



Working with Festival Organizers to Change the Drinking Culture in “Event City” Oshkosh, Wisconsin

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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



WEDNESDAY - FRIDAY
APRIL 11-13, 2018

RENAISSANCE ARLINGTON CAPITAL VIEW HOTEL
WASHINGTON, DC NATIONAL CAPITAL AREA - USA



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Learning Objectives

- Engage coalition members in nontraditional ways
- Create a festival assessment scan tool
- Conduct, score, and evaluate festival scans
- Craft policies that festival organizers support
- Develop festival champions
- Change the alcohol environment at community festivals



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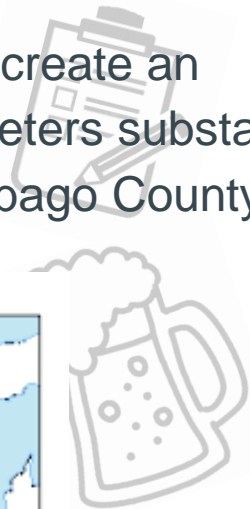
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What is re:TH!NK?

- Mission: Through effective community collaboration, we create an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County Residents.
- 5 Teams + Leadership Council
 - Alcohol Action
 - Active Communities
 - Healthy Food and Beverages
 - Social and Place Connectedness
 - Youth Coalition



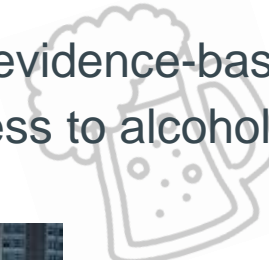
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re:TH!NK Alcohol Action Team

- Goals
 - Reduce underage drinking
 - Reduce binge drinking
 - Promote a healthy culture around alcohol consumption
- Focus Area: Work with festival organizers to establish evidence-based practices that minimize binge drinking and reduce access to alcohol by minors at festivals and events
 - 1000's of events held annually
 - Location



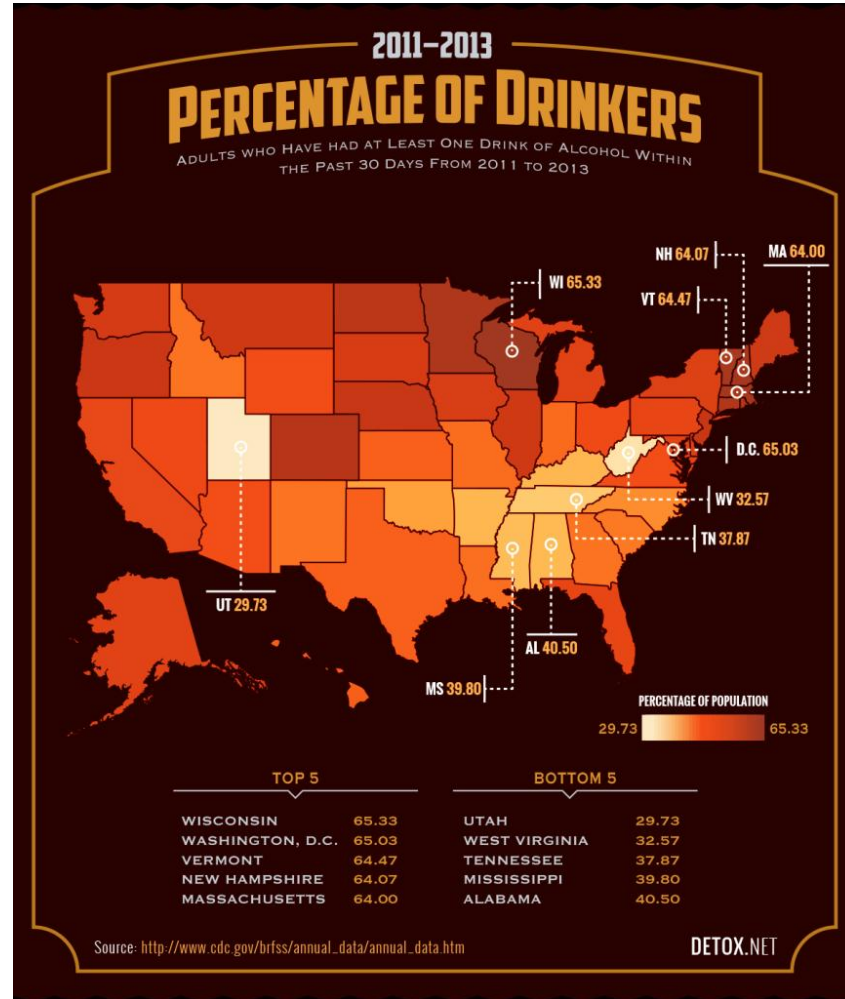
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Alcohol Culture in Wisconsin:



