

Targeting Alcohol Use and Abuse to Reduce Crime in a University Town
Corvallis, Oregon Police Department

Summary:

Working in a city dominated by the largest public university in the State of Oregon, the Corvallis Police Department is no stranger to responding to calls for service involving parties, underage drinking, loud noise, fights, and other unruly behaviors impacting community livability. In fact, the police department has worked with other stakeholders in the city to creatively and effectively reduce these complaints over time. In the past, most of these efforts have focused heavily on enforcement. During the 2016/17 school year, the Corvallis Police Department Community Livability Unit (CLU) decided to examine the ongoing problems yet again to see if additional headway could be made. The police department CLU is well versed on Problem Oriented Policing and heads up the majority of projects and efforts utilized by the police department on this evidence based approach to effecting positive changes in the Corvallis community.

During the scanning process, CLU discovered two facts we wished to explore further; First, the majority of nuisance or livability related calls for service, as well as many more serious crimes, had the use and abuse of alcohol consumption as a significant factor. Second, while other stakeholders in the community were making educational efforts on the subject of alcohol use amongst college-aged individuals, no focused effort was being made on the police department's part to educate the public on alcohol related issues as related to criminal behavior. While analyzing the problem in more depth, CLU found other partners in the community who were enthusiastic to tackle the problem together to hopefully impact crime and health issues in our community. The response involved a coordinated, planned, and multifaceted effort to educate young adults on the dangers of binge drinking and the potential

consequences of the behavior. The result was a well-received educational campaign that appears to have had a direct impact on criminal behavior surrounding alcohol.

Scanning:

Corvallis is home to Oregon State University (OSU) and as such, has a large school-year population of undergraduate students. While the estimated year-round resident population of Corvallis is only 57,110 (US Census Bureau 2016), the same year undergraduate student population at OSU's Corvallis campus was 23,849 or 42% of the total size of the city. Additionally, only 17% of the students live in college-owned, -operated or -affiliated housing, while the other 83% of students live off campus.

Conflicts between students and permanent Corvallis residents are nothing new. As with most college cities, "town and gown" issues rise and fall depending on the social culture of college students at the time. Unlike other cities with more stable population bases, university towns cycle through new groups of student residents every year.

For many years, community complaints to the police related to student behavior off-campus remained consistently high with no signs of improvement. CPD identified repeated calls for issues such as loud noise, amplified music, parties, littering, fights, public urination, vandalism, and alcohol use by minors. Local residents complained to the city and the university about off-campus student conduct on a regular basis, leading to the creation of several committees to address the issue. The police department, using calls for service data as a baseline, identified six call types as directly influencing "community livability". These call types, known as "Livability Related Calls", were Disturbance, Fight, Liquor Law, Minor in Possession, Music, and Party complaints.

While progress has been made through other efforts to reduce "livability" related offenses, the CPD Community Livability Unit began looking for a commonality that may lead to new approaches to

reduce complaints even further. A common thread noted by police officers over almost all of these offenses was that alcohol and drugs are consistently a contributing factor.

Data about alcohol and drugs being a factor in criminal behavior is not a statistic CPD collects, except in circumstances where alcohol or drug consumption is an element of the crime according to statute. Serious crimes, such as sexual assault, contain information about drug or alcohol consumption in report narratives but cannot be quantified statistically at a local level.

Conjecture by police officers wasn't enough to point to "alcohol" or "drugs" as being the cause of criminal activity, but suspicion was strong enough to elicit information from other stakeholders. We reached out to the Benton County Health Department as well as OSU Student Health Services for more information. Both partners agreed not only that alcohol was a primary component to criminal activity, but also that college student culture often normalizes "binge drinking" and student perception of alcohol was inconsistent with the reality of wide-ranging health and community impacts. In past years, Corvallis and OSU have seen young adults die because of the over-consumption of alcohol. OSU had actually tabulated binge drinking activity and the harm it has caused in surveys as well as "town hall" style focus groups [Figure 1]. Both OSU and Benton County agreed to collaborate with the police department to explore how targeting alcohol consumption could lead to reduced criminal behavior while also having a positive impact on health and wellness.

Analysis:

According to the National Center on Addiction and Substance Abuse, approximately half of college crime victims have consumed alcohol before the crime occurred. According to OSU Student Health Services, alcohol is involved in 60% of college student suicides, 90% of campus rapes, 95% of violent crimes on campus and 50% of motor vehicle fatalities. Because of the prevalence of alcohol

statistics and information, and the established culture surrounding alcohol consumption, our partnership agreed our focus should be on alcohol over drugs or other substance abuse. We determined our efforts should target the college student demographic, young adults between the ages of eighteen and twenty-five. We remained open to the possibility that this may change after the initial assessment.

First, we analyzed Corvallis alcohol related crime statistics and OSU Student Conduct cases processed. Crime statistics were obtained for four years of case numbers issued for alcohol violations. Alcohol related case numbers dropped from 251 for 2013/14 to 189 for 2016/17 [Figure 2]. Attempting to quantify the negative impact on the community, we also analyzed “Livability Related Calls” for the same period. Livability Related Calls have dropped from 1,897 calls for service in 2013/14 to 1,462 calls for service in 2016/17 [Figure 3]. The total number of OSU Student Conduct cases were compared against the total number of cases for alcohol violations for each of the past four years. On average, 52.5% of Student Conduct cases processed were for alcohol related incidents [Figure 4].

