

Creating and Implementing Successful Alcohol Policies

Resource Manual



*Community Coalition for
Safe and Drug-Free Youth*

RiverheadCAP.org



@RiverheadCAP

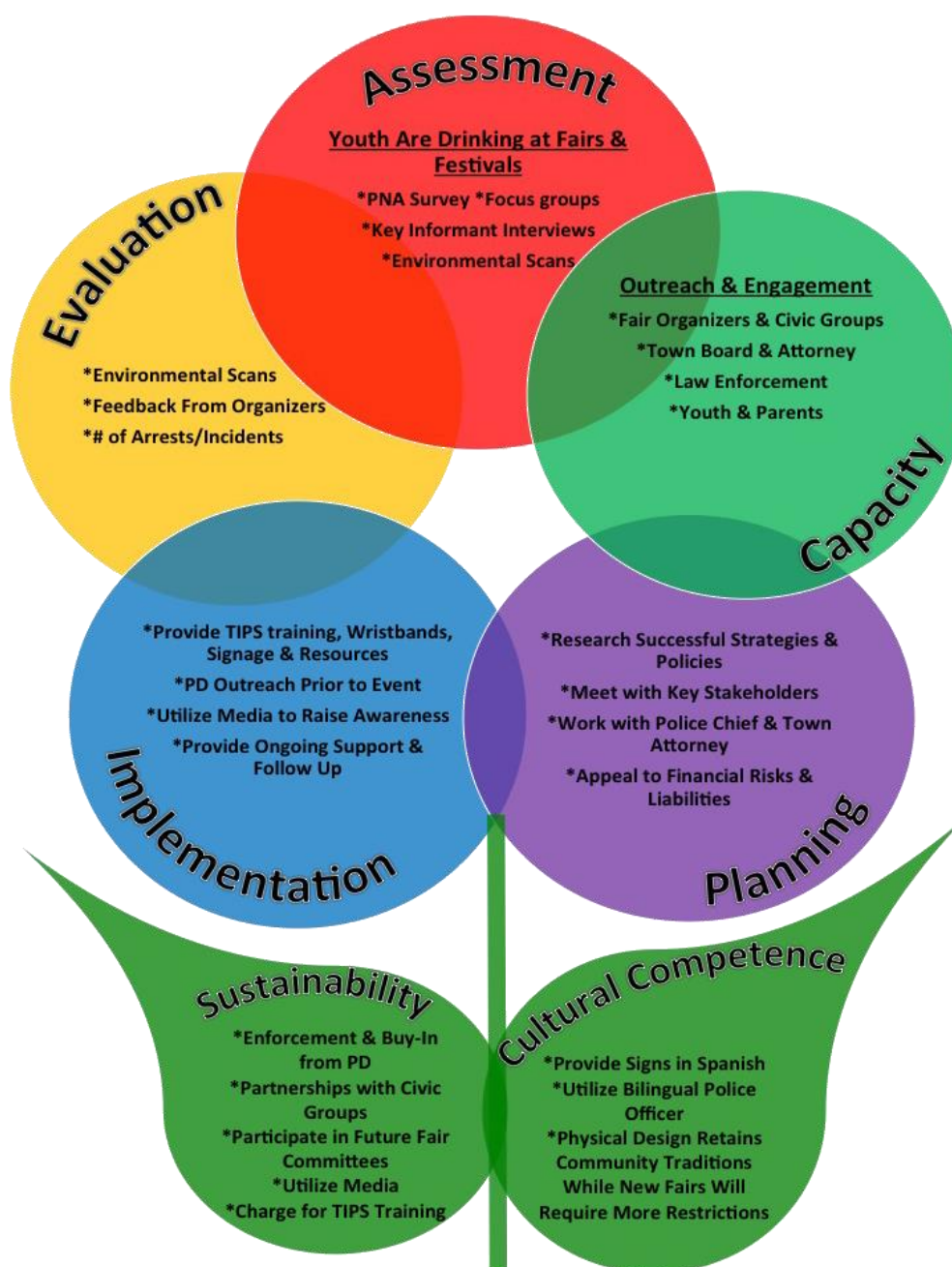


Table of Contents

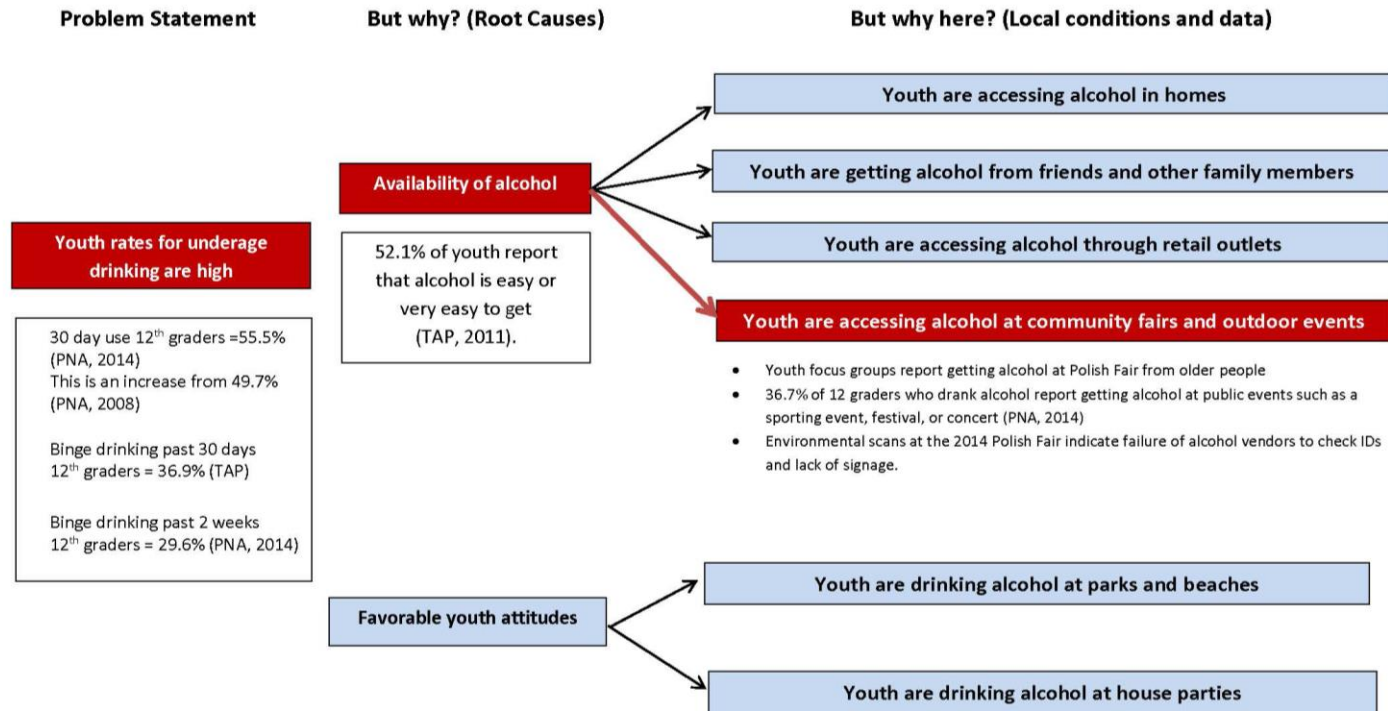
Table of Contents.....	1
Strategic Prevention Framework.....	2
2014 Underage Drinking Logic Model	3
Environmental Scanning	4
Observation Sheet	5
Our Community's Timeline	6
Best Practices for Serving Alcohol at Fairs & Festivals	10
Policy Highlights	12
Lessons Learned & Takeaway Points	13
How Does Our Coalition Serve As A Resource?	15
Additional Attachments	
Appendix I: Signage Examples	16
Appendix II: ID Checking Resources	21
Appendix III: Certificate of Recognition	24
References & Additional Resources	25

This document was developed in part under Grant Number SP019738 from the Office of National Drug Control Policy and Substance Abuse and Mental Health Administration, U.S. Department of Health and Human Services.

Strategic Prevention Framework



Riverhead Community Coalition's 2014 Underage Drinking Logic Model



Environmental Scanning

Environmental scanning is a useful assessment method that coalitions use to gather visible information on local conditions surrounding alcohol, tobacco, and other drugs. By physically assessing the environment, we will be able to determine environmental strategies that best fit our community.

