



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

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Lawrence, Kansas, develops a collaborative coalition of law enforcement and community business owners to combat the challenge of Fake Identifications.

Kansas, like many states, has experienced challenges with underage youth using fake or fraudulent forms of identification to purchase alcohol. Kansas has six major universities, increasing the enforcement challenge of addressing the use of false identification (ID) by minors. The availability of high-quality desktop publishing makes it easy for underage Kansans to locate a producer of fake ID cards or create one on their own. The penalties in Kansas are significant: the possibility of jail time and a fine of \$2,500.

In the City of Lawrence, law enforcement and community business owners came together to form a coalition to address the fake ID problem in their communities. The partners included the Kansas Department of Revenue, Alcoholic Beverage Control Division, Douglas County Sheriff's Office, Lawrence Police Department, the University of Kansas Public Safety Office, the New Tradition Coalition, Rick's Place, Wayne and Larry's, and Johnny's, with administrative oversight provided by the Kansas Traffic Safety Resource Office.

The new coalition first brought awareness of the problem and a zero-tolerance message to the community (home of the University of Kansas) where underage drinking and the production of fake IDs are prevalent. They developed a campaign called "Fake ID 101", which was adapted from Arizona's Fake ID 101 poster concept and consisted of Education, Enforcement and Media. Underwriting was provided by the Kansas Department of Transportation with EUDL funds. The first campaign was conducted during the spring 2010 semester, and the second during the fall 2010 semester.

The education portion of the initiative included a student and campus component and a retailer component, for which a training of servers was held for local businesses. A novel educational initiative involved the use of eight large sandwich boards placed outside popular bars with posters that clearly stated what constituted false identification and the legal consequences for its use. One thousand smaller copies of the poster were distributed to any public place in Douglas County where students might see them. The enforcement component was a collaborative effort of all four area law enforcement agencies: Kansas Alcoholic Beverage Control, Lawrence Police Department, Douglas County Sheriff's Office, and the University of Kansas Public Safety Office. The media component distributed news releases to the local television, radio stations (including information in both the Lawrence Journal World and the

University of Kansas newspapers with blogs being written on both Web sites.) The fall media effort was distinguished by the addition of a social media campaign where Facebook advertising was purchased that targeted persons aged 16 to 20. In just the first hour, there were 640 clicks.

These efforts represented a couple of firsts:

The first time the four enforcement agencies worked together with a common goal; and the first time an agreement was reached enabling Kansas University law officers to engage in enforcement activities off-campus in support of other area enforcement agencies.

Enforcement operations were conducted during each of the campaigns. Enforcement during the spring campaign comprised five operations using traditional checks at bars, restaurants, and liquor stores, and surveillance of convenience stores. During the campaign, 54 businesses were covered and 252 law enforcement contacts were made resulting in 56 citations (e.g., minors in possession, use of false ID). Enforcement efforts were doubled to 10 operations in the fall, and the number of businesses monitored was increased to 62. All other things being equal, the fall efforts would be expected to double the number of enforcement contacts to 504 and the citations 112; yet the data collected from the fall effort resulted in even higher numbers—731 contacts and 193 citations. Key to this effort was the significant collaboration across agencies and an increased variety of enforcement tactics directed at taking enforcement where underage drinkers were. These additional tactics included:

- Game day neighborhood foot patrols;
- Traffic stops;
- Uniformed and non-uniformed deployment; and
- ID checks in bar lines by plainclothes officers.

This success story indicates the positive results of collaborative partnerships, effective policies (an agreement enabling KU law officers to participate in enforcement activities off-campus), and consistent enforcement efforts with effective media and education components.

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The views expressed in this document do not necessarily represent the views of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDEC) and are solely of the author/source.



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