

DFC Coalitions Create Community Level Change - Success Stories Session
Presented by Erica McNamara, MPH, Director
Reading Coalition Against Substance Abuse ~ Reading, MA



Coalition Development

2005-2006
Concerned about
overdoses but no
coordinated
action



2007-2009
Founded
RCASA,
coordinated
group, drafted
strategic plan &
secured funding

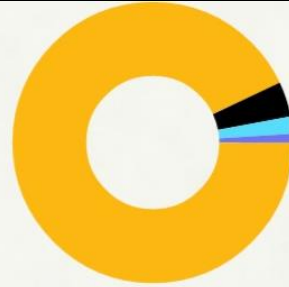


2009-2013
Youth substance
use rates decline
(alcohol,
marijuana,
tobacco)

Founded 1644

Town of Reading: Population 23,956

Ancestral Background for Whites
Irish (35%), Italian (26%), English (18%)



White (93%) Asian (4%) Latino/Hispanic (2%)
Black/African-American (1%)

7% that reported a race other than White



Chinese Asian Indian Korean
African American Vietnamese

Most Reported Ethnic Backgrounds



1,377 residents are Civilian Veterans



37% of households have children under 18



2,400 students in grades 6-12

Income, Work & Housing

Reading is located 15 miles from Boston, MA



94% earned H.S. diploma



Males reported higher median income



53% reported working in management



83% of housing is owner-occupied

Alcohol Policy Challenges



PhotoVoice Project showed underage drinking in conservation areas



Lack of thorough Liquor Policy review for 13 years



Board of Selectman never trained to handle liquor licensing.



Calls for police service for underage drinking increasing & no compliance checks

Identified during SPF Phase: Assessment

Alcohol Policy Development

Capacity-Building- Planning- Implementation

Hired consultant to conduct training Selectman & Police. Town leaders participated in Human Red Ribbon at local school.

J.B.S. Professional Services LLC

Liquor Enforcement Operations for 2008
Designed for Municipal Police Departments & Local Licensing Boards



9/2008

Consultant, Town Manager, Police Chief & RCASA reviewed existing policies.



10/2008

Proposed changes to Selectman, conducted public hearings to gather input.



2/2009

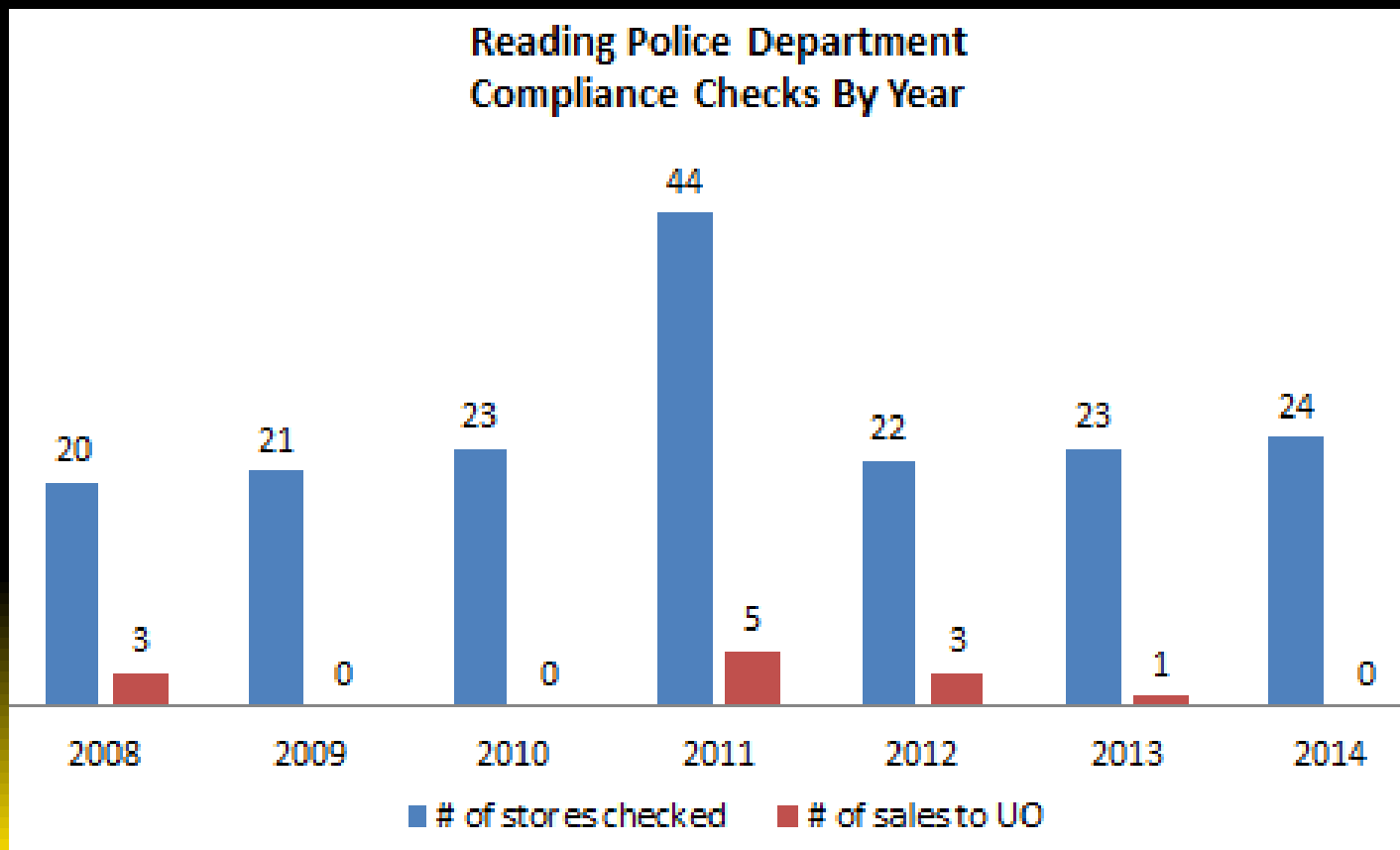
Selectman voted unanimously to approve 17 changes to their policy.