When conducting a scan, collect information about what you see. Some observations may include the number of signage, advertising, lighting, location of alcohol sales and other physical elements of the event. In addition to writing down observations, photographs can be extremely useful. Use the data gathered to further your assessment process and notify coalition members of environmental elements that they were not previously aware of. Combining results of an environmental scan with statistical data can give coalitions the information they need to effectively change the problem environments that exist within their communities.

Assessing Conditions with Marketing's 4 Ps

When conducting environmental scans, work to find conditions that make illegal or excessive substance use and abuse easier. The marketing mix, or marketing's four Ps, can be a useful tool to determine where community change needs to occur.

Price: How much does a 22-ounce beer cost when compared to a 12-ounce soda can? Is alcohol less expensive at the event compared to other settings?

Product: Are specific products available that appeal to certain populations, such as flavored cigarettes or alcopops? Is beer provided in single cans with a high alcohol content?

Promotions: Are there Happy Hour or "2 for 1 specials" going on at the event? Does the community event revolve around alcohol use? What are the regulations related to free samples of wine/beer or tobacco use?

Place: Is beer and water/soda at the event, or at the surrounding convenience stores? Are products displayed where they can easily be stolen?

References

CADCA National Coalition Institute. (2010). The Coalition Impact: Environmental Prevention Strategies. Beyond the Basics: Topic-Specific Publications for Coalitions. Retrieved from http://www.cadca.org/files/resources/Beyond_the-Basics-Environmental_Strategies-11-2010.pdf

Dr. Eduardo Hernández-Alarcón. (2009). Why you should consider an environmental scan. CADCA. Retrieved from <http://www.cadca.org/blogs/detail/why-you-should-consider-environmental-scan>

OBSERVATION SHEET FOR PUBLIC EVENT**EVENT NAME/TYPE:** _____**Establishment Name:** _____**Date of Visit:** _____ **Time of Day Visited:** _____**Type of Establishment (Choose One):**

- ☐ Beer Tent ☐ Restaurant
☐ Mobile vendor/truck ☐ Deli
☐ Other _____

Who were you observing?

- ☐ Server ☐ Owner ☐ Store Clerk ☐ Customer
☐ Other _____

Did you notice signage regarding ID requirements (We Card, etc.)? ☐ Yes ☐ No**Describe Signage:** (How many signs did you see? What did the signs say? Where were they located? Was the quality and size of signage appropriate?)

Was alcohol advertised at a special price? ☐ Yes ☐ No**If yes, explain:** _____**Did you observe people being asked for ID?** ☐ Yes ☐ No**Were non-alcoholic beverages offered as well?** ☐ Yes ☐ No**Did you notice anyone who appeared to be intoxicated?** ☐ Yes ☐ No**If yes, explain:** _____**Did you observe what appeared to be underage drinking?** ☐ Yes ☐ No**If yes, explain:** _____**Did you observe people drinking alcohol outside of designated drinking areas?**☐ Yes ☐ No **If yes, explain:** _____**Your Comments (Continue on Back of Sheet if You Need to):**

Coalition Member (Optional): _____

“Creating & Implementing Successful Alcohol Policies for Fairs & Festivals” Our Community’s Timeline

2010: Riverhead Town Board first suggests adopting a policy surrounding alcohol consumption at public events. This suggestion did not appeal to community members and received harsh criticism. As a result, the topic was dropped.

In September 2013, Riverhead Community Awareness Program, Inc. was awarded a five-year Drug-Free Communities (DFC) Grant on behalf of the Riverhead Community Coalition for Safe and Drug-Free Youth.

In May 2014, our coalition conducted a survey in 6th, 8th, 10th, & 12th grade within Riverhead Central School District. The survey revealed that an overwhelming majority of high school students within our school district consume alcohol. According to the 2014 survey, 55.5% of RHS 12th graders and 45.4% of RHS 10th graders reported drinking alcohol in the past 30 days. In addition, 29.6% of 12th graders and 21.6% of 10th graders reported drinking in the past 2 weeks. These findings are above the national MTF average. The survey also revealed that a portion of our students who drink alcohol are doing so at a public event, such as a fair or festival. Among Riverhead High School 12th graders, 36.7% of those that drank alcohol reported consuming it at a public event. Among Riverhead High School 10th graders, 24.1% of those that drank alcohol reported consuming it at a public event.