Next, we sought information pertaining to the sales of alcohol in Corvallis compared to other nearby cities. In Oregon, all Alcoholic Liquor, with an exception for beer and wine, must be purchased from a Liquor Store. All alcohol sales from a Liquor Store are tracked by the Oregon Liquor Control Commission (OLCC). During our conversations with OLCC Inspectors, it had been mentioned frequently that Corvallis is a “high sales city”. To analyze this deeper, we obtained alcohol sales numbers from the OLCC for the last five years from Corvallis as well as Albany. We chose to compare Corvallis to Albany due to its proximity (approximately 10 miles away) and each city being similar in population size. Corvallis’ population in 2016 was 57,110 while Albany’s population was 53,211. Corvallis’ alcohol sales were 18.8% higher on average over the last five years when compared to

Albany's alcohol sales despite Corvallis only being 7% larger by population [Figure 5]. We hypothesize university students account for the disproportionate amount of retail alcohol sales.

According to the Problem Oriented Police Guide on Underage Drinking, published by the Department of Justice, various conditions precede the problem of college students overconsuming alcohol. College is typically the first time individuals are living on their own without parental supervision. Over the years, a party mentality has developed as a fundamental part of college life and individuals view this behavior as a rite of passage. This mentality has been perpetuated by movies, television shows, and the media, which leads to the general perception that there is no harm in consuming large quantities of alcohol and that everyone is participating in the behavior.

Beginning in 2000, OSU Student Health Services began participating biennially in the National College Health Assessment (NCHA II). Data from this assessment was available for the 2012 and 2014 assessments. After analyzing this information, we specifically focused on "High Risk Alcohol Use" which is defined as "five or more drinks in a single sitting over the past two weeks." The data shows that OSU students are above the national average for High Risk Alcohol Use [Figure 6].

An additional factor that exacerbates the problem is many individuals choose to live in communal housing with multiple roommates. When in close contact with peers, drinking becomes a learned behavior through informal social control. Young adults may start drinking because they find it easier to fit in and be a part of the group. Living with roommates also decreases barriers to minors obtaining alcohol. Other reasons the guide outlines as contributing to underage alcohol consumption are to reduce tension, relieve stress, forget about worries, increase sexual attractiveness, and to become more socially confident.

College students report a range of negative effects from alcohol. These negative effects include overconfidence, recklessness, lack of awareness, aggression, and loss of control. When alcohol is over-consumed, these effects are amplified. This may explain why over-consumption of alcohol is related to an increase in both serious and nuisance related criminal activity.

Before we began this project, the Corvallis Police Department focused our attention on the criminal act rather than factors of causation prior to the offense being committed. Because of this, most of our efforts were enforcement based. These included increased staffing on high incident weekends, proactive patrols with unobligated time looking for minors in possession of alcohol, open containers of alcohol in public (a violation of municipal code), and other party related activity. Other enforcement tactics included retail establishment compliance with sales of alcohol and ID checks using underage buyers in an undercover capacity. None of these efforts focused on educating the public on the problem. We also looked into what other police agencies did to work on similar problems and found most leave the educational components to other government entities.

Based on our analysis of the problem, we hypothesized the over-consumption of alcohol by eighteen to twenty-five year olds directly correlates with criminal activity identified as livability offenses, and by targeting the missing educational component on the over-consumption of alcohol, there will be a decrease in identified livability offenses and alcohol related crimes.

Response:

We began with the broad goal of reducing the overconsumption of alcohol to have a positive impact on criminal behavior. Because of the prevalence of alcohol statistics and information, and the established culture surrounding alcohol over consumption, our partnership agreed to focus on alcohol over drugs or other substance abuse. Based on our analysis of the issue, instead of the traditional

response of enforcement, we chose to achieve our goal through utilizing our partnerships and educating the student population.

We initially considered adjusting enforcement efforts. Looking at what other jurisdictions were trying, we were unable to find anything different from what we have already tried, such as Tactical Action Plans (TAP). A TAP is designed to focus unobligated patrol time to a specific problem or geographical area. In non-technical language this was “throwing more cops at the problem” which is a common problem solving response for most police agencies. While increased enforcement efforts may work in the short term, it is not an effective long-term solution.

CLU decided the best response was to create a comprehensive educational outreach program. We reached out to our local partners to collaborate on the project, including Benton County Health Department and Oregon State University. Collaboration on the issue proved to become our first hurdle to overcome in the development of our response. It took several meetings and discussions with our partners to explain what we wanted to do and why the police department wanted to be involved in bringing awareness of the issue through education. The difficulties encountered were identified as different thoughts on the priority of the project, disparaging ideas on timelines to accomplish the goal, and coordinating meeting times that worked with everyone’s busy schedules. It took multiple meetings and emails with decision makers to get forward movement on our goal. These difficulties meant it was nearly a year from when we completed our analysis to the time the response was actually implemented. Although initially it was a struggle to get everyone on the same page and moving in a cohesive effort, persistence on the part of our team proved to be the necessary solution. Once a cooperative approach was established the project consistently moved forward.

