SHIFT + GOALS
REDUCE UNDERAGE DRINKING

REDUCE BINGE DRINKING IN ALL AGES

KEY FACTORS IN COMMUNITIES THAT CONTRIBUTE TO UNDERAGE AND BINGE DRINKING

Merchants not complying with alcohol laws

* Merchants selling to minors
* Merchants not checking ID’s
* Not selling alcohol according to the legal operating hours

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

NONE
### Policy Areas for Intervention:

**Our Focus**

<table>
<thead>
<tr>
<th>Alcohol taxes and other price controls.</th>
<th>Drink-driving countermeasures.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulate physical availability through restrictions on time, place and density of alcohol outlets.</td>
<td>Regulate alcohol advertising and other marketing.</td>
</tr>
<tr>
<td>Alter the drinking context.</td>
<td>Conduct screening and brief intervention in health care settings; increase availability of treatment programs.</td>
</tr>
</tbody>
</table>
DATA:

STUDENTS WHO BOUGHT ALCOHOL, INCLUDING LOCATIONS

Even though the students are under age, some of them claimed buying alcohol by themselves.

They also stated buying alcohol in more than one place.

The category “Other” means illegal places or some kind of places where people could get alcohol.
Data collected through community scans showed:

**Six-Step ID Check**

1. Check the ID expiration date.
2. Figure out the customer’s age.
3. Find the Signature.
4. Compare the photo to the customer in front of you.
5. Feel ID surface.
6. Ask Additional questions.

**Few stores checked ID’s**

77%

Did failed to ask for an ID or any other information to prove the buyer’s age.
RESPONSIBLE MERCHANT PROGRAM

Neighbors and Shift+ members educate merchants on strategies to reduce youth access to alcohol.

Through voluntary compliance, merchants use best practices to limit youth access to alcohol and exposure to alcohol promotions.

We trained over 450 employees of two chain stores, they both improved their results after the training.
PROGRAM COMPONENT 1

Intervention - Sell Alcohol Only During Legal Sales Hours

DATA COLLECTED THROUGH COMMUNITY SCANS SHOWED

Some stores sold alcohol before or after legal sales hours.
DATA COLLECTED THROUGH COMMUNITY SCANS SHOWED

Most store didn’t have signs that stated they checked ID’s
PROGRAM COMPONENT 3

INTERVENTION - SEPARATE ALCOHOL AND NON-ALCOHOL PRODUCTS

Data collected through community scans showed

Alcohol was located near other non-alcoholic products youth drink.
Alcohol was placed near items youth regularly purchase.
DATA COLLECTED THROUGH COMMUNITY SCANS SHOWED

Heavily promoted cheap alcohol in stores youth frequent.

PROGRAM COMPONENT 4

Intervention – Separating Alcohol Advertising from Candy and other Youth Oriented Items
PROGRAM COMPONENT 5
INTERVENTION – PROVIDE RESPONSIBLE BEVERAGE SERVICE TRAINING

STORE PERSONNEL WERE UNAWARE OF LAWS RELATED TO SELLING ALCOHOL TO MINORS
We had a Press conference on September 2017 in which we gave Del Rio a recognition for their good results after we trained their clerks, they reduce a 48% the sales to minors without asking for an ID. In this press conference we invited other chain stores to join us, and a month later we started training OXXO which is one of the biggest chain stores in Mexico.
## MYSTERY SHOPPERS

**Pre/Post Server Training Intervention**

### Youth Who Look Younger Than 18 Attempting to Buy Alcohol

Merchants checking ID

<table>
<thead>
<tr>
<th>Location</th>
<th>Pre test</th>
<th>Post test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pancho Villa</td>
<td>18 of 27 (67%) sold without asking for ID, July 2015</td>
<td>10 of 27 (37%) sold without asking for ID, March 2017</td>
</tr>
<tr>
<td>Del Rio</td>
<td>19 of 23 (83%) sold without asking for ID, March 2017</td>
<td>8 of 23 (35%) sold without asking for ID, May 2017</td>
</tr>
<tr>
<td>Oxxo</td>
<td>19 of 24 (79%) sold without asking for ID, June 2017</td>
<td>11 of 24 (45%) sold without asking for ID, Dec 2017</td>
</tr>
<tr>
<td>Colonia Parajes de San Isidro</td>
<td>9 of 10 (90%) sold without asking for ID, Dec 2017</td>
<td>To be done</td>
</tr>
<tr>
<td>Colonia Altavista</td>
<td>7 of 12 (58%) sold without asking for ID, Dec 2017</td>
<td>To be done</td>
</tr>
</tbody>
</table>
YOUTH ENGAGEMENT AND PUBLIC AWARENESS
CURRENT POLICY AGENDA

- Defeat proposal for 24/7 alcohol sales for bars
- Mandatory Responsible Beverage Server (RBS) Training
- Mandatory ID Checking
- Enhanced Enforcement of Underage Drinking Law
- Restrictions on the Amount of Exterior Alcohol Advertising - that Can be Placed on an Alcohol Outlet Potentially
- Strengthen the Penalties for Alcohol Outlets Selling Alcohol to Minors – state or local
- Policy to Support Using Youth Under the Age of 18 to Participate in Compliance Checks
- Restrictions on Placement of Alcohol Advertisements and - Promotions Inside Alcohol Outlets
ACKNOWLEDGEMENTS