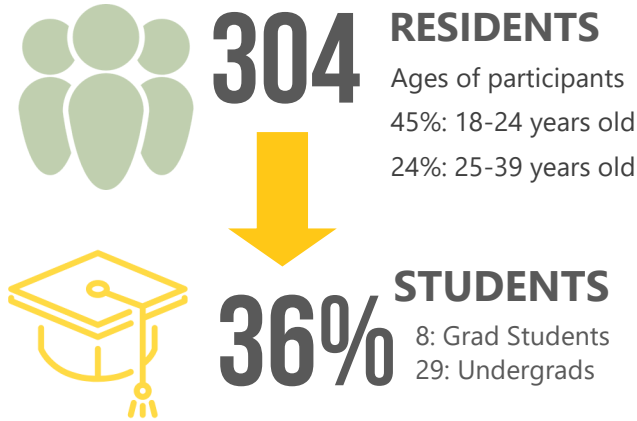


ALCOHOL IN WESTWOOD

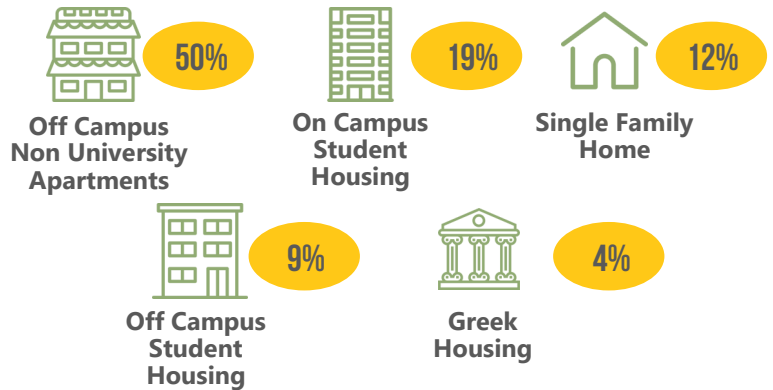
A Community Perception Telephone Survey

In October 2017, 304 Westwood residents participated in a telephone survey conducted by Harstad Strategic Research, Inc. The survey was intended to assess residents' perceptions around alcohol in three primary areas: Westwood's retail alcohol environment; drinking by university students; and the impact that Westwood's retail alcohol environment has on University students' drinking, if any.

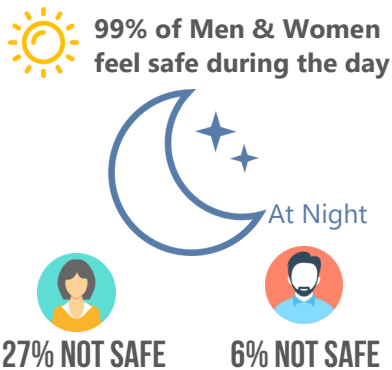
Who Participated in the Survey?



Where Student Participants Said They Live



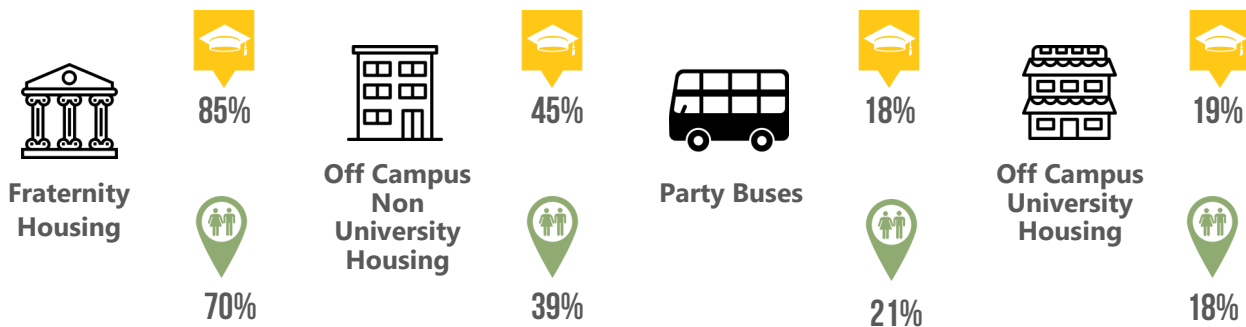
Feel Safe in Westwood



KEY OUTCOMES: Where Do Alcohol Problems Occur in Westwood?



Respondents reported the top two student settings where excessive alcohol drinking problems occur are at fraternity housing & off campus non university housing.