CLU explained our goals and what we were trying to accomplish. Both partners agreed with our approach to the issue. As a collaborative group, we agreed on a widespread “Alcohol Awareness Campaign”. We also agreed we did not have the expertise to create effective marketing materials and we would need help. Attempting this without professional marketing input would not effectively engage the demographic we were trying to target. Past efforts by the police department in providing educational material (often tri-fold brochures) were poorly received and usually ignored. Because of this, we researched design firms in our area. After receiving quotes and ideas from several, we decided to hire the Madison Avenue Collective (MAC). MAC is a strategic, collaborative design firm headquartered locally. Because they are in the City of Corvallis, the firm understood OSU college culture and the goals we were attempting to accomplish. As a group, we met with MAC several times before the project was officially launched to refine our objectives and establish in detail what we wanted to accomplish. Based on these criteria, MAC developed a project plan and a cost sheet. The costs involved with hiring a professional marketing firm became the next obstacle to overcome on this project.

Because as a public entity we have limited financial resources, including funding to implement the campaign, we looked for creative alternatives to cover the costs. We worked with Benton County Health, who in years past has provided us a grant for enforcement related activities involving alcohol. Typically, the grant money was utilized for increased DUII enforcement. We were able to redirect the grant to the alcohol awareness educational campaign. In addition, CPD administration saw the potential positive community impact to safety and was able to redirect some funds, giving the project a total of \$10,000 to create and implement the comprehensive campaign. OSU contributed by providing printing services for the materials, which in of itself accounted for approximately \$5,000 of savings on necessary expenditures.

MAC started by conducting market research on different alcohol campaigns (both successful and unsuccessful) from the United States and other nations. MAC then conducted two separate student focus groups, one all male and one exclusively female. The participants represented a range of educational levels, from a sophomore undergraduate to a first year graduate student and a returning adult student. The results of the focus groups helped guide our efforts. Regarding alcohol consumption, the groups reported drinking everywhere between once every few months to twice a week. Both groups stated they drink before events to “pre-game”. Regarding pressure to drink, both groups felt there was more pressure to drink before they turned legal age. Some females stated the following regarding alcohol consumption:

“My freshman year, definitely. I didn’t know anyone here, so when my roommate was like, ‘Let’s go to a party’, I felt like I had to go in order to make friends and fit in. There’s alcohol at a party, so I would hold a beer to not stand out”.

“I have friends where if you don’t drink they take it the wrong way”

“I rarely drink, but I’m pressured into it at parties. My friends go away from me, and I’m left out. I avoid that”.

Specifically in regards to underage drinking, MAC found perceived pressure to drink may be stronger for minors. In addition, the volume of alcohol that minors consume may be greater as well. Some participants stated the following:

“Before I turned 21, I was peer-pressured. But after that, it completely stopped.”

“I definitely drank more before age 21, it’s more of a thrill”

“Before age 21, I used to drink more”

“I didn’t drink in a high school, so I came here and didn’t know my limits. I was like, seven shots in an hour? Okay! Now, I know my limits”

Through these student focus groups, we were able to pinpoint a specific direction to take the alcohol awareness campaign. Additionally, the focus groups provided us information on the most effective locations to distribute the finished product. The top two concepts students identified as being most influential in an alcohol educational campaign were:

- 1) “Know your limits. Know your Laws”
- 2) “Don’t embarrass yourself or others” or “Don’t be that person”

Based on this research the “Red Cup Campaign” was developed by MAC. The campaign has two specific deliverables: The “Fun. Fail.” poster and a “pocket card” handout. The “Fun. Fail.” poster has a red cup having “fun” and a red cup “failing” by tipping over, signifying over-intoxication. This poster has messaging on it about not “embarrassing yourself or others” and not being “that person”. The poster can stand alone [Figure 7] or it can have the pocket cards attached [Figure 8].

The “pocket card” handout also has a red cup on it with the verbiage of “Know your limits. Know the laws”. The pocket card opens up with the most common questions students have regarding local alcohol laws (based on focus group input), information about knowing limits and a way to contact the Corvallis Police Department (via Twitter) for any questions. The back of the pocket card has a reference guide for blood alcohol percentage based on number of drinks consumed and body weight [Figure 9].

Based focus group information, we concentrated the distribution of campaign materials to OSU campus housing and at businesses where alcohol could be purchased or consumed. Based on established

relationships with our liquor licensed businesses (CPD hosts a voluntary monthly meeting to talk about concerns), the project was met with complete cooperation and enthusiasm. We were able to distribute the campaign in over 40 different alcohol retail and tavern locations in town [Figure 10]. Additionally, posters were displayed in windows up and down Monroe Avenue, a main thoroughfare for students where many restaurants and entertainment businesses are located.

