

Pima County Task Force to Reduce Underage Drinking

Recommendations to Reduce Underage Drinking in Pima County

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- 1. We must reduce the general availability of alcohol to youths.**
 - Reduce the density of locations where alcohol is sold, especially in high-stress areas and near schools, through modified zoning requirements and other means.
- 2. We must enforce underage drinking laws by ensuring vendor compliance.**
 - Require all sellers and servers of alcohol to complete a mandatory state-approved training to detect false age identification, shoplifting and merchant alcohol sales responsibilities as a condition of employment.
Work Group: Cyndy Valdez, Lt. Mike Pryor, John Grady, Jan Blaser-Upchurch, Yolanda Herrera, and Renee Sowards
- 3. We must enforce underage drinking laws regarding youths and adult enablers.**
 - Require stronger enforcement of existing laws prohibiting the purchase of alcohol by minors.
 - Require stronger enforcement of existing laws prohibiting the purchase or possession of alcohol for minors by adult enablers.
- 4. We must promote positive messages through media and advertising.**
 - Develop restrictions on alcohol advertising, especially on billboards, sides of buses, and in other public areas where youths congregate.
 - Implement a media campaign which incorporates effective counter-advertising messages and describes successful local efforts to reduce underage drinking.
Work Group: Koreen Johannessen, John Grady, David Salafsky, and Chandra Almony