In May 2014, our coalition conducted youth focus groups and a Youth Town Hall meeting which was videotaped. These focus groups revealed that youth were drinking alcohol at our local fairs and festivals.

In July 2014, the coalition decided that it was going to start organizing existing data and collecting more data in order to develop an effective plan to reduce the number of youth who report drinking at fairs and festivals in Riverhead.

In August 2014, the coalition, including adults and youth, conducted environmental scans at the Polish Town Fair. The environmental scans revealed that the fair has turned into a celebration that is mostly surrounded by alcohol. It also confirmed that the town lifts its restriction on public consumption of alcohol and that people were not only walking around the festival with alcohol, but they were taking the alcohol past the event boundaries. People were bringing in their own alcohol and consuming it all over Polish Town, a small community within

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Riverhead where our school district is also located. Youth reported that alcohol servers were shouting out specials to anyone walking by, including other kids. The vendors had special discounts on beer and local delis and gas stations were illegally providing alcohol by selling single beers from a tub in their store (these delis do not have an on premise license to open alcohol within their store). In addition, alcohol servers were drinking alcohol themselves and selling the alcohol in very large glass mugs. Overall, the majority of findings revealed that intoxication and underage drinking were two huge issues going on during this festival.

In September 2014, Program Director Felicia Scocozza was asked to deliver a presentation to the Rotary Club of Riverhead that informed members about the prevalence of underage drinking within our town and the number of youth who report drinking alcohol at fairs and festivals. We offered the Rotary many different resources in which they could use to prevent underage drinking and intoxication during their fair, including signage and ID checkers. The presentation was not well received by members. The members took our ID checkers but environmental scans revealed that they were not used during the fair.

In October 2014, the coalition conducted environmental scans at the Riverhead Country Fair. Although it was discovered that this fair was not as problematic as the Polish Town Fair, there were still many concerns. The Rotary Club of Riverhead organizes this fair and serves alcohol at booths. The alcohol sales that they receive during this fair is the biggest fundraiser that the organization has. Community scans revealed that servers were drinking alcohol themselves and giving more than two drinks to one customer at a time. Coalition members also observed large sales during the last hour of the event to sell as much alcohol as possible. Alcohol servers were not checking identification from any customers. In addition, law enforcement did not penalize people that they saw consuming alcohol on the outside boundaries of the fair.

In March 2015, Project Coordinator Kelly Miloski went to a training to receive her certification as a Training for Intervention ProcedureS (TIPS) trainer in order to offer training to servers at fairs and festivals.

In April 2015, Felicia Scocozza and Kelly Miloski attended the Riverhead Town Board's work session meeting where they were asked to deliver a presentation, "Best Practices for Serving Alcohol at Fairs & Festivals." The presentation included data from our PNA survey and youth focus groups, as well as several different options the Town Board could take to prevent underage drinking and intoxication at fairs and festivals. When this information made it into local newspapers, community members became very angry. One of the suggestions was to

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have alcohol sales enclosed in a beer garden during public events. Community members did not like this idea and our organization received harsh criticism.

In May 2015, Felicia Scocozza went to a training to receive her certification as a Training for Intervention Procedures (TIPS) trainer.

In May 2015, Councilwoman Giglio, Chief Hegermiller (who is an active coalition member and board of director member for our organization), the Riverhead Town Attorney, and the head organizers of the fairs requested a meeting with our coalition to discuss what a draft of the policy will look like. The Town Attorney, Town Board, and Police Chief decided that they would like to create a formal policy to protect the Town from potential liability due to underage drinking and intoxication.

In June 2015, Felicia & Kelly conducted their first TIPS training for those serving alcohol at the Polish Town Fair. Nineteen people took this training. The organizers of the Polish Town Fair worked very well with us to organize the training and to coordinate with us to receive signage and bracelets for their upcoming fair.

In July 2015, Felicia & Kelly conducted a second TIPS training for those serving alcohol at the Polish Town Fair with ten participants.

In July 2015, the first draft of the alcohol policy was created by the Riverhead Town Attorney, including some additional requirements. He included all of best practices that were recommended by our coalition except for the requirement of a “beer garden.” During this time, there was still harsh criticism about the new law coming from community members.

In August 2015, Felicia was asked to attend the Town Board work session to discuss details of the alcohol policy and provide feedback.