To help with campaign saturation, CLU wanted to distribute as much campaign material as possible to first year college students. At the beginning of every school year, OSU holds an event for freshman designed to engage the new class with learning about on and off campus resources. Part of this event's programming is the WOW Fest, standing for "Week Of Welcome". WOW Fest is a fun and engaging event where students get a chance to meet different resource providers and learn about OSU and the Corvallis community. This is done in fun and interactive ways including a mini-golf course. Each mini-golf hole was sponsored by a community or university resource provider, who created a theme for their hole where the students learn about their services. CLU hosted an educational mini-golf hole where we created a theme of "leaving a house party" with the goal to "get home safely" [Figure 11]. Along the way, we created obstacles consistent with complaints CPD receives related to college parties. These included an "angry neighbor" placard representing a loud party complaint, a toy police car representing a police contact for behavior, and a toy fire truck representing a hospital transport for over-intoxication. Before the student putted, we had them attempt to answer a common question regarding Corvallis alcohol laws. If they got the question incorrect, the student had to putt with "Fatal Vision" drunk goggles on, simulating vision impaired by intoxication. Depending on which obstacles the student's golf ball struck, CLU would have the opportunity to discuss different laws surrounding parties and alcohol. At the end of the mini-golf hole, the student was provided with a Red Cup

Campaign handout to close the educational loop. The student feedback was phenomenal and out of over 30 service providers participating, the CLU Team's mini-golf theme was "voted the best" by a popular vote initiated by the event sponsors.

The Community Livability Unit continued saturation of Red Cup campaign materials throughout the school year, including handouts at any student attended events, and by maintaining campaign related collateral at alcohol retailers and taverns. Red Cup information was distributed on social media when appropriate and the community at-large was educated on the efforts being made during community, business, and neighborhood association meetings.

Assessment:

From the beginning, we recognized the inherent difficulty in measuring the effectiveness of an advertising campaign. Private companies measure their marketing effectiveness with a correlating increase in sales; in our case, the police department wasn't "selling" anything, and instead was attempting to discourage certain behavior, which is hard to attribute to one cause. Additionally, our educational efforts were being conducted with a wide array of established enforcement measures put in place with the same goals. We discussed the issue of assessment with OSU and Benton County Health prior to implementation, as everyone wished to have data that money spent on the effort was producing results of corresponding value. As a group, we decided on two methods of data collection to assess effectiveness in addition to traditional statistics and community feedback. This initial assessment was conducted at the end of the first year of our implementation.

The primary method tied to measuring the direct effectiveness of the campaign was a short pre- and post-survey regarding student awareness of alcohol consumption, with specific questions about "embarrassing yourself or friends" when drinking, and knowledge of local laws around alcohol in

Corvallis, since these were the main themes surrounding the campaign. The survey also requested demographic information and asked if the respondent lives on or off campus. The pre-launch survey was conducted with newer students at an on-campus event during the first weeks of the school year, before campaign materials were distributed. The post-survey was conducted at a similar event after a full school year of implementation, with an effort to target the same demographic and number of students. The survey was conducted by college-aged volunteers to prevent bias or influence. Post campaign implementation survey data showed that seventy-three percent of those polled had seen the campaign messaging. The project raised awareness about avoiding embarrassment when choosing to drink in thirty-five percent of those surveyed. The poll showed an increased student knowledge about drinking in forty-three percent and increased awareness of “knowing your limits” in forty-seven percent after first-year efforts. Thirty-five percent stated they are more likely to stay within their limits after seeing the messaging. This survey data leads us to conclude the educational campaign was successful in reaching its initial goals.

The secondary method to assess both the effectiveness of this campaign and determining where to direct future responses was the “Place of Last Drink” study. The study involved the collection of survey data by the Corvallis Police Department, OLCC, and other law enforcement partners in the area whenever an intoxicated person was contacted. The data collected included the person’s primary location of drinking, their last place of drinking, what kind of alcohol they were consuming, and their current alcohol level if they would consent to a portable breath test. The data was collected over two separate five week periods encompassing the busiest “party” weeks of the school year. This data has been sent to OSU Health Services but has not yet been fully assessed. Timeliness on this analysis was hampered by multiple employee changes at OSU and at this point cannot assist in determining our future responses.

Next, we assessed CPD statistics including Alcohol Violation case report numbers, Livability Related Calls for Service. Alcohol related criminal case reports dropped 26% during the Red Cup Campaign, from 189 cases during the 2016/17 school year to 139 cases during the 2017/18 school year. Likewise, a similar drop was noted on Livability Related calls for service, with a 20% drop from 1,462 in the 2016/17 time period to 1,183 in 2017/18. When compared to other years, these drops appear to be statistically relevant to our campaign as enforcement efforts changed little but numbers dropped compared to other school years [Figures 2, 3].

OSU Student Conduct saw a 2.6% decrease over the collective average, with 49.9% of Student Conduct cases being alcohol related incidents. It should be noted that Student Conduct changed their processes this year to include more complaints, with their caseload jumping from about 250 per school year to the same number for only the fall term of 2017. Therefore, reported statistics may not be an accurate representation for this assessment [Figure 4].

Lastly, police officers assigned to the Community Livability Unit informally polled college students when attending university functions and presentations. Feedback provided to officers was overwhelmingly positive regarding the look and content of campaign collateral. Community members responded in a similar fashion, leading us to believe continued efforts would be well received by students and the community.

