

We Ho ENVIRONMENTAL PREVENTION FOR A SAFE AND THRIVING BUSINESS COMMUNITY

Community members and business leaders can work together to reduce alcohol-related harms and improve the health and safety of their communities, while still supporting local businesses.

Using the ENVIRONMENTAL PREVENTION MODEL as a framework, this brief outlines specific prevention and intervention recommendations for reducing

alcohol-related problems in West Hollywood. When integrated strategically, these elements can substantially change the physical, social, cultural, and economic contexts that enable alcohol problems to take place. The long-term result is a healthier and safer environment that supports a thriving business community and improved quality of life in surrounding neighborhoods.

Responsible Hospitality Coalition (RHC)

A RHC could provide valuable supportive services to the business community, e.g. RBS training, assessments, surveys and data collection, consultation with high-risk retailers, etc. Strong management involvement and support should be a priority as alcohol server training programs work best under those circumstances. RHC activities should be implemented and coordinated by a professional prevention agency such as the Institute for Public Strategies, which has the expertise and resources to carry them out.

Law Enforcement Data

Calls for service and alcohol-related crime reports, especially GIS mapping, should be a priority, as they are a primary indicator of the impacts hospitality businesses are having on the community. Such data should be used to establish baseline measures and show the effectiveness of selected intervention strategies.

Risk Assessments

Following up on law enforcement data, risk assessments of individual alcohol establishments can identify problematic sales and service practices and serve as the basis for follow-up consultations to resolve issues. Since West Hollywood has many noted special events, specific assessment for these types of events with follow-up consultation for event organizers would be particularly effective. Environmental scans would be useful in assessing the risks and benefits of proposed new alcohol businesses.

Place of Last Drink Survey (POLD)

POLD survey data can help identify businesses that chronically overserve customers so that they can provide needed consultation services. It can also provide a wealth of information that can be helpful, when compiled with other data, in the planning of prevention campaigns, especially with regard to DUI. It should be noted that collection and analysis of POLD data can require substantial resources and additional funding to support the effort may be needed. It may take several years to fully implement the process.

Community Partners Working Together

Feature stories about the activities of community-based organizations, such as the HRP or RHC, can help raise public awareness about the importance placed by local businesses and public officials on community health and safety. Also, sharing information about the City's vision for the future—how it will bring prosperity to local residents as well as business people—will help build public support for creating changes. It will also draw more visitors to the community who are looking to enjoy hospitality in a safe and healthy atmosphere.