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Who is involved with the re:TH!NK Alcohol Action Team?



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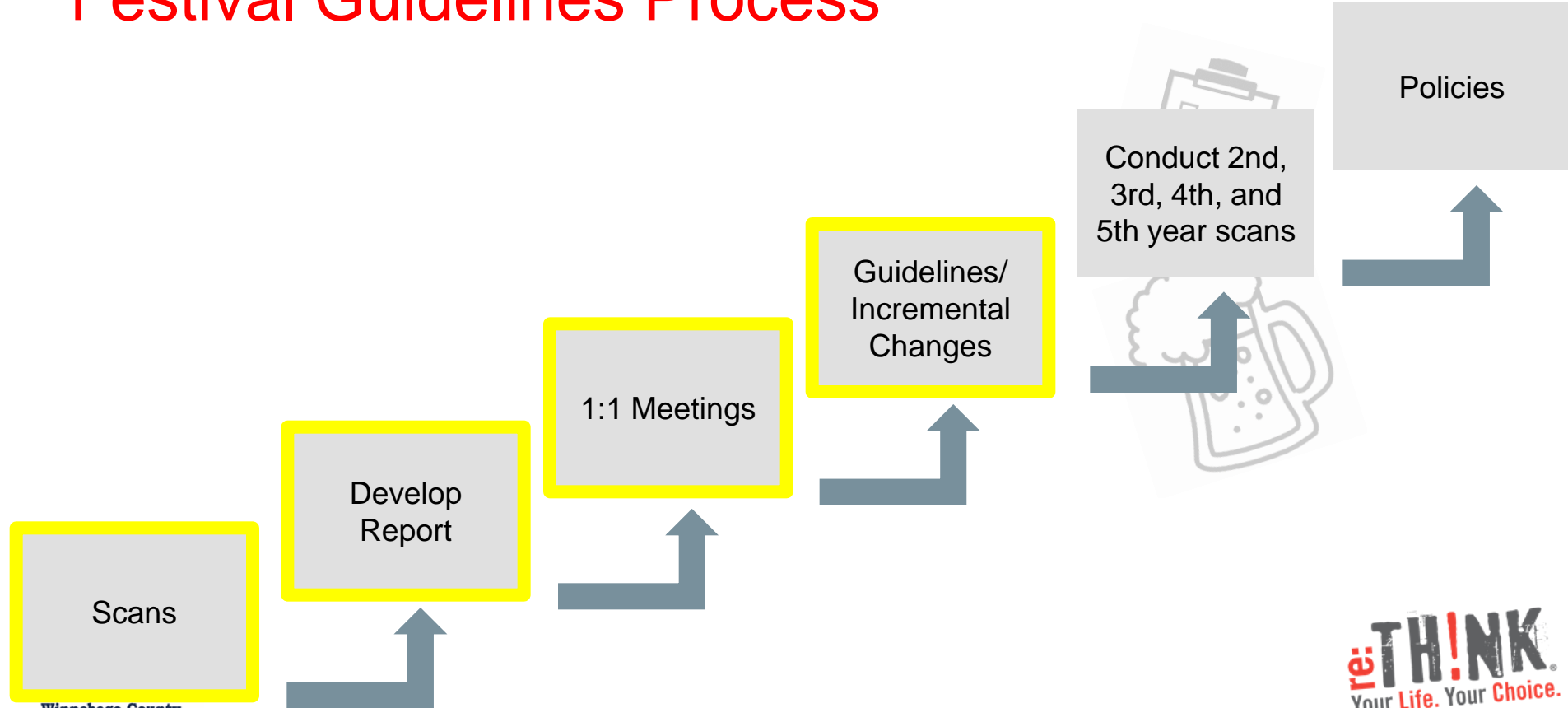