Based on survey information, quantitative statistical information, and informal feedback, we believe the efforts of the Corvallis Police Department to educate young adults on the consequences of the over-consumption of alcohol have thus far been successful. Our efforts will continue to be monitored, and plans are in place to continue our program with similarly branded collateral encompassing other safety issues related to alcohol and drug use.

Targeting Alcohol Use and Abuse
2018 Goldstein Award Submission
Corvallis, Oregon Police Department

Key Project Team Members:

- Officer James Dodge, Community Livability Unit (project lead)
- Officer Luke Thomas, Community Livability Unit
- Officer Trevor Anderson, Community Livability Unit
- Kelly Locey, Benton County Health Department
- Rob Reff, former OSU Health Services Director

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Appendices:

[Figure 1] OSU holds town hall on underage drinking. Source: www.gazettetimes.com

OSU holds town hall on underage drinking

JAMES DAY Corvallis Gazette-Times



Frances Harding, a nationally known expert on substance abuse, delivers the keynote message at a town hall meeting to prevent underage and high-risk drinking Thursday at Oregon State University.
Anibal Ortiz, Gazette-Times

GOALS

Here are the goals that Oregon State University officials established in their campaign against underage drinking:

1. Increase understanding among university and community stakeholders of issues related to high-risk drinking.
2. Increase awareness of evidence-based strategies available to address college student high-risk drinking.
3. Grow collaboration within Oregon State University as its partners to reduce high-risk drinking.

Oregon State University held a town hall Wednesday night on underage drinking and the high-risk behavior that sometimes accompanies it.

Some of the numbers presented were stark:

- 63.7 of undergraduate students in OSU’s Greek houses consumed five or more drinks in a single sitting in the past two weeks, a number that drew an “Oh, my God!” from an audience member when OSU’s Rob Reff announced it.
- Nationally, 85 percent of sexual assaults among college students involve alcohol.

There were some positive numbers as well.

Reff, the director of prevention, advocacy and wellness in OSU’s Student Health Services, noted that OSU’s overall binge-drinking number, which peaked at 45.0 percent in 2012, is down to 32.1 and below the national average for the first time since 2002.

But the challenge remains clear: OSU has a drinking problem.

Targeting Alcohol Use and Abuse
2018 Goldstein Award Submission
Corvallis, Oregon Police Department

“Underage drinking is pervasive in the U.S. and in Corvallis and at Oregon State University,” said Steve Clark, vice president of university relations and marketing. “Individually and collectively we need to do more to raise awareness and communication. We need urgency and an investment in time, energy and focus. What we have done to date is not enough.”

That said, OSU can point to a number of initiatives it has implemented to attack the problem, including: mandatory alcohol awareness education for freshmen; increased staffing in student conduct, Greek life, Reff’s office, community relations and the Oregon State Police campus contingent; establishment of a prevention and advocacy coalition; and paying for three new community livability officers in the Corvallis Police Department.

Police Chief Jonathan Sassaman said he has noticed positive results from the changes.

“We are seeing a decline in livability issues and alcohol citations,” said Sassaman, who made a presentation as part of a community panel. “There still is work to be done. We’re not finished. We have to work more on prevention.”

A six member student panel pitched in with advice for the university.

- Alec Petersen, president of the Interfraternity Council, noted that Greek houses enacted a hosting policy that mandates alcohol safety and risk management and banned the serving of grain alcohol.
- Other students noted that OSU needs to be more “proactive than reactive,” that the university definitely has a “party school” reputation and that it has become a magnet for out of town visitors, particularly underage ones, during weekends such as Halloween.

Rachel Grisham, president of the Associated Students of Oregon State University, closed the student panel by saying “we’re not on opposing sides here. We want to work with the community and solve these problems.”

Two audience members, Benton County Commissioner Anne Schuster and a graduate student, took OSU to task for allowing drinking on campus, particularly the tailgating that occurs on football game days.

Indeed, the town hall was held at the club level of Reser Stadium, an exclusive area that serves alcohol during games and has a private elevator.

The event’s keynote speaker was Frances Harding, a nationally known substance abuse expert. She said that she liked the prevention efforts that OSU was implementing and in one glaring national stat she noted that for those aged 12 to 20 females consumed alcohol at a slightly higher rate than males.

“This is not a race we want to win, ladies,” said Harding, who added that “drinking among females is an unrecognized concern.”

