Knowing Your Community: Resources for Assessing Alcohol Use Enforcement & Licensing

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You’ve Got Data!

- County Health Rankings
- Community Health Assessment
- BRFSS
- YRBS
- DOT FARS System

Now Get Municipal Data!
How many of your calls for service are alcohol-related?

- Community Master Plan
- Police Incident Reports
- Alcohol/Drug Influence Reports
- DHS Density Data
- Municipal judge – what can they tell you?

The Community Readiness Model

In order to assess:

- Community Knowledge of the Issue
- Community Knowledge of Efforts
- Community Climate
- Leadership
- Resources

A community's readiness to address an issue on 5 key dimensions:
Conducting a Community Readiness Assessment

Western Marathon County Healthy Communities

1. Identify and clearly define your issue. Underage drinking (ages 12-18)
2. Identify and clearly define and delineate your community/communities. Abbotsford, Athens, Colby, Edgar, Marathon, Spencer, Stratford
3. Prepare your interview questions. See Tri-Ethnic Handbook for suggestions (listed in the Resources handout)
4. Choose your key respondents. - Police Chief - School Administrator - Librarian - Village Board member - Church/Religious Leader - Business Leader

Stages of Community Readiness

- 1. No awareness
- 2. Denial or resistance
- 3. Vague awareness
- 4. Preplanning
- 5. Preparation
- 6. Initiation
- 7. Stabilization
- 8. Confirmation and expansion
- 9. Community ownership

Final Community Readiness Scores

<table>
<thead>
<tr>
<th>Community</th>
<th>Readiness Level</th>
<th>Readiness Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbotsford</td>
<td>3.23</td>
<td>Vague Awareness</td>
</tr>
<tr>
<td>Athens</td>
<td>2.80</td>
<td>Denial/Resistance/Vague Awareness</td>
</tr>
<tr>
<td>Colby</td>
<td>2.20</td>
<td>Vague Awareness</td>
</tr>
<tr>
<td>Edgar</td>
<td>3.56</td>
<td>Vague Awareness/Preplanning</td>
</tr>
<tr>
<td>Marathon</td>
<td>3.25</td>
<td>Vague Awareness</td>
</tr>
<tr>
<td>Stratford</td>
<td>3.17</td>
<td>Preplanning</td>
</tr>
<tr>
<td>Spencer</td>
<td>2.36</td>
<td>Denial/Resistance</td>
</tr>
<tr>
<td>Overall Average</td>
<td>2.44</td>
<td>Vague Awareness</td>
</tr>
</tbody>
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Nobody Can be Effective in a System They Don’t Understand.

- What’s on the books, what’s needed?
- How does your community license alcohol sales?
Alcohol Policy Cross Walk

Allows you to compare major report recommendations, state law & municipal policy

Use separate form for each municipality

Licensing Alcohol Sales

Guide to discovering the specific alcohol licensing process for each municipality.

Visual & informational guides.

Enforce Current Law!

- No policy debate – it’s already law!
- Easy to spread across municipalities.
- Nice selection!!
- Police like to enforce laws & dislike unenforced laws.
- Protocols usually exist for enforcement.

JOB #1 Support Enforcement

- Praise those who support enforcement!
- Write letters to the editor praising enforcement
- Ask coalition, friends & family to call Alders to say “THANKS!”
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