Deterring House Parties: Lessons on Enforcing Social Host Ordinances

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As required by the Alcohol Policy 18 Conference, I/we have signed a disclosure statement and note the following conflict(s) of interest:

None
This panel explores the critical issue of enforcing social host ordinances from two perspectives.

1) The City of El Paso adopted a civil social host ordinance in December 2016. In June 2017 the ordinance became effective.

2) The Study to Prevent Underage Drinking, is a multi-community randomized community trial focused on using a comprehensive set of strategies, including policy, enforcement and awareness, to reduce underage drinking parties and associated consequences.

The presentation discusses the barriers to implementation and enforcement within the context of variation in the ordinances (e.g., civil versus criminal), engagement of local law enforcement, and the political environment surrounding alcohol policy.
Context/History

- Opposition from City Attorneys
- Lack of “buy in” from Police Department
- Limited Communication
- Community Feedback
  - City Council Champion Pressure
  - Media Support
  - Community Organizations Support
  - Positive Community Feedback
Post Adoption
Establish Regular Meetings with City Administration

- Multi-departmental planning meeting
- Updating City Council Champion

✓ Development of a community education course certified by the Department of Public Health
Establish Regular Meetings with Local Law Enforcement

- Training
- Develop Standard Operating Procedure (SOP)
- Understanding Intent and Process of Enforcement
  - Pre-develop “draft” training in advance
  - Work with PD leadership to provide their input throughout the process
  - Coordinate directly with Regional Commanders
Provide Immediate Community Education on SHO

• On-going notification to community

• Limited funding resources

• Access to other NGO’s and School Districts - Parents and Teens

✓ Earned media opportunities (Free)

✓ Leveraging Community partners resources

✓ On-going presentations

✓ School Districts Partner
Engage in Creative Use of the Media

A. Earned Media
B. Paid Media
C. Social Media
D. Message Testing
E. OP-ED
F. Letters to the Editor
G. City Council Open Forum Public Comments
Don’t Host Teen Drinking.

Hosting underage drinking parties = fines up to $1000 under new Social Host Ordinance.
$1000 FINES

YOU

HOSTING TEEN DRINKING EQUALS FINE$$$

PASO DEL NORTE HEALTH FOUNDATION
SHIFT POSITIVE
Teen Radio Spot
Build Data Collection Protocols

- Established Data Method Procedure
  - Open Records Requests of Enforcement
  - Establish Criteria for Success (Shared Measures)
  - Reduction of House Parties
  - Hospital Visits Admissions
  - House Party Data

✓ Police Calls for Service
✓ Youth Risk Resiliency Surveys
Lessons Learned

• Community & Law Enforcement “buy in”
• Understanding internal city processes
• Passing an ordinance does not guarantee implementation
• Inconsistency with enforcement