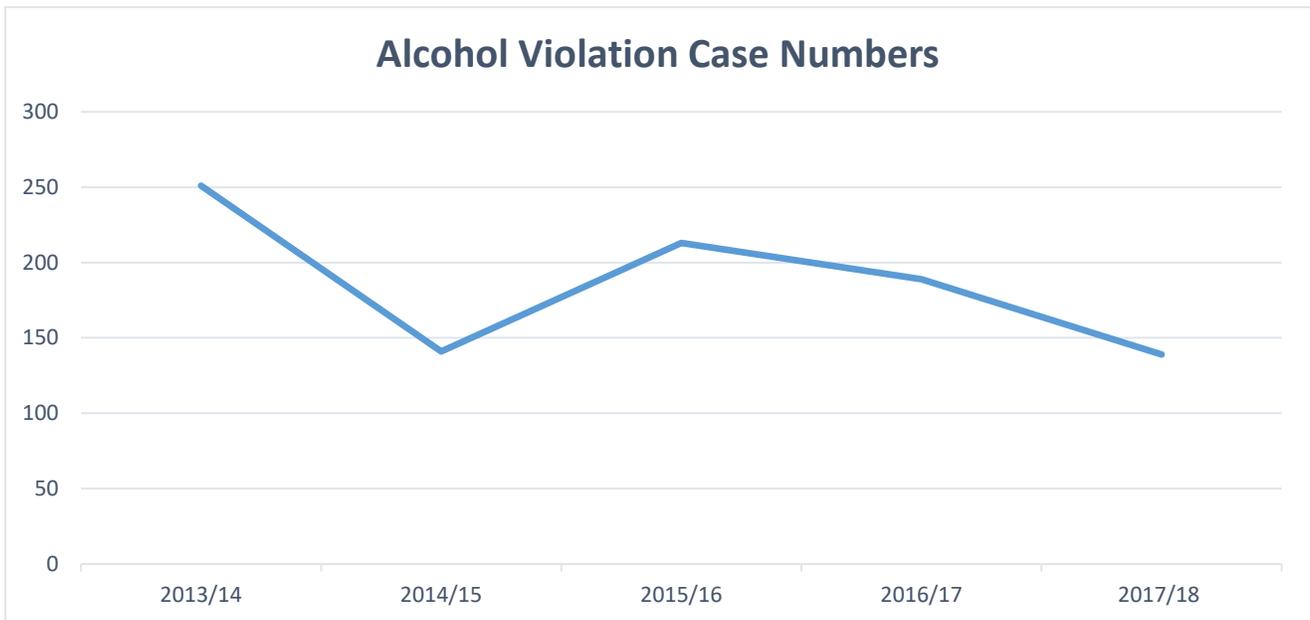
Approximately 65 people were on hand, although 19 of them were involved in the various presentations. Perhaps 25 percent to one-third of those present were students.

Clark closed the proceedings with a series of questions that also posed a challenge.

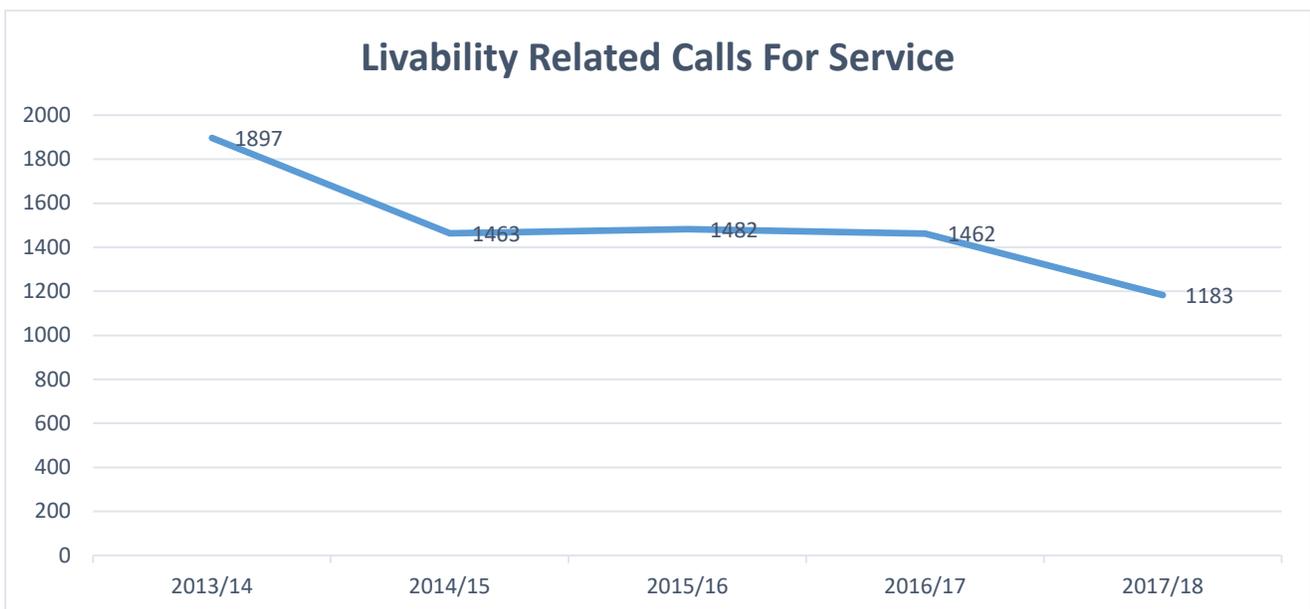
“What have we missed? What more do we need to do? And will you join us?” Clark asked.

Contact reporter James Day at jim.day@gazettetimes.com or 541-758-9542.

