

Project 2 Description

Retailers Draw the Line Between Youth and Alcohol

Involve your local retailers in helping to reduce underage drinking by inviting them to become part of *Retailers Draw the Line Between Youth and Alcohol*.

- ☐ To be recognized as a *Retailer who Draws the Line Between Youth and Alcohol*, a retailer must meet each of the following ten elements:

1. Have 1 or more *Let's Draw The Line Between Youth and Alcohol* window clings displayed within the store.
2. Have a "purchaser birth date" sign displayed at the cash register.
3. Have 4 or fewer alcohol signs on the outside of the retailer;
4. Place alcohol products 2 ft. or more from soda pop, candy, toys;
5. Ensure alcohol ads are at least 3 1/2 ft. above floor;
6. Have alcohol displays at least 10 ft. away from the front door; and,
7. Allow implementation of a Community Assessment of Neighborhood Stores (CANS) survey
8. Owner/manager has reviewed the "Responsible Alcohol Sales: A Guide for Washington's Retail Stores".
9. All employees have signed the 'Acknowledgement of understanding' (page 9 of the Responsible Alcohol Sales guide) and provided a copy to you; and,
10. Sign a Hero Card and invite employees to sign a card.

- ☐ Recognizing qualifying retailers.

At a minimum, we want to make sure that qualifying retailers will:

- Receive a certificate acknowledging their status;
- Be listed in an article or advertisement in a local newspaper listing qualifying retailers;
- Be identified in a list of retailers and photos posted on the *Let's Draw the Line* Facebook page;
- Be recognized at a local Chamber of Commerce meeting or other business-related event;

This list is a minimum. Feel free to develop other recognition strategies that would have meaning or importance in your local community.

- ☐ Advertising Awareness Training and CANS Survey

This is a very important part of this strategy. We want local youth and adults to understand the marketing and promotion strategies used by alcohol and tobacco companies encourage youth to use those products. And, we then want those youth and adults to go into local retailers with the CANS survey to see what kind of local marketing and promotion exists.

To implement the Advertising Awareness Training and CANS survey portion of this project, follow these steps:

1. Train a minimum of 10 youth and/or adults on:
 - “Advertising Awareness – Alcohol and Tobacco Marketing,” including Community Assessment of Neighborhood Stores (CANS) survey instruction. The training is available at <http://tinyurl.com/786jh8r>.
 - ❖ A Presenter Outline is available at <http://tinyurl.com/7su9zxx> to help local facilitators deliver the “Advertising Awareness – Alcohol and Tobacco Marketing” training.
2. After the CANS survey is conducted, determine which retailers qualify to become part of *Retailers Draw the Line Between Youth and Alcohol*.
3. Contact the Washington State Liquor Control Board at EnfCustomerService@liq.wa.gov, (360) 664-9878, to determine if any of the retailers on your qualifying list has had a Liquor Control Board enforcement violation in the past 6 months. If they did, find out whether they have taken positive action to address the violation.

(Note: we do not want to recognize retailers who have had recent violations who have done nothing to change their practices. However, we do want to recognize those retailers who have used a recent violation to implement changes that will avoid future violations.)
4. Implement recognition activities.

Approval of your stipend will be based on the successful completion of all the items above. In addition, Project 2 requires 100 completed Hero Cards from your community.

The cards from retailers and business sector representatives count towards this goal.

Hero Cards from Project 1 or Project 3 do not count towards the goal for Project 2.

Project 2: Retailers Draw the Line Between Youth and Alcohol Guidelines

The passage of Initiative 1183 that privatizes the sale of spirits will result in many new retailers selling hard liquor. This change provides an opportunity to involve local retailers in reducing the influence of alcohol advertising and increased availability of alcohol on young people.

There are two primary goals for Project 2: 1) establish positive relationships with retailers around underage alcohol and tobacco sales issues; 2) survey at least half of the retailers on the list given you by DOH; and, 3) recognize retailers who have all the qualifying elements for *Retailers Draw the Line Between Youth and Alcohol*.