In September 2015, Felicia & Kelly did their first TIPS training for members of the Rotary Club of Riverhead.

In October 2015, the Riverhead Town Board unanimously adopted their first ever comprehensive alcohol policy for public events.

In early 2016, it was announced that a new festival would be taking place in Riverhead during the upcoming summer. This festival is called Alive on 25, and it took place four times during Summer 2016. After hearing about the festival, the coalition took action to get in contact with the event organizers to make sure that they were aware of the alcohol policy and to offer TIPS training, signage, ID checkers, bracelets, & other resources for the events. The event organizers were very clear that they wanted to follow all town regulations and even invited Kelly to be part of the planning committee for the event. Kelly attending meetings twice a month during the planning process for Alive on 25 and served as a resource to ensure that the festival was taking proper action to prevent underage drinking and intoxication. In addition to the alcohol policy, Alive on 25 event organizers decided to take further precaution by enclosing all alcohol zones, hiring a security company to work at the boundaries of each alcohol zone, and to have all participating restaurants serve alcohol in cups that clearly identify the location in which the alcohol came from. In addition, signage was provided for the fair boundaries that clearly stated “No Alcohol Beyond This Point.”

In April 2016, Felicia & Kelly conducted a TIPS training for Alive on 25 servers. There were 24 attendees.

In July 2016, Felicia & Kelly conducted another TIPS training for Alive on 25 servers. There were 16 attendees.

During Summer 2016, environmental scans revealed that Alive on 25 event organizers were in compliance with the town’s alcohol policy and that there was no observation of underage drinking and very little observation of intoxication.

In September 2016, a temporary change was made to the alcohol policy that required participating establishments of the Riverhead Country Fair to include an identifying symbol and/or logo that uniquely identifies the vendor on cups.

In January 2017, the Riverhead Youth Coalition conducted a Town Hall presentation to raise awareness about underage drinking and the impacts that it can have on our community.

In January 2017, The Rotary Club of Riverhead voted to stop selling alcohol at their event.

****Please note that environmental scans did not happen during the 2016 Polish Town & Country Fair. Due to bad weather, the Polish Town Fair received little turnout and the Country Fair was canceled.**

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Town Board Meeting - May 26, 2015: Establishing Best Practices for Selling Alcohol at Fairs and Festivals & Recommendations

Some possible things to consider when forming a policy surrounding alcohol at the fairs and festivals:

Signage: Signage that promotes the fair's commitment to serving alcohol responsibly may help deter youth from obtaining alcohol from the event. Signage such as "We ID" and "We do not sell to minors" are helpful when they are in a place visible to attendees. **Riverhead CAP can provide signage free of charge.**

Identification: If you sell alcohol to a minor because you fail to check ID, this could result in fines and/or the loss of your liquor license. A clear set of steps in checking the identification of individuals who want to purchase alcohol must be established. Fairs can plan to check identification at each individual beer booth and/or have a separate booth with staff checking identification. It is recommended that bright, nontransferable wristbands are sold to individuals 21+ in order to easily identify those who are able to purchase alcohol. **CAP can provide portable ID checkers and wristbands free of charge.**

Recognizing, Refusing to sell, & Reporting: Recognizing, refusing to sell, and reporting any individuals who are intoxicated or underage is extremely important to reduce alcohol-related problems at events. According to the NYS Liquor Authority, selling alcohol to intoxicated and underage individuals are two of the most serious violations. There must be a clear set of procedures for sellers to follow. Without the proper training, many people lack the skills necessary to recognize and refuse the sale of alcohol to intoxicated and underage individuals. Sellers must be able to recognize to the best of their ability when an attendee is using a fake ID or the ID of someone else. Any incident with an intoxicated or underage individual should be recorded immediately. This may help reduce liability in the event that the reported individual is involved in an alcohol-related accident.

Monitoring Event: It is important to have someone monitoring the event for any violations regarding the new policy and existing policies.

Size & Number of Alcoholic Beverages: Alcoholic beverages should be limited to these standard sized drinks which each typically contain about ½ ounce of ethanol (pure alcohol): a 12 oz. beer, a 5 oz. glass of wine, or a mixed drink that contains a 1½ oz. shot of distilled liquor. These standards can help reduce intoxication among attendees. The number of alcoholic beverages should also be limited to two drinks per person to reduce intoxication and the occurrence of alcohol being bought for underage individuals.