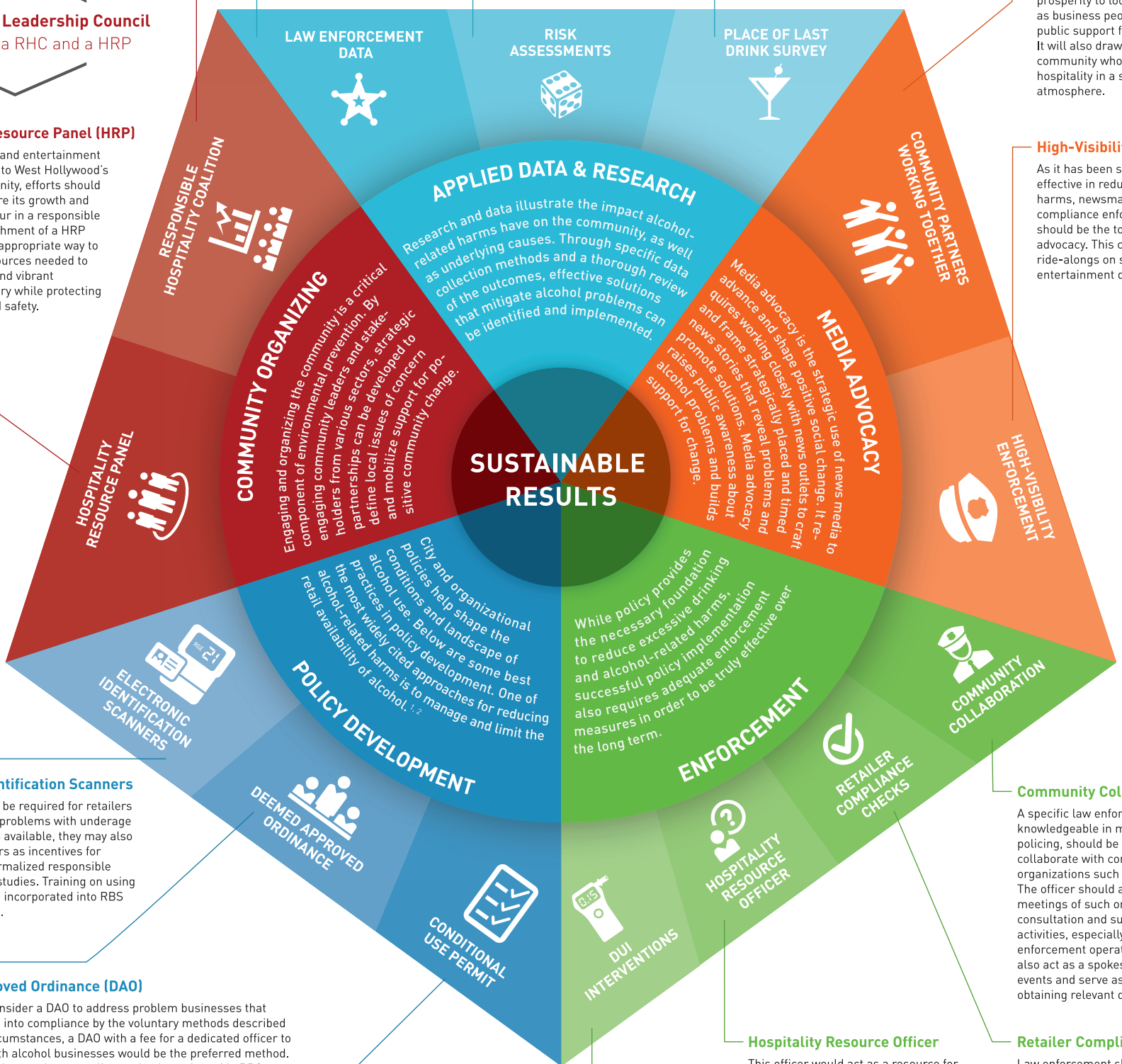
High-Visibility Enforcement

As it has been shown to be highly effective in reducing alcohol-related harms, newsmaking around alcohol compliance enforcement operations should be the top priority of media advocacy. This could include ride-alongs on special patrols in entertainment districts.

The Safe WeHo Leadership Council is a hybrid of a RHC and a HRP

Hospitality Resource Panel (HRP)

Since hospitality and entertainment are fundamental to West Hollywood's business community, efforts should be made to ensure its growth and development occur in a responsible way. The establishment of a HRP seems the most appropriate way to mobilize the resources needed to create a strong and vibrant hospitality industry while protecting public health and safety.



SUSTAINABLE RESULTS

Research and data illustrate the impact alcohol-related harms have on the community, as well as underlying causes. Through specific data collection methods and a thorough review of the outcomes, effective solutions that mitigate alcohol problems can be identified and implemented.

Engaging and organizing the community is a critical component of environmental prevention. By engaging community leaders and stakeholders from various sectors and stakeholder partnerships can be developed to define local issues of concern, strategic and mobilize support for positive community change.

City and organizational policies help shape the conditions and landscape of alcohol use. Below are some best practices in policy development. One of the most widely cited approaches for reducing alcohol-related harms is to manage and limit the retail availability of alcohol.^{1,2}

While policy provides the necessary foundation to reduce excessive drinking and alcohol-related harms, successful policy implementation also requires adequate enforcement measures in order to be truly effective over the long term.