Keys to Relationship Building with Retailers

It is critical to see retailers as potentially important partners in preventing youth access. In their efforts to reduce underage drinking, members of the prevention community may see retailers as adversaries in their efforts to reduce underage drinking. Here are a few things to remind your team:

- Most retailers want to do the right thing but are often targeted by those attempting to make underage purchases.
- Retailers need to be seen as the frontline of enforcement rather than the cause of the problem.
- Retailers want to be seen as good community members; they care about youth, too.
- Be prepared to congratulate any retailer that passed a recent compliance check.
- Help the retailer to understand why underage drinking is a concern of yours and why it is a community concern. Help them to see that they can have a positive impact. (share the Healthy Youth Survey Alcohol Fact Sheet)
- Make sure your conversation is two-way and that you listen to their concerns.

Here are some steps your organization can take to build a partnership with your local retail retailers.

1. **Training:** Be sure to implement the Advertising Awareness – Alcohol and Tobacco Marketing training with youth and adults who will be involved with the CANS survey. This will allow them to develop a context for their work and to understand what information should be collected by the survey.
2. **CANS Survey:** Obtain a list of retailers in your community from the Department of Health's Paul Davis, (360) 236-2642, paul.davis@doh.wa.gov. This will ensure that retailers do not get surveyed twice by different groups.

3. **Supervise the CANS survey teams:** If your team is comprised of youth, be sure one or more adults accompany them. Have the team leader ask the manager/owner or employee if your team can implement a CANS survey. Explain that you are doing a small research project to better understand advertising and product placement. Remind the team to be respectful of the employees.
4. **Implement lessons learned about CANS surveys to improve performance:** Once your group has attempted to implement a minimum of three CANS surveys, have the members of the survey team meet to discuss how the first surveys went and what they would do to improve the experience. Incorporate those suggestions for improvement and then survey the additional retailers on your list.
5. **Invite retailers to become involved:** Once you have a list of retailers, work with a couple of them to work on helping to design how your project will be launched so you can more effectively recruit other retailers to become part of *Retailers Draw the Line Between Youth and Alcohol*. You'll want to:
 - Show them the "Healthy Youth Survey Alcohol Fact Sheet" for your county so they know why you are concerned. Acknowledge that you know they care about youth, too.
 - Invite them to be a partner in the effort to keep kids healthy and safe. Introduce them to "Retailers Draw the Line Between Youth and Alcohol" and show that they will gain recognition and visibility if they choose to be involved;
 - Provide a copy of "Responsible Alcohol Sales: A Guide for Washington's Retail Stores" to the manager/owner and ask about how they train their clerks and if they have the sign posted that shows the date a person is 21 (page 4);
 - Collect a copy of each employee's signed "Acknowledgement of Understanding" (page 9);
 - Walk through the Awards Form together to see if they comply or are willing to make changes;
6. **Store Recognition:** A retailer's bottom line is to sell products. Use your creativity to promote the qualifying retailers so they will increase their customer base. For example, a media release or using your stipend for an ad that lists the qualifying retailers. Placing the retailer photos on website is another good way to get them publicity.
7. **Presentations of the Project and Recognized Store Managers to Organizations:** Ask to make a presentation to your local chamber of commerce or other business group where you can introduce your project, remind people why alcohol and youth don't mix, and recognize the managers/owners who are part of *Retailers Draw the Line Between Youth and Alcohol*. The goal is to make this presentation to a minimum of two local organizations.
8. **Hero Cards:** Another Project 2 goal is to collect 100 signed Hero Cards and send them to the RUaD Coalition. When making presentations, invite the audience to fill out the Hero Card, have them return the bottom section to you and tell them to keep the top section to remind them of their commitment. Invite employees to sign cards as well.