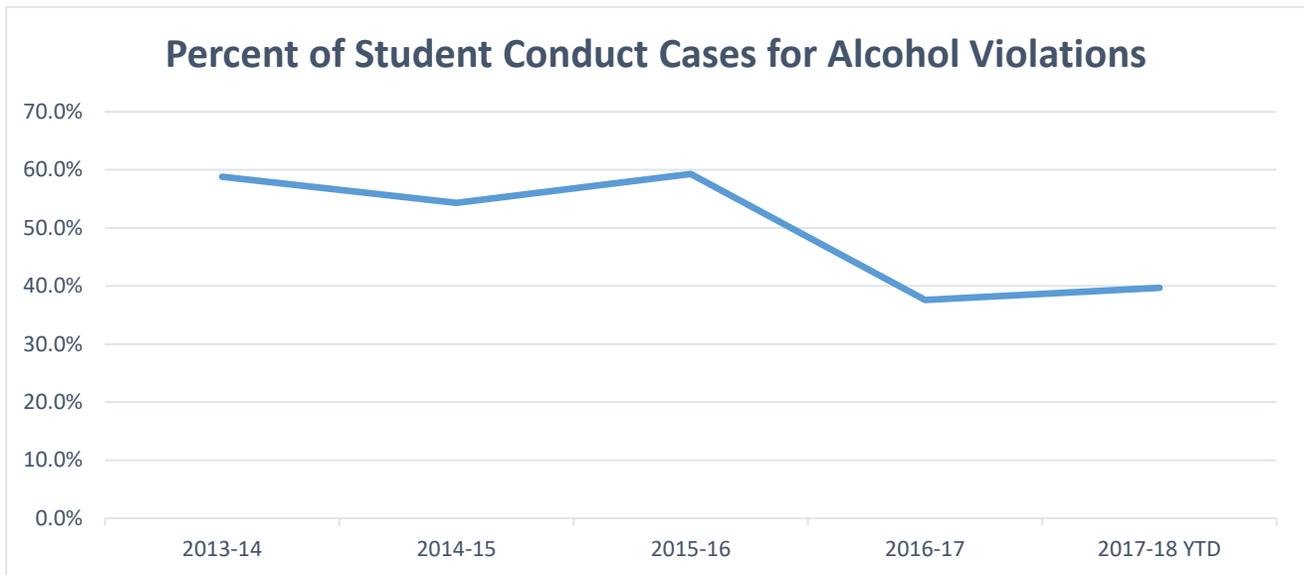
[Figure 2] *Corvallis Police Alcohol Violation Case Numbers*



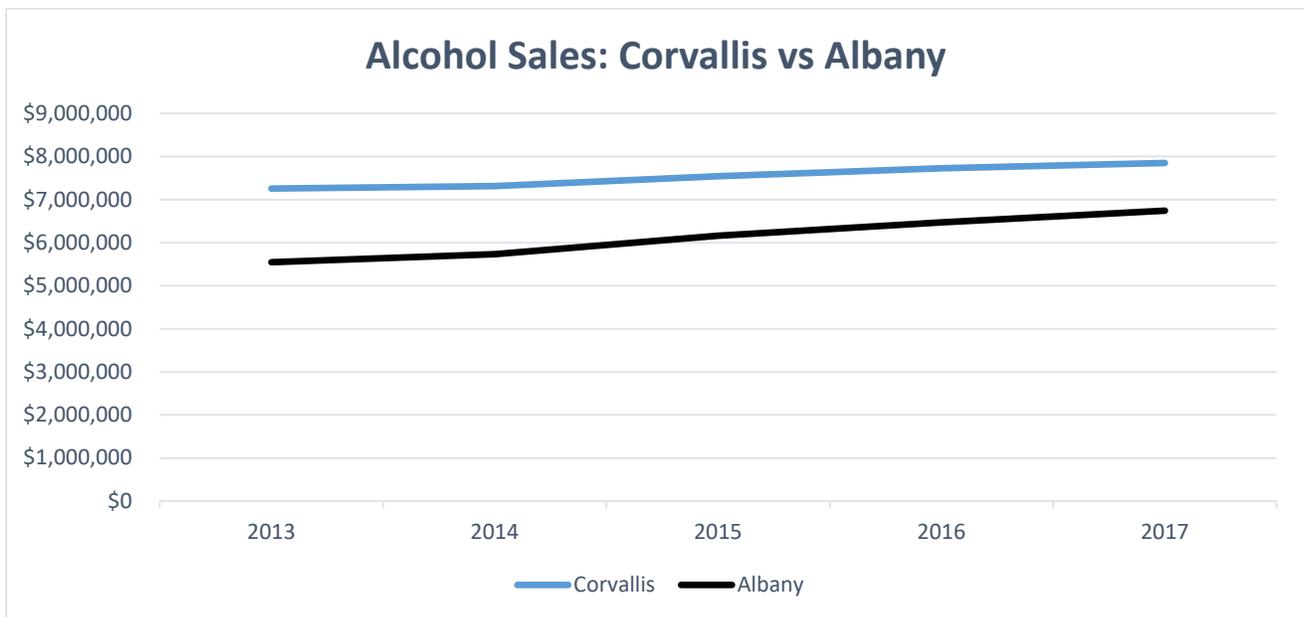
[Figure 3] *Corvallis Police Livability Related Calls for Service*