APPROVED

Alcohol Policy Change

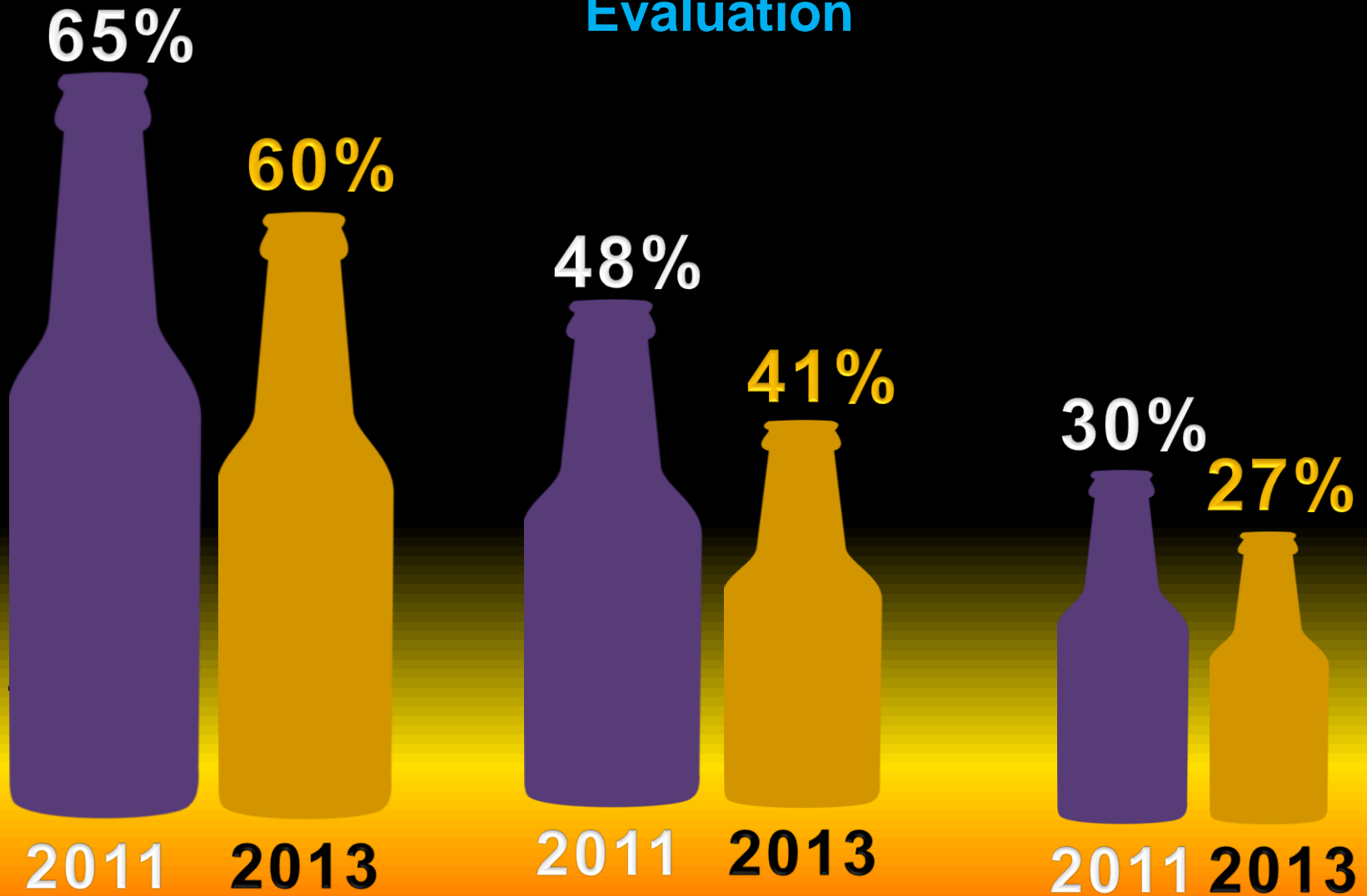
Evaluation



- ✓ From 2008-2014, 93% of business passed compliance checks.
- ✓ Violations now incur minimum 3-day loss of license & mandatory signage.
- ✓ Special 1 day licenses review process now required w/RCASA, Chief & Town Manager
- ✓ Outreach Coordinator assists servers/sellers to be trained within 90 days of hire in TIPs.
- ✓ Liquor policy changes led to Annual Compliance Operations, Police Zero Tolerance Policy and School Chemical Health Policy.

Alcohol Policy Progress

Evaluation



Ever used alcohol

Recent alcohol use

Binge drinking

Source: Reading YRBS: H.S.