Media advocacy is the strategic use of news media to advance and shape positive social change. It requires working closely with news outlets to craft and frame stories that reveal problems and promote solutions. Media advocacy raises public awareness about alcohol problems and builds support for change.

Community collaboration involves working with community organizations and individuals to address alcohol-related issues. This can include joint efforts in enforcement, policy development, and media advocacy.

Electronic Identification Scanners

ID scanners could be required for retailers who have chronic problems with underage sales. If funding is available, they may also be given to retailers as incentives for participation in formalized responsible retailer research studies. Training on using scanners could be incorporated into RBS training programs.

Deemed Approved Ordinance (DAO)

The city should consider a DAO to address problem businesses that cannot be brought into compliance by the voluntary methods described above. In such circumstances, a DAO with a fee for a dedicated officer to act as a liaison with alcohol businesses would be the preferred method. The officer could also conduct compliance checks and provide RBS trainings, eliminating the need to rely on the ABC.

Conditional Use Permit (CUP)

The existing CUP in the City of West Hollywood could be strengthened by adding an enforcement component with specific penalties for violation of conditions. Land use decisions should include conditions that define business practices and the manner and mode of business operations that are consistent with community standards and values. A set of guidelines regarding these standards should be established to assure that new businesses are assessed fairly. However, permits should not be issued automatically based on any set of predetermined criteria. Rather, each case should be considered individually.³ The City could also consider adding a provision restricting the distance between alcohol outlets and their proximity to schools, parks, churches, and residential areas. Other land use/zoning ordinances could specify limits on the number of outlets allowable in a given area.

DUI Interventions

The Los Angeles County Sheriff's Department conducts DUI checkpoints and patrols for West Hollywood, making an effort to publicize dates and times to local residents. But additional media could be conducted to highlight these operations. Passive alcohol sensors during checkpoints could also help ensure that impaired drivers are effectively identified. The City of West Hollywood provides a free shuttle service to discourage drunk drivers, which can be effective when combined with focused enforcement efforts.

Hospitality Resource Officer

This officer would act as a resource for alcohol-related businesses, ensuring they have knowledge of local regulations and helping them stay in compliance. The officer would maintain positive relationships with individual retailers by visiting their establishments on a regular basis to review their operating policies and procedures, monitor their compliance, answer questions and offer any assistance that might be needed. The officer could also review new applications for alcohol licenses, interview applicants and make recommendations for any needed conditions. Funding for the position could come out of the general fund or from a fee associated with a DAO.

Community Collaboration

A specific law enforcement officer, knowledgeable in methods of community policing, should be designated to collaborate with community collaborative organizations such as an HRP or RHC. The officer should attend general meetings of such organizations, providing consultation and support for prevention activities, especially those involving law enforcement operations. The officer could also act as a spokesperson for media events and serve as a point of contact for obtaining relevant data.

Retailer Compliance Checks

Law enforcement should make a commitment to conduct regular compliance checks in retail outlets, especially as a follow-up to RBS trainings, as these have been shown to be effective in reducing community harms. Compliance checks should follow the training as soon as possible, within a few days, with any findings relayed to management. Problem establishments should be targeted for heightened compliance enforcement through bar checks with visible officers; undercover observations; and continuous data collection related to disturbances or other issues with intoxicated patrons.

¹ Sparks, M., Jernigan, D. H., & Mosher, J. F. (2011). Regulating alcohol outlet density: An action guide. Community Anti-Drug Coalitions of America.

² Campbell, C. A., Hahn, R. A., Elder, R., Brewer, R., Chattopadhyay, S., Fielding, J., ... & Task Force on Community Preventive Services. (2009). The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms. *American Journal of Preventive Medicine*, 37(6), 556-569.

³ U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention (2013). How to Use Regulatory and Land Use Powers to Prevent Underage Drinking. Pacific Institute for Research and Evaluation.



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