

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

<b>3. Contractor Name:</b>  Alcohol Law Enforcement Division	<b>4. Contract No.:</b>  1693	<b>5. SAS Contract Administrator</b>  Margaret Brake
<b>6. Name and Title of Person Submitting Report:</b>  John Simmons, Director of Operations		<b>7. Date Report Submitted:</b>  10/31/03

**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"> <li><input type="checkbox"/> Conduct at least 600 tobacco compliance checks per month, for a total of 7,200 checks annually during SFY 2002-2003</li> <li><input type="checkbox"/> Inform retailers who are issued a citation for violation of the</li> </ul>	<p>1) Conducted compliance checks: July – 1451 checks; 268 sold to a minor; 18% noncompliance August – 570 checks; 90 sold to a minor; 17% noncompliance September – 414 checks; 74 sold to a minor; 18% noncompliance</p> <p>2) Conducted BARS Program: July – 56 Presentations; 406 Participants August – 57 Presentations; 554 Participants September – 42 Presentations; 406 Participants</p>

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	<p>State's Youth Access Law of the availability of the BARS (Be A Responsible Seller) alcohol and tobacco education program</p> <p><input type="checkbox"/> Distribute signs and brochures regarding the state youth access law and responsibilities of the retail merchant</p>	<p>3) ALE has developed a certificate program for the purpose of recognizing retail clerks who refused to sell tobacco products to underage persons during compliance checks. The certificate of commendation will be delivered to the retail outlet's management for presentation to the individual clerk.</p> <p><b>(See Attachments)</b></p>
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> <p><input type="checkbox"/> 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</p> <p><input type="checkbox"/> 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</p>	<p>Follow-up Activities from the Regional Forums:</p> <p>1) ALE is in the process of developing a link within its division website specifically designed for those who attended the Regional Forums on Reducing Tobacco Sales to Minors in the 3<sup>rd</sup> quarter. Once complete, the site will make available a directory of those in attendance at each of the seven forums, a comprehensive report of the outcomes of the forums, including evaluation results, as well as ALE tobacco compliance check statistics by county. As the website develops it will be a place where an open exchange of information may be shared.</p> <p>2) A final report on the Regional Forums was developed and includes an executive summary, methodology, outcomes, conclusions and recommendations. The report will be made available to forum participants and will be used to design the next round of forums to be held in 2004.</p> <p><b>(See Attachment)</b></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> <p><input type="checkbox"/> Get earned or free media attention for community</p>	<p>1) Earned Media</p> <p>August 18, 2003 <u><i>The Associated Press</i></u> Article on Tobacco Enforcement Activities in western NC; News Story on WRAL-TV.</p> <p><b>(See Attachment)</b></p> <p>2) ALE did not conduct a mailing to District Attorneys and</p>

Goal or Objective No.	Brief Description of Goal or Objective	Progress in this Report Period Towards Achievement of Contract Goal or Objective
	<p>education, recognition events and enforcement operations</p> <p><input type="checkbox"/> 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>	<p>Assistant District Attorneys. This campaign will be continued over the next year to identify District Attorneys and Judges who are supportive of this issue and can help to educate their peers on the impact of enforcement activities on state as well as federal law and to get their support on youth access efforts.</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> <p><input type="checkbox"/> 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>	<p>Results of the Annual Synar Survey to test retailer compliance with the State's Youth Access Law was completed during this quarter. Results of the survey show a reduction in the overall rate of illegal youth tobacco sales from 18% in 2002 down to 14.8% in 2003, which puts the State ahead of this year's goal of reducing tobacco sales to 20% or less.</p>

## 9. Deliverables

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

- Conducted 8,618 tobacco compliance checks
- Conducted 497 BARS programs reaching 971 retailers with 5,693 participants
- Conducted seven regional forums across the state on Reducing Tobacco Sales to Minors

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

## 9. SAS Contract Administrator Review: Margaret Brake

Date Reviewed: 10/31/03

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