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Festival Guidelines Process



Environmental Scan Process

- Observed serving and selling of alcohol unannounced at 12 community festivals in Winnebago County
 - Examples
 - Country USA (150,000+ people)
 - Experimental Aircraft Association (EAA) AirVenture (600,000+ people)
 - Carpfest (200+ people)
 - Docktoberfest (300+ people)



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Scanning Tool Specifics

The four practices that prevent and reduce underage drinking

- ID checks at the entrance to serving area
- Wristbands to identify attendees age 21 or older
- A secure perimeter around the serving area
- Distinguishable cups that allow for easy identification of alcoholic vs nonalcoholic beverages



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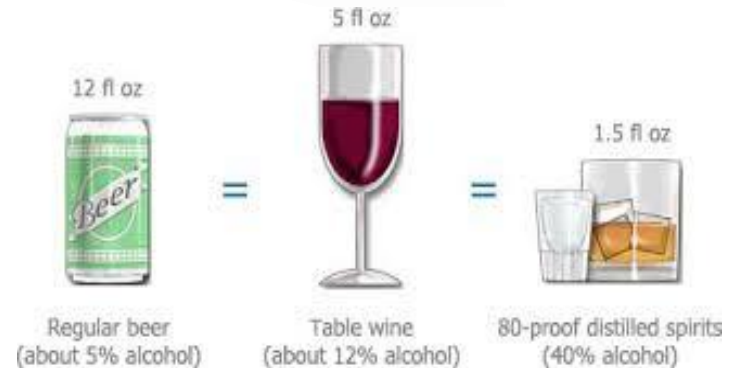
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Scanning Tool Specifics

The seven policies and practices that prevent and reduce excessive (binge) drinking

- Limiting the number of beverages that can be purchased at a time
- Servings sized appropriately
- No discount alcohol pricing
- No sales to obviously intoxicated individuals
- Prohibiting servers from drinking
- Ending alcohol sales one hour before closing
- Food and nonalcoholic beverages available



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Events Scanned Summary

- Scores ranged from 47-71
- Oshkosh events had higher scores than those in the rural parts of the county
- Scans completed earlier in the day had higher scores than those scanned in the evening



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Interesting Observations and Recurrences-Positives

- All events offered food and nonalcoholic beverages
- Many events...
 - Didn't sell pitchers of beer (60 ounces, 5-12 ounce beers)
 - Rarely had bartenders selling to intoxicated people
 - Used wristbands or tickets
 - Had a bartender intensely looking at IDs
 - Used original containers and distinguishable cups
 - Rarely had discounts on alcoholic beverages



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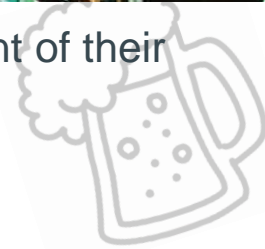
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Interesting Observations and Recurrences-Negatives

- All events sold alcohol until the end of the night
- People do...
 - Slip off their wristbands and give them to others
 - Bring in their own beer even if it is prohibited
 - Have common approval of parents drinking heavily in front of their kids
- Many events do not...
 - Limit cup size
 - Limit how many alcoholic beverages one can buy at a time
 - Have a restricted area for alcohol sales and consumption
 - Prohibit their bartenders from drinking while working



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1:1s with Festival Organizers

- Meeting individually with festival organizers
- Reached out in non confrontational way
- Neutral environment
- Keep agenda simple



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Lessons Learned

- Reassess scanning tool at end of first few events
- When two people want to scan together, have them each fill out separate form
- Have scanning tool available to fill out on phone
- Send in scanners at peak times
- Work with law enforcement when possible
- Have a coalition member or two attend the 1:1s



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Where We Are Now and Next Steps

- Had 1:1s with 3 festival organizers; 3 more are scheduled
- Invited excited festival organizers to join our coalition
- Sharing community resource packet with municipalities, who approve the special Class B Liquor Licenses, to share with event organizers
- Conducting environmental scans again at same festivals to compare data



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Any questions?

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