

2011

ADMINISTRATIVE REVIEW
Of
Special Services Unit



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I. Discussion

- a. A complete review of the Special Services Unit's educational and public awareness programs with specific emphasis on reducing and prevention of alcohol use by juveniles in New Hampshire. Statistics were generated for the following Programs:
 - i. **Fatal Choices/ Driver's Education-** the goal of the Fatal Choices program is to reduce drinking and driving. The program allows participants to operate a golf cart through a road course while wearing a pair of Fatal Vision Goggles that simulate impairment at BAC levels from .07 to .20+. The intent of the Fatal Choice Program is to raise awareness by demonstrating the dangers associated with drinking and driving.
 - ii. **Investi"GATOR" Mascot Appearances-** the Investi"GATOR" makes public appearances across the state at public events including the Manchester Monarchs and the New Hampshire Fisher Cats games. The mascot visits schools statewide to help the Special Services Unit raise awareness of the dangers juveniles face related to underage drinking.
 - iii. **Choice and Consequences-** In an effort to educate juveniles about not drinking and driving or not riding in a vehicle with someone who has been drinking, the Special Services Unit and the NH Highway Safety Agency offer this powerful program to high schools in New Hampshire. A New Hampshire State Prison inmate who is serving a sentence for negligent homicide...the result of alcohol and his decision to drive after drinking tells his story.
 - iv. **Alcohol Awareness Poster Contest-** is open to all New Hampshire students kindergarten thru 12th grade, including those that are home schooled. This program is an opportunity for students to turn around peer pressure and send their friends a positive message that alcohol doesn't have to be part of their lives. Winners are chosen in every grade level with a ceremony held in June.
 - v. **All other public appearances-** The Special Services Unit visits with civic groups, school boards, Community Prevention Coalition and parent groups to discuss the issues of alcohol and juveniles. We are committed to reducing underage drinking and these programs offer suggestions and tips on discussing alcohol and related issues with juvenile children.

- vi. **Buyers Beware-** The Buyers Beware campaign is the Division of Enforcements public awareness message used to help educate and inform adults about the dangers involved in providing alcohol to minors. The media campaign is used in both print and signage as well as radio ads. The Buyers Beware logo is also used on our promotional give away items.

II. Chart

2010 vs. 2011 Training Numbers						
	Total	Fatal Choices	Investi "GATOR"	Choices and Consequences	Poster Contest	All Others
2010	78458	1867	71417	4225	622	327
2011	80403	2137	74075	3105	476	610

- III. **Explanation-** the success of these programs are their combined effort to reach as many juveniles and people that can influence them as possible with the same message that under age drinking has ramifications that can severely effect a course of a young person's life in negative way. The 2011 total training numbers increased by 1,945 or just over 2% from 2010. The Choice and Consequences Program and the Poster Contest were the only programs that saw a decrease in numbers for 2011. The Choice and Consequence's speaker was unable to fill all scheduled events do to other commitments. The Poster Contest also saw a decrease in numbers due to a lower number of schools participating in 2011, which was out of our control. The Fatal Choices program saw an increased in numbers this year due to the rising popularity and effectiveness of the program on young drivers which lead to a higher number of request. The Investi"GATOR" continues to increase in popularity with all age groups and is now highly recognized as the Division's mascot which has lead to more request for appearances.

IV. Final Review

- a. After an administrative review of all educational and public awareness programs offered to juveniles and adults it is recommended that Special Services Unit continues these programs as a combined effort to help reduce underage drinking and its consequences for the Division. An effort will be made in 2012 to increase both programs that saw a decrease in numbers for 2011. The Poster Contest will be supported in 2012 by a partnership with DrugfreeNH.org and the state's coalition of prevention networks. Help in scheduling of Choice and Consequences by the NH Highway Safety Agency and a clear schedule of the speaker's time should also help to increase numbers for 2012.

V. Sources

- a. Special Services database for training numbers
- b. Attendance records from the Manchester Monarchs and New Hampshire Fisher Cats