[Figure 4] OSU Student Conduct Alcohol Violation Cases Processed



[Figure 5] Alcohol Sales: Corvallis vs Albany



[Figure 6] ACHA-NCHA High Risk Alcohol Use

| Variable (excludes non-drinkers) | OSU 2012 (%) | OSU 2014 (%) | National 2014 (%) |
|----------------------------------|--------------|--------------|-------------------|
| High risk - men | 50.4 | 47.3 | 44.0 |
| High risk - women | 38.9 | 35.3 | 31.0 |
| High risk - total | 45.0 | 40.0 | 36.1 |

[Figure 7] “Fun. Fail. Educational Poster”



**Acting obnoxious. Getting kicked out.
 Ending your friends' fun.**

There are a lot of ways to embarrass yourself if you drink too much.

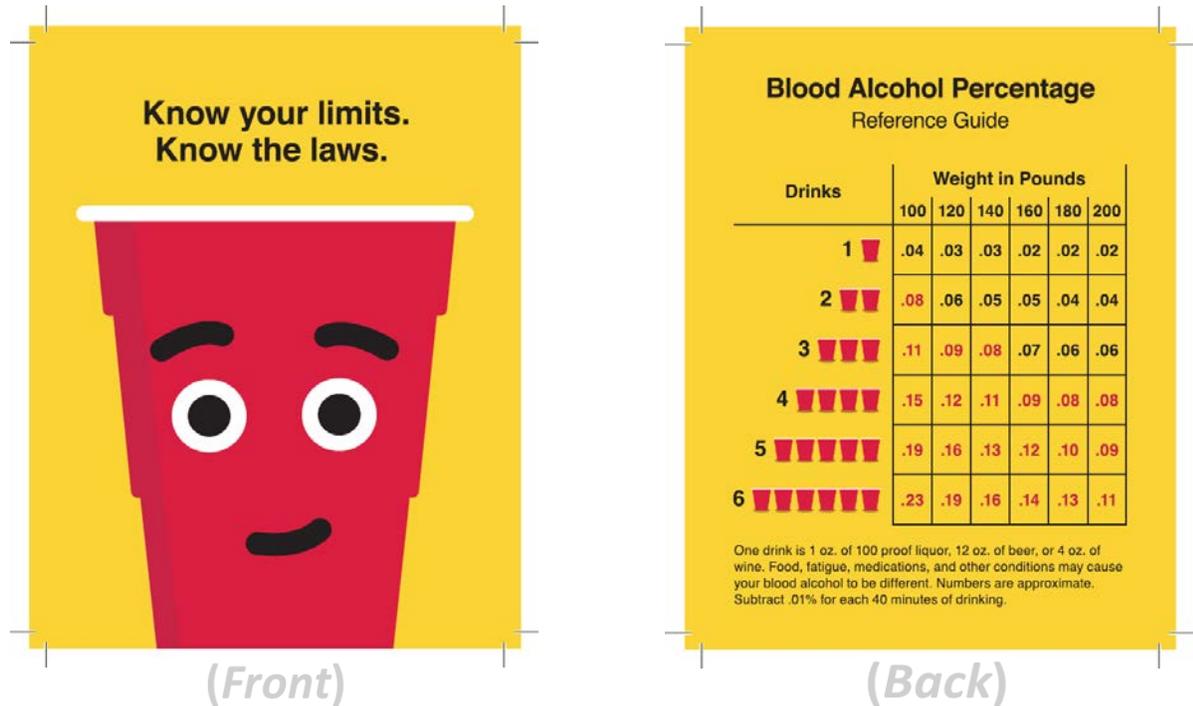
Don't be that person. 

This message is brought to you by the Benton County Health Department, the Corvallis Police Department and Oregon State University.
 For accommodations, please contact CPD Community Usability at community.usability@corvallisoregon.gov.

[Figure 8] “Fun. Fail. Educational Poster with Pocket Card”



[Figure 9] “Know your limits. Know the laws. Pocket card handout”



(Front)

(Back)

Corvallis Drinking Laws

- Q** What’s the open container law?
- A** Short answer, it’s against the law to drink any kind of alcohol in public.
-
- Q** Does the open container law apply on game day?
- A** Yes. If you take a drink outside the designated tailgate areas on OSU campus, you’re breaking the law.
-
- Q** If I’ve been drinking, but I don’t have any alcohol with me, can I get in trouble just for being in public?
- A** No, but if you’re underage, you can still get an MIP (minor in possession) even if you don’t have a drink in your hand or in your backpack.

- Q** If my underage friends bring alcohol to my party, can they get me in trouble?
- A** Yes. If underage people drink at your party, you’re responsible for them — even if they brought their own alcohol.



Know your limits, so you don’t embarrass yourself or your friends. **Know the laws**, so you don’t end up causing a scene with the police or getting stuck with long-term consequences.

Got more questions?

 Tweet @corvallispd to ask an officer.

This message is brought to you by the Benton County Health Department and the Corvallis Police Department.

(Inside)

[Figure 10] “Officer distributing posters with handouts to local businesses”



[Figure 11] “WOW Fest Educational Outreach”

