

Division of Mental Health, Developmental Disabilities, and Substance Abuse Services

Substance Abuse Services Section

Contractor Progress Report: SFY 02-03

Instructions: Submit original and one copy of Contractor Progress Report by specified due date to Jo Yarbrough, SAS Section, 3007 Mail Service Center, Raleigh, NC 27699-3007. Address any questions about reporting requirements to Jo Yarbrough at (919) 733-4670 or to your assigned SAS Contract Administrator.

1. Report Type and Due Date (Check (✓) One):

Quarterly:	<input type="checkbox"/> 1 st Qtr.(Due 1/15)	<input type="checkbox"/> 2 nd Qtr.(Due 4/15)	<input checked="" type="checkbox"/> 3 rd Qtr.(Due 7/15)	<input type="checkbox"/> 4 th Qtr.(Due 10/15)
Semi-Annual:	<input type="checkbox"/> 1 st Six Months of Year (Due 4/15))		<input type="checkbox"/> 2 nd Six Months of Year (Due 10/15)	
Annual:	<input type="checkbox"/> Entire Year (Due 10/15)			

2. Report Period Covered by This Report: 10/1/02 through 9/30/03

3. Contractor Name: Alcohol Law Enforcement Division	4. Contract No.: 1693	5. SAS Contract Administrator Margaret Brake
6. Name and Title of Person Submitting Report: John Simmons, Director of Operations		7. Date Report Submitted: 8/1/03

8. Progress Towards Contract Goals and Objectives

Describe below (or attach separate documentation) of progress in this Report Period towards achievement of goals and objectives established in the Contract. *Check (✓) this box ☒ if separate documentation is attached.*

Goal or Objective No.	Brief Description of Goal or Objective	Progress in this Report Period Towards Achievement of Contract Goal or Objective
1	<p>Goal: Enhance current database and implement an enforcement model to include targeted enforcement in areas where noncompliance is high through the following activities:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Conduct at least 600 tobacco compliance checks per month, for a total of 7,200 checks annually during SFY 2002-2003 <input type="checkbox"/> Inform retailers who are issued a citation for violation of the State's Youth Access Law of 	<p>1) Conducted compliance checks: April – 1158 checks; 237 sold to a minor; 20% noncompliance May – 849 checks; 211 sold to a minor; 25% noncompliance June – 1433 checks; 359 sold to a minor; 25% noncompliance</p> <p>2) Conducted BARS Program: April – 55 Presentations; 976 Participants May – 57 Presentations; 602 Participants June – 44 Presentations; 420 Participants</p>

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	<p>the availability of the BARS (Be A Responsible Seller) alcohol and tobacco education program</p> <ul style="list-style-type: none"> ❑ Distribute signs and brochures regarding the state youth access law and responsibilities of the retail merchant 	(See Attachments)
2	<p>Goal: Continue to build and enhance collaborative relationships with local law enforcement, merchants, Area Mental Health/Public Health Programs, local coalitions, youth organizations and community groups through the following activities:</p> <ul style="list-style-type: none"> ❑ Conduct six regional trainings to engage ALE supervisors, agents, substance abuse services staff, merchants and key community agencies in discussions of local efforts everyone can partner on to reduce youth access to tobacco products ❑ Promote collaboration between the 38 Area Mental Health Programs, local organizations and district ALE agents to recruit and train youth ages 16-17 to participate in enforcement activities; distribute merchant education materials, develop local media stories and articles on youth access issues; and promote the availability of the BARS Education Program to local retail merchants 	<ol style="list-style-type: none"> 1) ALE had an exhibit at the Vision 2010 Tobacco Use Prevention Conference on April 9, 2003. Information on ALE's tobacco program and the regional forums were distributed along with posters and pens. ALE also participated in two breakout sessions during the conference on April 10, 2003 with SAS staff during a presentation regarding the state's education and enforcement program to reduce youth access to tobacco products. 2) Regional Forums on Reducing Tobacco Sales to Minors were held across the state. Participants included, ALE District Supervisors and Agents, local law enforcement, retailers, public health/substance abuse prevention staff representing Mental Health Centers, Health Departments, community based organizations and youth programs, local school staff, Tobacco Prevention and Control Branch field staff and local ASSIST Coordinators, Question Why Youth Empowerment Center Coordinators, and HWTFC school/community grantees. <p>The forums were held in Elizabeth City, Lumberton, Durham, Wilson, Winston-Salem, Charlotte and Asheville. A total of 146 participants were engaged in discussions regarding the impact of tobacco use in their communities, barriers and strategies to reduce tobacco sales to minors, and resources that would help them to be successful. Feedback from all of the forums regarding each of these dimensions will be provided to all participants. ALE plans to make this information along with compliance check data available to participants on its website. Participants also received information packets and incentive items – t-shirts, water bottles and pens. Media coverage of these events was very positive as well as the evaluations from the participants.</p>
3	<p>Goal: Increase activities to raise public awareness of the youth access law, its penalties and enforcement operations through the following activities:</p>	<ol style="list-style-type: none"> 1) Earned Media <ul style="list-style-type: none"> April 24, 2003 Article in the Fayetteville Observer May 6, 2003 Article in Mount Airy News May 13, 2003 Coverage for the Durham Forum: WPTF Radio, WRAL, WTVD

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	<ul style="list-style-type: none"> ❑ Get earned or free media attention for community education, recognition events and enforcement operations ❑ Conduct a campaign (mailings, community forums, participation in conferences) to raise awareness among judges, district attorneys and assistant district attorneys on the youth access law, impact of enforcement efforts on the federal law and to garner their support when these cases come to court. 	<p>May 29, 2003 Coverage for the Winston Salem Forum-Fox 8 news June 12, 2003 Coverage for the Asheville Forum – ABC Affiliate, Channel 13 news June 2003 Article in the Dare County newspaper June 2003 Article in ALE’s newsletter, Ten-Fourteen Online</p> <p>(See Attachments)</p>
4	<p>Goal: Reduce youth access to tobacco products in NC to 20% or lower to comply with the federal Synar Amendment through the following activity:</p> <ul style="list-style-type: none"> ❑ Assess the impact of state and local activities (i.e. education, enforcement, media, community mobilization activities) in reducing youth access to tobacco products through results from the Annual Synar Survey conducted by the Division of MH/DD/SA 	<p>No activity to report during this quarter. Results of the Synar Survey will be released in August 2003.</p>

9. Deliverables

Please note any deliverables that were met during this contract period.

- ❑ Conducted 6,154 tobacco compliance checks
- ❑ Conducted 342 BARS programs reaching 771 retailers with 4,148 participants
- ❑ Conducted seven regional forums across the state on Reducing Tobacco Sales to Minors

***** *FOR STATE OFFICE USE BELOW LINE* *****

10. SAS Contract Administrator Review: Margaret Brake

Date Reviewed: 8/11/03

Notes: Contractor has made outstanding progress in achieving goals/objectives.

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