Know your limits.
Know the laws.

Targeting Alcohol Use and Abuse to Reduce Crime in a University Town
Corvallis full-time population: 57,110
Oregon State University population: 30,028
The Problem (scanning)

Amplified Music
- Large, loud parties, fraternities competing, dense neighborhoods

Loud Noise
- Individuals and groups wandering the streets, yelling and screaming

Fights
- Disturbances, disorderly conduct, serious physical assaults

Property Damage
- Vandalism, littering, public urination

Liquor Law
- Minors in Possession of alcohol, open containers in public
Alcohol Use / Abuse
Analysis

What do the experts say?

- 95% Violent Crimes
- 90% Campus Rapes
- 60% Student Suicides
- 50% Vehicle Fatalities
- 50% Student Suicides
Analysis

What does local data say?

Alcohol Sales: Corvallis vs Albany

- Corvallis
- Albany

- 2013
- 2014
- 2015
- 2016
- 2017
Analysis

Drinking Data
High Risk Alcohol Use

POP Guide
Why minors over drink, how they obtain alcohol

History
How can we improve from previous efforts
Analysis

Hypothesis
Response
Response

Partnerships became essential for success

Benton County Health
OSU Student Health
City of Corvallis
Madison Ave. Collective — aka the MAC — is a strategic, collaborative design firm headquartered in the friendly Pacific NW college town of Corvallis, Oregon. Our all-star lineup of designers, developers, writers, and strategists specialize in doing good work, together.
Response

The process to a workable product
Focus Group statements

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

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

“I didn’t drink in 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.”
Response

MAC Findings and Recommendations

“Drinking Responsibly”

Influence of Friends

Knowledge of Laws
Response

The result...

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.
Fun.  Fail.

There are a lot of ways to have fun without drinking too much. Don’t embarrass yourself.

Know the laws. Know your limits.

Take one
Response
Pocket card

Know your limits.
Know the laws.

Front

Blood Alcohol Percentage
Reference Guide

<table>
<thead>
<tr>
<th>Drinks</th>
<th>Weight in Pounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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</tr>
<tr>
<td>2</td>
<td>.08 .06 .05 .04 .04</td>
</tr>
<tr>
<td>3</td>
<td>.11 .09 .08 .07 .06</td>
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<tr>
<td>4</td>
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</tr>
<tr>
<td>5</td>
<td>.19 .16 .13 .12 .10</td>
</tr>
</tbody>
</table>

One drink is 1 oz. of 100 proof liquor, 12 oz. of beer, or 4 oz. of wine. Food, fatigue, medications, and other conditions may cause your blood alcohol to be different. Numbers are approximate. Subtract .01% for each 40 minutes of drinking.
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.
Response

Saturation
Response

WOW Fest
Response
Response
Effective?
Assessment

Survey
Pre- and Post-

Study
Place of Last Drink

Statistics
CPD & OSU
Assessment

Pre-Response & Post-Response Surveys

- 73% saw messaging
- 35% increased awareness
- 43% increased knowledge
- 47% increased limits
- 35% modified behavior
## LAST DRINK DATA FORM

**Age:**

**Gender:** Male □ Female □ Non-Binary

**CONTACT DATA:**

<table>
<thead>
<tr>
<th>Date:</th>
<th>Time:</th>
</tr>
</thead>
</table>

**CFS or CASE #:**

**Type of Contact:**

**Location of Contact:**

- Bar – Name:
- Private House/Apt/Greek/Res Hall (circle one)
- Public Place/Street/Sidewalk/Park (circle one)
- Athletic Venue – Name:
- Other:

**Student? Y / N Where:**

**PBT Reading:**

□ Refused

## LOCATION OF LAST DRINK:

- Bar – Name:
- Private House/Apt/Greek/Res Hall (circle one)
- Public Place/Street/Sidewalk/Park (circle one)
- Athletic Venue – Name:
- Other:

## PRIMARY DRINKING LOCATION:

- Bar – Name:
- Private House/Apt/Greek/Res Hall (circle one)
- Public Place/Street/Sidewalk/Park (circle one)
- Athletic Venue – Name:
- Other:

## TYPE OF ALCOHOL CONSUMED:

- Beer □ Malt Liquor □ Hard Alcohol
- Common Container (Punch) □ Wine
- Other:
Assessment

Statistics

**CPD Alcohol related cases**
- 189
  - Down to 139

**CPD Livability related CFS**
- 1,462
  - Down to 1,183

**OSU Student Conduct Alcohol cases**
- 52.5%
  - Down to 49.9%

?
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. 🍻

Summary

Did it work?
Thank You

James, Luke, and Trevor

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