinking for the holidays, meth awareness day, and quit tobacco info, all of which are on Mugshot Monday and our instagram account. The instagram account is helping Deanne and me drill down on keeping messages simple and visual. Huge thanks to Travis Bingham and Dave Siefkes for their collaboration and advice, and to Sheriff Lehr for supporting this collaboration. Starting in January we will move off of the Mugshot Monday page, which has been logistically cumbersome for our posts, and share posts with Travis via our new facebook page. Sharing posts that way appears to get more traction. Could not do this without the magic and skill set of D. Swain Design. Also suggested for social media was people in recovery willing to share their story. This was suggested in the opioids and other drugs task force as well.

Youth coalition: Small progress. Robin Schamber, Joey Burke, Janna Lee and I are planning a free lunch with high schoolers the third week of January to gauge interest and promote a youth coalition.

Life, Are You Ready event was part of the work plan and was completed in October. The ongoing strategy is to continue to partner with SADD WY to develop a sustainable youth coalition on both sides of the county.

Event Planning: Town of Pinedale will discuss the alcohol permit in January. They are willing to hear the recommendations to modify the permit that we worked out with vendor input, in September.

Recommend: Amend item 1 on the alcohol permit to remove the stipulation to check "every ID" and adopt the Wyoming Liquor Division guideline to "check the ID of every patron who appears under the age of 30".

Recommend: Town include use of wristbands at public events on town permit to combat the cultural norm of underage drinking.

Recommend: Town Council discuss the pluses and minuses of restricting people bringing their own coolers.

Recommend: Ban glass at public events. The Wyoming Liquor Division, Wyoming Association of Sheriffs and Chiefs of Police (WASCOP), and Wyoming Dept of Health (WDH) all recommend this on the community event checklist. It benefits both vendors and public safety. Suggested and supported by one of our local vendors.

Work Plan Goals: In October and early December coalition members set the following goals with help from Tracy and Rodney from WASCOP and WYSAC:

Underage Drinking

GOAL: By June 2024, decrease the percentage of 6th, 8th, 10th, and 12th graders across Sublette County who have been at an event where adults were intoxicated.

Indicator: Youth reporting being at an event where adults are intoxicated on the PNA.

GOAL: By June 2024, decrease past month alcohol use among 6th, 8th, 10th, and 12th graders across Sublette County,

Indicator: 30 day use of alcohol on PNA.

Adult Overconsumption:

GOAL: By 2024, decrease DUI rates in Sublette County.

Indicator: WASCOP annual report.

GOAL: By 2024, decrease BAC at time of DUI arrest.

Indicator: WASCOP annual report.

We looked at current data: Sublette is on target to show very similar numbers for DUIs for 2019 as 2018. (81 as of December 1). We noted that the average BAC at the time of arrest number is showing a very slight decline and Sublette average BAC at time of arrest in 2018 was lower than most of the counties in the state. Average BAC at the time of arrest is a significant public safety indicator, and helps us focus on public safety, rather than being the “fun police”. There is variability across the state in capturing accurate and timely BAC at time of arrest, question was asked: “Are there laws that need strengthening to enforce BAC monitoring compliance?” If so, would Rep. Sommers be interested? Please see Trisha if you would like to see the data.

Products promoting moderate drinking: WDH has given us permission to develop some printed products to promote the moderate drinking formula, like refrigerator magnets. Task force members made the following suggestions: Keep it simple and attractive, very few words, use color, good graphics, be sure to explain the WHY of moderate drinking (no DUI, health and emotional benefits, etc), and WHAT the formula is. The balance between keeping it simple with few words and explaining why and what is tricky but Deanne has come up with some great rough draft designs this week which are available for view and comment.

Other discussion on alcohol prevention efforts: Joey Burke reported on the Campbell County DUI Task Force that specifically focused on decreasing DUIs because they were #1 in the state for DUI rates. The task force involved restaurant and retail business owners, LE, and other community stakeholders, who came up with creative approaches - such as restaurants offering free appetizers to designated drivers. Campbell County saw a significant decrease in DUI rates over 3 years. Joey reported that numbers of DUI arrests involving polysubstances - alcohol + prescription and/or illegal drugs - are on the rise in the state. We may want to discuss a specific DUI Task Force for Sublette and want to be sure that if we do we don't limit the substance to alcohol. John Kelly suggested if there is a DUI Task Force to include upstream prevention/wellness strategies.

Task force members brainstormed other ways for the coalition to promote moderate drinking at public events, rather than focus on checking IDs, like “we've got your BAC” booths that offer

drinkers a chance to “guess your BAC”, “check yourself before you wreck yourself”, (all of these came from Cassie Crumpton), easy opportunity to win a keychain breathalyzer. Request that event organizers have cool schwag for designated drivers, give them the coolest brewfest mugs, food, coupon for next year. For youth: try texting and driving with driving mat with beer goggles with driving mat.. WDH said that keychain breathalyzers may not be “evidence based”, and may not be fundable from the grant, we are working on it.

1:30: Adjourn formal meeting.

Next meeting: March 10, 2020