Outside Establishments: Alcohol sold by surrounding establishments for the consumption at the fair/near the fair poses a problem. This makes it easier for underage individuals to obtain alcohol to conceal and bring into the fair. In order to properly monitor alcohol at fairs, it is recommended that alcohol from outside establishments should not be allowed on the fair premises unless the

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establishment has a permit to sell there. Any outside establishments who obtain a permit should be required to follow the same guidelines that pertain to the fair.

TIPS for Concessions: The best way to incorporate many of these best practices is to get all alcohol sellers certified in the **TIPS for Concessions** program. TIPS for Concession is a 3-hour program for fairs, festivals, and any large venue where alcohol is consumed. This program empowers vendors to “make the right call,” reducing the risk of alcohol-related incidents and ensuring fun and safety for all attendees. The program focuses on the alcohol-related challenges associated with large venues and takes into account the high volume of attendees and the limited time concession sellers have to interact with them. Participants learn techniques to assess attendees in a short period of time and prevent alcohol sales to underage or intoxicated individuals. Knowing that the staff is trained to prevent underage sales and intoxication reassures parents of the community that their children will be safe at these events. TIPS for Concessions can also help vendors protect themselves from possible litigation should an incident occur. The TIPS for Concessions certification is valid for 3 years. **Felicia Scocozza and Kelly Miloski from Riverhead CAP are certified TIPS trainers. They are currently offering TIPS training free of charge, but space for the class must be donated. TIPS training can have a maximum of 35 attendees per class.**

Contact Information

Felicia Scocozza, LMSW
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631-727-3722; director@riverheadcap.org

Kelly Miloski, MPH
Community Prevention Specialist
Riverhead Community Awareness Program, Inc.
631-727-3722; prevention@riverheadcap.org

To contact the New York State Liquor Authority regarding Alcohol Beverage Control Laws, please contact:

William Crowley
Director of Public Affairs
New York State Liquor Authority
518-474-4875; william.crowley@sla.ny.gov

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Highlights of the Town of Riverhead's Alcohol Policy, October 2015

- This will be the first alcohol policy for the Town. It provides oversight regarding Town events where alcohol is served
- The principal goal of the policy is to protect underage attendees and to prevent the greatest extent possible any underage consumption of alcohol. The secondary goal is to diminish excessive alcohol consumption
- Limits alcohol to be served by event organizers only
- Requires servers to be TIPs trained and submit their TIPs training credentials with event application (Chapter 90)
- Limits alcohol to beer wine and champagne only; serving sizes are 12 oz. beer and 5 oz. for wine and champagne; NO MIXED DRINKS
- Servers are required to refrain from drinking alcohol while they are serving
- Bracelets will be issued to those over 21 and signage will be displayed
- Outside alcohol and alcohol purchased at retailers/restaurants are prohibited on the streets of the event
- The serving of alcohol must cease at least one hour prior to the specified ending time of the event
- Event organizers must hire police officers/bouncers with TIPs training
- Event organizers must promote safe transportation for all drinking participants
- Alcohol is prohibited on Town playing fields, playgrounds and designated family areas within the boundaries of the event
- Retailers and restaurants must adhere to the conditions of their NYS liquor license during the event

Lessons Learned & Takeaway Points

Lessons Learned:

- 1) Make sure that you assess your community's readiness to change prior to implementing your plan. It will help you prepare if you anticipate that there will be any backlash among community members due to new changes that they must adhere to. Some ways that you can assess community readiness is through surveys, key informant interviews, feedback from media articles, and conducting focus groups with adults and youth.
- 2) It is important to communicate with law enforcement. Having a policy to prevent underage drinking and intoxication is great, but if it is not being enforced, then it will not be effective. Holding meetings before and after the events to ensure that it is being enforced properly can be effective.
- 3) Don't underestimate your youth sector's ability to make changes in the community! When youth speak up for an issue such as underage drinking, it is likely that adults will listen to what they have to say. Their Call to Action can be stronger than an adult's Call to Action, especially when the issue directly impacts youth.
- 4) Understanding the logistics of the fair can help you identify where a problem may occur. Our Project Coordinator sat through many fair planning committee meetings that helped her understand the layout of the fair. This helped identify how people could get around the policy and how to fix any loopholes.

