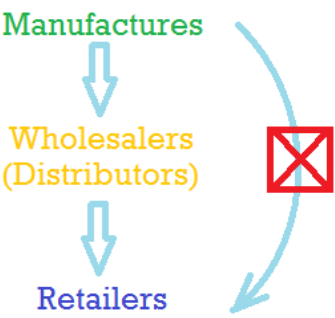


Coalition for Asian Substance Abuse Prevention (CASAP) Quarterly Meeting Meeting Minutes

December 7th, 2011

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Agenda Item	Discussion	Action Items
<p>Responsible Beverage Server Training</p> <p><i>Ted Penesis</i></p> <p><i>Illinois Liquor Control Commission</i></p>	<p><i>Background on Illinois Liquor Commission</i></p>  <p>In 1934, the IL Liquor Control Act delegated rules on how liquor can be sold, as well as distribution of regulatory powers between local (city) and state for licensing, respectively. Chicago holds a substantial amount of clout within the jurisdictions on control.</p> <p>A three tier system has been developed on how liquor is sold. Wholesalers remain the key source for retailers to buy their liquor; retailers are prohibited from buying from manufactures themselves.</p> <p>Liquor establishments, specifically bars and restaurants, also have to obtain what is known as liquor liability insurance. These on-premise retailers (meaning that they sell and allow buyers to drink on site) have to have this insurance to protect should something happen on site and they be held liable. Routine checks are given not only to ensure these are followed as well as other compliances that need to be followed, as examples provided below</p>	<p>-Determine follow up meeting within the next 2 weeks to lay groundwork for the first RBS linguistically tailored training in February (date TBD at meeting as well)</p>

- No contaminated liquor, open bottles
- Have advisory sign up regarding the side effects of alcohol on pregnancy
- 90 days of invoices (documenting also that stock was bought through a distributor, otherwise fined)
- Taps need to be cleaned every 2 weeks
- Happy Hour Law is a composite of jurisdictions, dictating what is prohibited with respect to advertisement of special deals and what happens during “happy hour” periods at institutions.

Underage compliance checks occur about annually, where agents accompany a paid minor. Sales to a minor were the most common offense cited. State-wide compliance rates in the past averaged about 80%.

Repercussions of selling to minor	
1st offense	Fine
2nd offense	Larger fine and/or suspension
3rd offense	Extremely heavy fine/suspension/high likelihood license revoked (possibly indefinitely)

The ILCC works closely with state police/legal division in a collaborative effort for enforcement.

Responsible Beverage Server Training (RBS) is another program that the ILCC oversees. The ILCC is responsible for certifying curriculums in Illinois to standardize education. ILCC certified trainings are termed BASSET (Beverage and Alcohol Sellers and Servers Education and Training) certified.

RBS training typically lasts about 4 hours for owners; 3 hours for serves. For our target audience, CASAP would like to target Chinatown’s alcohol sellers and servers in addition to the business owners.

Barriers to overcome:

- Businesses need to see value/necessity that this training holds for them. As training cannot be mandated by local Alderman and consistency/force of enforcement, incentive to take will need convincing. To rectify the situation, need to stress how RBS can potentially lower the establishment’s liquor liability insurance rates, and that this training, while not mandated now, might require fee and mandated in the future
- General distrust of government can prove to be a barrier as well; again need to stress that this free service is something of value
- Online training is possible; however, preferable in person

training to learn from other participants. Dialogue expansion can prove to hold great value on what to do in difficult situations

- As this is a tight ethnic enclave, having anyone come in for compliance checks or any effort of the similar nature who is not Asian would not work. Many expressed that they would not get served in the first place. This needs to be taken into consideration as development of efforts continues. Need to also be cognizant of gang activities and repercussions of utilizing a youth from the community to do these checks (point brought up via Dr. David Lee).
- Officer Chan on current alcohol regulatory conditions (9th district//Chinatown):
 - Compliance checks, or any checks for that matter, are not happening
 - Youth and other residents can go to karaoke bars (which stay open well past 2AM to even past 4AM) have readily accessible alcohol access

Successes so far:

- Have met with Chinatown Chamber of Commerce, who agrees that this training can be a valuable asset. Main reservations is how to get small businesses to agree and come on board
- Several insurance companies will decrease the premium paid on liquor liability insurance for participation in RBS.

