

# ALCOHOL OUTLET DENSITY REPORT

Las Cruces, New Mexico  
2020



The Unified Prevention (UP!) Coalition for Doña Ana County is a collective partnership effort focused on preventing substance use and misuse among youth and young adults in Doña Ana County.

The UP! Coalition for Doña Ana County is an initiative of the Center for Health Innovation, which acts as the fiscal sponsor providing fiscal and programmatic oversight. UP! Coalition members and partners represent twelve different sectors: youth, parent, business, media, school, youth serving organizations, law enforcement, civic/volunteer group, religious/fraternal organizations, healthcare professionals, state/local/tribal government, and other organizations involved in reducing substance misuse.

## MISSION

To build community collaboration around efforts to reduce and/or prevent youth drug and alcohol use and misuse, address factors that increase risk of usage, and promote factors that increase resiliency.

## VISION

That every community member in Doña Ana County has the opportunity to live a life free of alcohol, tobacco, other drugs, and adverse health behaviors.



PASO DEL NORTE  
HEALTH FOUNDATION  
SHIFT POSITIVE



# TABLE OF CONTENTS



Executive Summary.....	2
Project Overview.....	4
Excessive Drinking Statistics .....	6
Alcohol Outlet Density.....	8
Study Process.....	10
Identifying “Hot Spots”.....	12
Environmental Scan.....	14
Community Interviews.....	16
Recommendations.....	18
Appendices.....	21
Acknowledgements.....	BACK COVER

The Unified Prevention Coalition for Doña Ana County (UP! Coalition) conducted a study of alcohol outlets in the city of Las Cruces, New Mexico between January 2018 and March 2019. This work was completed through the Shift+UP! Las Cruces Project, sponsored by the Paso del Norte Health Foundation Shift+ Initiative. This project consisted of mapping both the establishments with liquor licenses active between January 2017 and May 2018, and calls for service to seven different law enforcement agencies registered by the Mesilla Valley Regional Dispatch Authority (MVRDA). The study also included environmental scans of alcohol outlets within identified hotspot zones to help understand marketing and sales practices. Community residents and business owners within the hotspot zones were interviewed on topics selected to explore impacts of nearby alcohol outlets. The Shift+UP! Las Cruces Project resulted in three findings and two recommendations:

### Finding 1: Identification of Hot Spots

Five hotspots were identified within the city of Las Cruces. Protocol for identification was adapted from the Centers for Disease Control and Prevention Guide for Measuring Alcohol Outlet Density (2017). Buffer zones of 700 square feet were drafted in areas where a high density of alcohol outlets were clustered. Several of these zones overlapped, and these areas were designated as the 5 hotspot locations. Higher numbers of alcohol outlets did not directly translate to a higher number of calls for service to law enforcement.

### Finding 2: Assessment of Environmental Conditions

Assessment of environmental conditions in alcohol outlets within the hotspots were conducted. The assessment tool utilized for these environmental scans focused on the Four P's of Marketing: Place, any key features inside and outside of alcohol outlet; Product, types of alcohol sold; Price, any deals or specials that encouraged excessive drinking; Promotion, billboards, advertisements, contests, and special events where alcohol is involved. Researchers found 33% of outlets scanned did not post signage to notify patrons that identification would be checked, and 56% of outlets did not post signage to notify patrons of the health risks associated with alcohol consumption. Additional study may be needed regarding operational practices of alcohol outlets to determine how these impacts calls for service to law enforcement in surrounding areas.

### Finding 3: Impact of Alcohol Outlets on Residents and Businesses

A total of 33 community residents and 23 business owners within the identified hotspots were interviewed to determine the personal and community impact of alcohol outlets. Of those interviewed, 53% complained of loud noises in the area, and 57% would like to have input when a new liquor outlet is to open in their neighborhood. Other areas of concern related to alcohol use included vagrancy, trash, and loitering.