Takeaway Points:

- 1) A good tactic to use when implementing change is to appeal to the community values & stakeholder buy-in. While it may be your primary concern to reduce underage drinking, sometimes it works to frame the issue as a public safety concern and a financial risk for those involved. This helps get everyone on board, even if their primary concerns are different than yours.
- 2) Be sure to identify if you have the time and resources to implement what you have proposed. If you do not have enough staff or money in your budget, you may want to consider bringing other stakeholders to the table that can compensate for areas in which you are not able to help with.
- 3) Always ask for more than what you want. Most likely, stakeholders will accept the changes or modify them to make it a less drastic community change. Either way, it will most likely result in a new change that will benefit your community!
- 4) Make sure your plan is realistic for the community to implement. Remember, some

ideas may fit your community and some may not. You may have to make changes along the way if you find that an aspect of your new policy is not working.

- 5) Don't spend time rebuilding – there are plenty of resources and policies that are already effective in other communities. Conduct research and see what else is out there. It can save you a lot of time and stakeholders are more likely to buy-in if they see that the strategy is effective in another community! Talk to your DFC Evaluator – they are an awesome resource to help you find the resources that you need.
- 6) **It is not considered lobbying if you are requested to attend meetings regarding a policy. Always be sure to review and follow lobbying guidelines. This CADCA document is helpful: www.cadca.org/sites/default/files/resource/files/strat31.pdf**

From: [Carol Sciafani](#)
To: [Felicia Scocozza](#)
Subject: Work Session August 13, 2015
Date: Wednesday, August 12, 2015 10:25:12 AM
Attachments: image001.jpg

Dear Felicia:

You are requested to attend Town Board's Work Session on Thursday, August 13, 2015 along with Chief Hegermiller and Town Attorney Bob Kozakiewicz to discuss the town's alcohol policy. You are scheduled for 10:00 a.m. The Work Session Agenda will be available on our website this afternoon.

Regards,

Carol Sciafani
 Legislative Secretary to the Supervisor
 TOWN OF RIVERHEAD
 200 Howell Avenue
 Riverhead, New York 11901

How Does Our Coalition Serve As A Resource?

- We sit on fair and festival planning committees to ensure that they are a safe environment.
- We conduct environmental scans and meetings with law enforcement and event organizers to address any issues related to fairs and festivals.
- We are certified TIPS trainers that conduct trainings for all individuals who serve alcohol at local fairs and festivals.
- We provide bracelets and signage (in English and Spanish) that is required through the alcohol policy.
- We provide ID checking resources and incident logs for alcohol servers at fairs and festivals.
- The Town of Riverhead includes our coalition's contact information on the Special Events Application so that event organizers can utilize our coalition as a resource.

Appendix I: Signage Examples

**NO ALCOHOLIC
BEVERAGES
PERMITTED
BEYOND
THIS POINT**

WRISTBANDS REQUIRED TO CONSUME ALCOHOL BEYOND THIS POINT

WRISTBANDS REQUIRED TO PURCHASE AND/OR POSSESS ALCOHOL

MUNEQUERA REQUIRIDO PARA COMPRAR O BEBER ALCOHOL

We ID

***Please make sure to
have your ID ready***

**Se les solicitará evidencia de
mayoría de edad a aquellos
que desean comprar alcohol.**

**Procure presentar
identificación válida cuando
compre alcohol.**

**INTOXICATED
PERSONS WILL
NOT BE SERVED**

**A LAS PERSONAS
EMBRIAGADAS NO
SE LES SERVIRÁ
MAS ALCOHOL**

Appendix II: ID Checking Resources

ACCEPTABLE FORMS OF IDENTIFICATION FOR PURCHASING ALCOHOLIC BEVERAGES

U.S. State Driver's License

Issued by New York or any state or commonwealth in the U.S. or Canada or federal government.

U.S. State Non-Drive Identification Card

Issued by New York or any state or commonwealth in the U.S. or Canada or federal government.