Award Form for *Retailers Draw the Line Between Youth and Alcohol*

Name of Store Owner or Manager:

Name of Store:

Address of Store (include city)

Type of Store: ____convenience store ____grocery store ____other, please
describe_____

Which of the following elements does this retailer currently have? (Check all boxes that apply)

- ☐ 1. Have 1 or more *Let's Draw The Line Between Youth and Alcohol* window clings displayed within the store.
- ☐ 2. Have a "purchaser birth date" sign displayed at the cash register.
- ☐ 3. Have 4 or fewer alcohol signs on the outside of the retailer;
- ☐ 4. Place alcohol products 2 ft. or more from soda pop, candy, toys;
- ☐ 5. Ensure alcohol ads are at least 3 1/2 ft. above floor;
- ☐ 6. Allow implementation of a Community Assessment of Neighborhood Stores (CANS) survey
- ☐ 7. Have alcohol displays at least 10 ft. away from the front door; and,
- ☐ 8. Owner/manager has reviewed the "Responsible Alcohol Sales: A Guide for Washington's Retail Stores".
- ☐ 9. All employees have signed the 'Acknowledgement of understanding' (page 9 of the Responsible Alcohol Sales guide) and provided a copy to you; and,
- ☐ 10. Sign a Hero Card and invite employees to sign a card.

A minimum of 7 of these elements must be in place to qualify for recognition in *Retailers Draw the Line Between Youth and Alcohol*.

Then, it's Congratulations for the qualifying stores!

- The store will receive a recognition certificate;
- The store will be announced in local newspaper and other media;
- The store will be listed on *Let's Draw the Line Between Youth and Alcohol* Facebook page;
- The store manager/owner will be recognized at a Chamber of Commerce meeting and/or other business-related events.

Project 2: Grant Agreement and Final Report Form

Your Name:

Phone Number:

Organization:

Email Address:

County or Tribe:

Date:

Number of people involved in the planning and implementation of this project:

Please include those who were trained, surveyed retailers, helped with recognition.

Number of youth

Number of adults

Project Report

A. Advertising Awareness Training/CANS Survey Participants

Names of those who conducted the survey	Youth	Adult

Add rows as necessary to record the names of additional individuals who were involved in the project.

B. Retailers identified for CANS Survey (Goal: at least half of the list of retailers given to you by DOH)

Name of retailer	CANS survey completed (yes/no)	Number of action items completed on Awards Form	Qualified for <i>Retailers Draw the Line Between Youth and Alcohol?</i> (yes/no)

Add rows as necessary to record the names of additional retailers who were involved in the project.

C. Recognition (Goal: 5 or more retailers)

Number of retailers recognized for completing a minimum of 7 Action Items:		
	# with YES	# with NO
Store manager/owner presented with letter and certificate		
Stores listed in local newspaper		
Store photos posted on <i>Let's Draw the Line Between Youth and Alcohol</i> Facebook page		
Store manager/owner recognized in front of audience. List where they were recognized:		
Other ways they were recognized:		

Add rows as necessary to record the names of additional recognition strategies.



Signature from organization that the project was implemented and completed.

Signature

Vendor's Certificate: I hereby certify under penalty of perjury that the items and totals listed herein are proper charges for materials, merchandise or services furnished and/or services rendered have been provided without discriminations because of age, sex, marital status, race creed, color, national origin, religion, or Vietnam era or disabled veterans status.

To receive your award of \$1,000 for this project:

1. Scan the following and send as email attachments:

- ☐ Copy of all completed CANS surveys conducted;
- ☐ Copy of all completed Award Forms;
- ☐ Copy of all press coverage that lists qualifying retailers;
- ☐ 100 signed Hero Cards (separate and mark those signed by retailers);
- ☐ Photos of each participating manager/owner placed on Let's Draw the Line Between Youth and Alcohol Facebook page;
- ☐ Copy of each employee-signed "Acknowledgement of Understanding" form;
- ☐ Final report form *with signature*.

2. Scan and return your required materials (identified above) to earlyse.swift@dshs.wa.gov.

3. When this form is completed and the materials identified above are submitted we will send your \$1,000 award for this project.

DBHR signature accepting project as completed