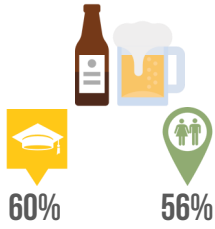
KEY

Students

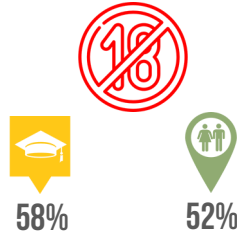
Non-Students

KEY OUTCOMES CONT: What Are the Top Harms Stemming from University Parties?

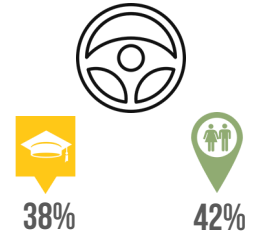
Excessive Alcohol Drinking



Underage Alcohol Drinking

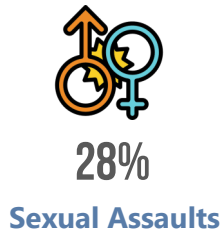
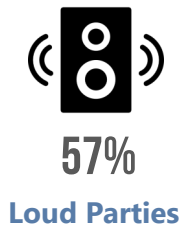


Drinking & Driving



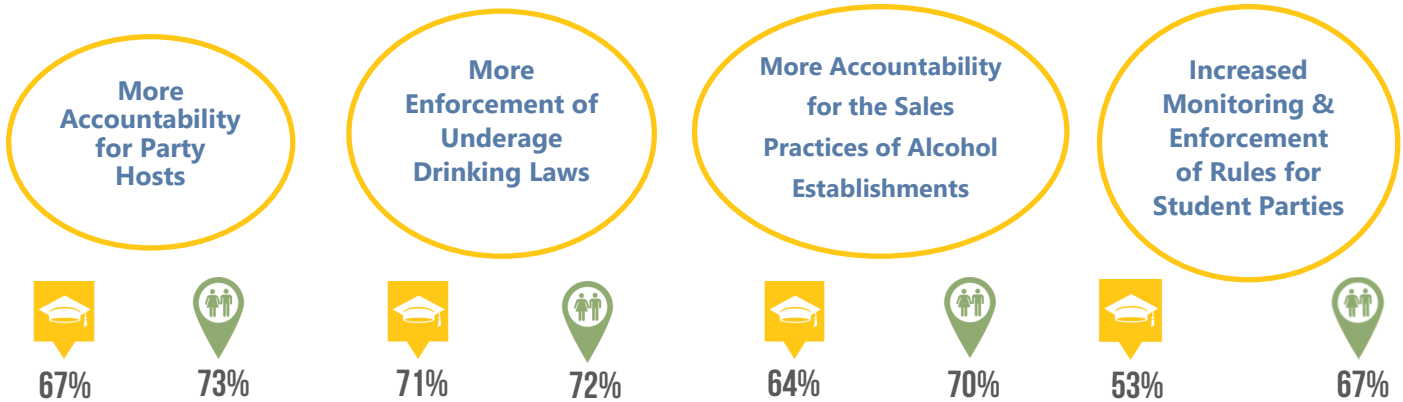
% who reported category of harm as a "huge/big or medium problem."

STUDENT PERSPECTIVES ON UNIVERSITY PARTIES



% of students who reported this happens at "half or more" University parties.

What Interventions Would You Support to Reduce Alcohol Problems in Westwood?



ABOUT SOCIAL HOST ORDINANCES: Social Host Ordinances, also known as "Party House Ordinances," are an emerging tool used by communities throughout California to reduce the incidence of loud, unruly parties, which are high-risk settings for binge and underage drinking. By levying a meaningful administrative fine for hosting parties where underage drinking and other harms occur, Social Host Ordinances can deter such gatherings and reduce a range of serious alcohol-related problems. A Party House Ordinance was passed in the City of Los Angeles in February 2018.

ABOUT HARSTAD STRATEGIC RESEARCH

Harstad Strategic Research excels at crafting a strategy to help clients achieve their goals. Harstad works in close collaboration with their clients and their teams to produce creative and insightful research. Harstad's innovative approach and working partnerships produce actionable strategies. Harstad Strategic Research has been a pollster and strategic consultant for Barack Obama since 2002.

ABOUT THE WESTSIDE IMPACT PROJECT

The Westside Impact Project aims to create a healthier and safer Westside by reducing problems related to alcohol and prescription drug use. We engage community members to assess the scope of existing problems and to advocate for proven, evidence-based solutions that can optimize health, safety and livability on the Westside. The Westside Impact Project is directed by the Institute for Public Strategies (IPS), a public health agency with 25 years of experience partnering with communities to promote health, safety and vitality. IPS is funded by the Los Angeles County Department of Public Health.



WESTSIDE IMPACT PROJECT



Institute for Public Strategies