



SANTA FE PREVENTION ALLIANCE

Protecting Our Community, Building A Positive Future

DON'T BE A PARTY TO UNDERAGE DRINKING – PROMOTING AWARENESS OF OUR SOCIAL HOST RULE

Most teens in our community who drink alcohol report drinking alcohol either at their own home or someone else's home. Our teens tell us that they usually consume alcohol at house parties, where small or large groups of teens gather, with and without adult supervision.

In response to community complaints and this information, in 2010, the City of Santa Fe amended its Nuisance Abatement Ordinance to incorporate a Social Host clause. The ordinance holds property owners responsible for loud parties and other nuisances that occur on their property, regardless of whether they are present at the time of the incident. When a first incident is cited, a warning letter is sent; repeat incidents are fined for cost recovery of law enforcement time and first responder responses.

Project Objectives:

1. Reduce the number of adults who provide alcohol to minors.
2. Increase the number of calls to the police about underage drinking parties.
3. Reduce the frequency and size of underage drinking parties.

With support from the NM Department of Transportation Underage Drinking Prevention Program, the Santa Fe Prevention Alliance developed a campaign to promote awareness of the Nuisance Abatement/ Social Host ordinance, **Don't Be A Party to Underage Drinking**, based on the Ohio campaign tagline. The following campaign materials were developed:

Radio PSA:

Did you know only a third of Santa Fe youth drink alcohol? Youth who drink say they drink at home or at house parties. Did you know you can be fined if kids drink on your property, whether you're home or not? You can make a difference. If you suspect underage drinking, call police at the nonemergency number – 428-3710. Don't Be a Party to Underage Drinking.

Rack Card and Magnet:

Don't Be a Party to Underage Drinking.

- *Did you know only 1/3rd of Santa Fe youth drink alcohol? Most say they drink at home or at house parties.*
- *Did you know you can be fined if kids drink on your property, whether you're home or not? You can make a difference.*

If you suspect:

Underage Drinking, call (505) 428-3710

Drug Activity, call (505) 428-3737

Overdose or Alcohol Poisoning, call 911 or 1-800-222-1222 (Poison Control)

OUR VISION: *Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk use, no one drives while impaired and no one abuses drugs.*



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PROJECT PARTNERS

- NM Department of Transportation
- Hutton Broadcasting

RESULTS

- 240 radio spots were aired from December – January 2015

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