

Environmental Strategies Subcommittee



OCTOBER 7, 2008

3:30-5:00 PM

51 INMAN 2ND FLOOR

MEETING CALLED BY	CPC/Frank
TYPE OF MEETING	Monthly
FACILITATOR	Frank
TIMEKEEPER	Frank
ATTENDEES	Ryan Travia, Danny Trujillo, Richard Scali, Stacy Caruth, Jenny Kariuki, Michael Weiner & Frank C.

Agenda topics

DISCUSSION	Announcements	
	<ul style="list-style-type: none"> The License Commission will convene mandatory meetings for all licensees 10/30, 11/5 & 11/6. A lengthy agenda for 80 at a time with the CPC on the agenda. “Stings” will continue. A revised procedure is being worked out to better parallel the ABCC’s. Expect compliance checks twice each month. The task force, consisting of the License Commission, Police, Inspectional Sv. And Fire Dept. continues to go out every week. MADD has regional trainings for youth in Youth in Action projects, in conjunction with the ABCC. Including Danvers on 10/22. A New England regional training will be on 11/6 from 5-8. TADAA youth to do sticker shock before Thanksgiving. The CPC is applying for a “service to science” grant that would include a rigorous evaluation of all 21 Proof trainings. The RCHC is offering a Restorative Justice training on 11/13. 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
License Commission Meetings	All Licensees & Frank & CLAB etc	10/30, 11/5 & 11/6
Sticker Shock	TADAA	11/26/08
Service to Science (S 2 S) grant	Gisela & Scott	

DISCUSSION	Environmental Scans of alcohol advertisements: Desired Outcomes
	<ul style="list-style-type: none"> Purpose of doing the scan include: knowing what kids are seeing and to what types of alcohol advertising they are exposed to. Create an “FYI” to state baseline data, help map troubled areas and increase compliance checks in those areas. Know what MBTA shelters are advertising. How extensive or limiting? Need to know of any regulations on how much of licensees windows may include ads. What type(s) of ads should we identify? Sample of Harvard & Central Squares is important. What other (responsible) ads are there? For Tx, safe rides etc. Use a camera to record ? Limit to front areas and inside door? Observe location of non-alcoholic products in the store. Where are nips located? Do they have moveable sandwich board with ads?

<ul style="list-style-type: none"> • Is there outdoor seating and/or ads? • Is there any observe signage for carding (21 proof) • What kind of specials is being advertised? • How to utilize the results may include: recommendations (of advertisement placement) to the License Commission and/or City Council; Best practices for Licensees. • When factoring in the universities focus around schools sight lines.

CONCLUSIONS

<ul style="list-style-type: none"> • Scans of Harvard, and Central Square. • Note high traffic areas • Revise MBTAA tool • Talk with teens (TADAA peers) about how they perceive ads, where they see them etc.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
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Revise (MBTAA) tool	Frank	11/4/08
Define boundaries for scan	Frank	11/4/08

DISCUSSION	Consequences of binge drinking
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<ul style="list-style-type: none"> • Next steps/data we should look at? • Useful to know where dangerous drinking takes place. What are the locations? • What subgroups are more likely to be involved? Athletes? • Number of people involved? Are they alone? • How can the CPC support existing university strategies? Diversion & enforcement are huge.

CONCLUSION

<ul style="list-style-type: none"> • Looking at the CRLS 08 survey the biggest increase occurs from 8th to 9th grade and from 9th to 10th. • Useful to identify where drinking occurs and by who
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
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Cross tabulate various variable to help identify who		
Plus / delta: + looking at existing tools; having licensee present; break down of agenda; specific examples , need action steps (to do) spelled out		

OBSERVERS	
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RESOURCE PERSONS	
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SPECIAL NOTES	Next meeting Nov 4, 2008
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