Target date of RBS training initiation: February 2012

Sharon presented new ideas for the upcoming campaign in 2012

- Past campaigns have focused on loss and have been less upbeat. The idea is therefore to contrast with more positive reinforcements of why not to smoke/drink. Below are some sample draft posters of ideas

Media Campaign

Sharon Silberg

Clear Channel Communications



-Sharon will forward the team this feedback and should have more drafts to come in the next couple of weeks

	<p style="text-align: center;">^ Community ^ Parents ^ Students</p> <p>Feedback:</p> <p><i>Community:</i> The community poster cut outs were very receptive. Overall, present members liked the concept, and can see store owner enthusiastic about leaving these signs year round. Dialogue continued with regard to whether to make these cut outs, posters, or calendar. The coalition as a group agreed on feedback that (1) making it as posters might improve durability and increase likelihood that it would stay up throughout the year; (2) decided that the one without words was clear, to the point, and provided appropriate messaging; (3) will need to make the no smoking symbols pop; (4) while making the calendar was a nice idea, it might not be most cost effective at the end, as it ties that this can only be hung during this year; (5) the dragon was very appropriate for the new year.</p> <p><i>Parents:</i> Out of all the posters this was the one that needed perhaps further brainstorming and development. Overall liked the graphic of the family; however, the taglines will need to be remodified in both font and display. The image distribution to the page proportionate could be higher as well.</p> <p><i>Students:</i> The student targeted posters were well received. Feedback: (1) Tagline could use remodification. Jamilla from CTPP expressed that “Be trendy, don’t smoke” might formulate discontinuity behind the message. Proposed instead to use a line such as “Smoking is never in style” to focus on the smoking tie in stronger. (2) Discussion on the “What’s Hot” and “What’s Not” notebook image led to some minor revisions. The “What’s Not” list change “hair loss” to “dull hair.” Others also expressed the need for the no smoking sign to be put somewhere on the page for the message to be more clear.</p>	
<p style="text-align: center;">Courage to Quit: Chinese</p> <p style="text-align: center;"><i>Tabitha Mui</i></p> <p style="text-align: center;"><i>Chinese American Service League</i></p>	<p>Second installment finished in the first week of November (end of the program was on 11/4). This installment of the program was a particular success, with 8 that participated, 6 that finished, 3 that were able to completely quit, and 5 that were able to reduce their smoking significantly. Clients are also very enthusiastic about their success, and together with past clients have been reaching out to others within their community to join. The end of the program gathering was also featured in local ethnic newspapers (Sing Tao Daily, World Journal, and Health Today), with personal interviews with clients.</p> <p>For the next installment, 3 have already been recruited to join from past participants. The current tentative start date will be in late January after the holidays and Chinese New Year to be</p>	<p>-Finalize dates of next installment. AHC will be in charge of placing advertisement ads in local newspaper as well as finalizing budget/time approvals for this time period from effected parties.</p>

	<p>cognizant of time constraints during that time period. Tabitha also stressed that it is exciting to see the ball start rolling and the program getting stronger recognition in the community, and stresses the need for continuation of funding as the efforts are clearly making an imprint on smoking cessation in the Chinatown community.</p>	
<p>Teen Advisory Panel <i>AHC</i></p>	<p>AHC's Teen Advisory Panel (TAP) also teamed together over the past couple of months to make a video in celebration of The Great American Smoke-Out, a day encouraging smokers to quit. The video was written, filmed, and produced entirely by the students who saw that smoking is indeed a habit you can quit. The video has since been published on YouTube, social media platforms, as well as partner sites. The video can be seen here: http://www.youtube.com/watch?v=Tt8kGZDGG2g.</p>	
<p>Party Patrols <i>AHC</i></p>	<p>AHC staff have submitted an MOU to the Chicago Police Department (CPD) to continue implementing Party Patrols in FY12. The MOU is currently being reviewed by the City of Chicago's Law Department (Corporation Counsel), as required by all agreements made by the CPD. Approval is expected within the next few weeks, with Party Patrols beginning their implementation in early 2012.</p>	
<p>Be United: Public Policy Efforts <i>AHC</i></p>	<p>The Be United: Multi-Neighborhood Policy Collaborative continues to meet bimonthly to progress public policy efforts.</p> <p>Recently the Be United team met held a meeting with Senator Mattie Hunter of the Illinois General Assembly 3rd District.</p> <p>At this meeting, we introduced our collaborative, highlighted our policy objectives and presented our local data. We asked that she support a resolution that would involve establishing an inter-agency task force to address our policy priorities at the state level. The Senator expressed interest in our collaborative both on a regional environmental level and specific community level and the importance of our data driven approach as it helps to demonstrate need and impact.</p> <p>Our Collaborative is also working to schedule meetings with local aldermen to discuss city-level policy priorities.</p> <p>For more information on the collaborative, please visit: http://beunitedcollaborative.wordpress.com/</p>	