U.S Military Card

Issued by the Armed Forces of the United States

Original Passport

Issued by the United States government or any other country

**ALL FORMS OF IDENTIFICATION MUST BE CURRENTLY
VALID – EXPIRED IDENTIFICATION IS NOT ACCEPTED**

Steps for Checking Identification

TOUCH **Hold the ID & feel for:**

- Raised edges around photo
- Bumpy surfaces
- Irregular lamination
- Cuts, slits, or pin holes
- Peeling lamination or uneven corners
- Thickness & quality of ID

LOOK **Look at the ID and examine it:**

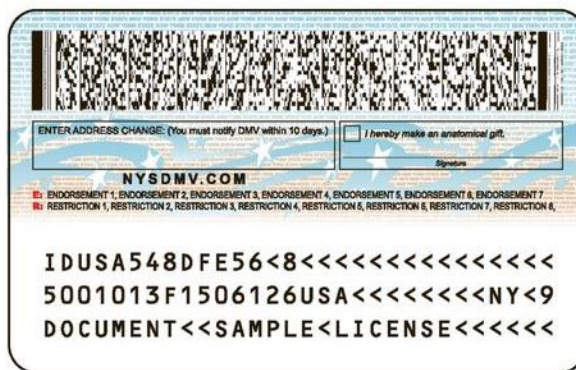
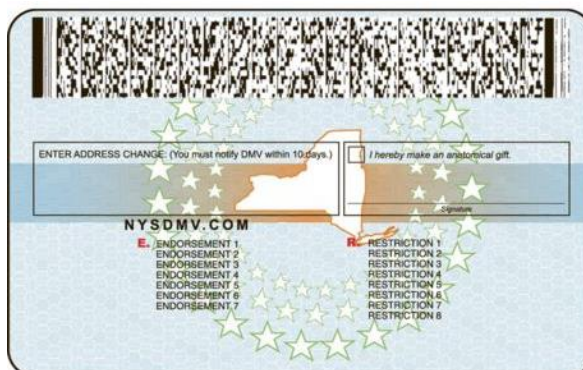
- Check expiration date
- Check birth date
- Compare the photograph to the person in front of you
- Compare consistency of printing: Look for letters & numbers that don't match or line up
- Turn ID over & check information on back – are there any cuts, markings or abrasions on the ID? Many fake IDs say "For Entertainment Purposes Only" on the back

ASK **You have a right to ask a person questions!**

- Ask the person to show their ID even if they already have a bracelet on
- Ask for a second form of ID
- Ask the person their address, age, astrological sign or what year they graduated from high school
- Ask the person to sign their name & compare it to the signature on the ID

**If you suspect the ID is false or if you don't believe the person is 21,
DON'T SELL OR SERVE ALCOHOL TO THEM.**

Please turn this page over to find examples of acceptable forms of ID



Valid photo state-issued ID card
U.S. active-duty military ID
Valid Passport

Any other form of ID is not acceptable!

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Appendix III: Certificate of Recognition



References & Additional Resources

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To view the Town of Riverhead's Alcohol Policy, please visit:
RiverheadCAP.org/about/documents

Other Helpful Resources

AlcoholPolicyMD. http://www.alcoholpolicymd.com/alcohol_policy/index.htm

City of San Diego. Special Event Guidelines: Alcohol Permit Conditions.
<https://www.sandiego.gov/sites/default/files/legacy/specialevents/pdf/AlcoholPermitConditions.pdf>

Drug Free Communities – Fond du Lac County. Community Event Toolkit For Alcohol Management.
https://www.fdl.wi.gov/cofuploads/alcohol_management_toolkit_fdl_final_01.pdf

Environmental Prevention of Underage Drinking. Restricted Sales of Alcohol at Public Events.
https://www.stopalcoholabuse.gov/townhallmeetings/pdf/2014/RestrictedSales_508.pdf

Helping Services for Northeast Iowa. Alcohol Management for Fairs and Festivals.
<http://www.cityofdubuque.org/DocumentCenter/View/15498>

LSU Campus-Community Coalition for Change. Alcohol Restrictions at Community Events.
http://www.alcoholpolicymd.com/pdf/Restrictions_Community_Events2.pdf

OJJDP. Enforcing Underage Drinking Laws Program.
<https://oasas.ny.gov/prevention/documents/OJJDP-ManagingSpecialEvents.pdf>
Pacific Institute for Research and Evaluation (PIRE). <http://www.pire.org/>

SAMHSA. Applying the Strategic Prevention Framework (SPF). <https://www.samhsa.gov/capt/applying-strategic-prevention-framework>

Training for Intervention ProcedureS (TIPS). <http://www.gettips.com/>

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