## Recommendation 1: Regulation of Alcohol Outlet Density and Enforcing Existing Alcohol Laws

As of 2019, the city of Las Cruces was 330% over quota for New Mexico liquor licenses with 164 licenses, which includes full retail licenses and small brewer/winemaker licenses among others. Utilizing the local option authority in place within Doña Ana County to regulate alcohol outlet density has the potential to minimize risks, both short term and long term, associated with alcohol consumption. Additionally, the enforcement of existing alcohol laws including social host ordinances has potential to minimize risk in among youth.

## Recommendation 2: Increase Alcohol Taxes and Limit Hours and Days of Sale

The Centers for Disease Control and Prevention recommend increasing unit price for alcohol beverages for an effective strategy to be used in reduction of harms related to excessive alcohol consumption. The increase of alcohol taxes should be considered as a state-wide strategy for New Mexico. In addition, maintaining limits on days and hours of sale for alcohol is suggested to restrict access as another environmental method of prevention for alcohol-related harms.

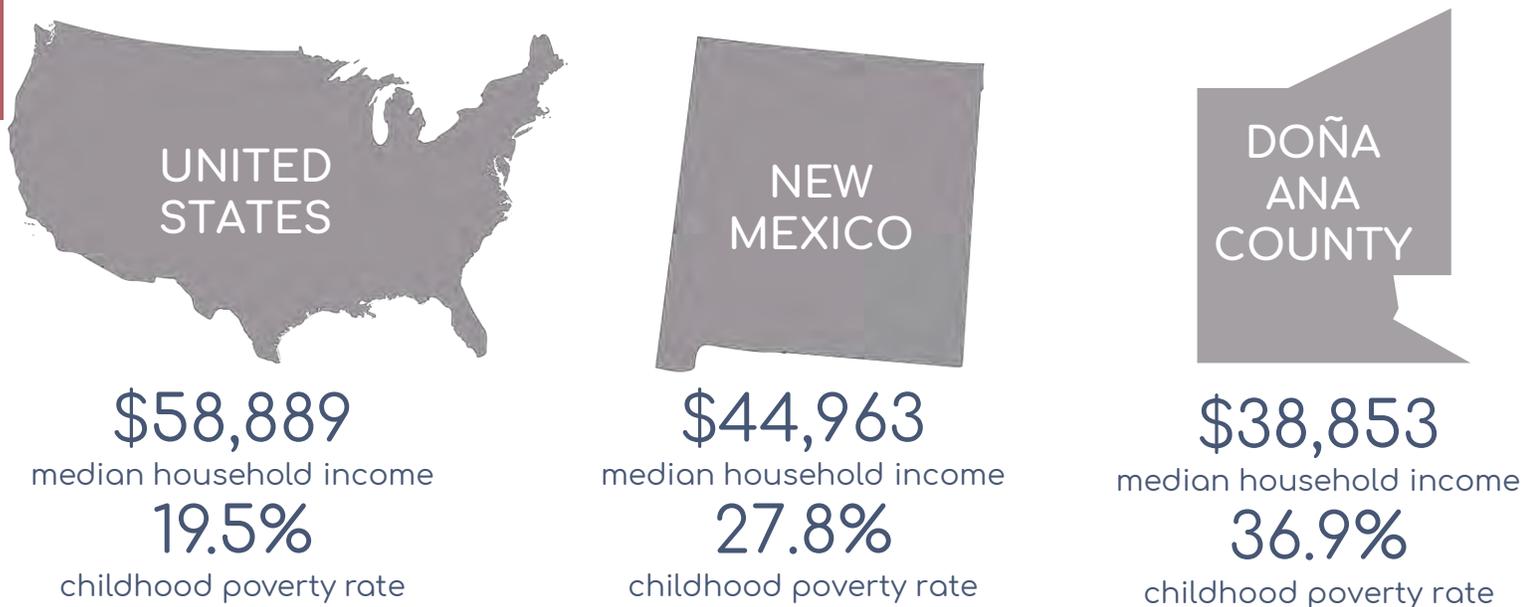
\*\*\*

The findings and recommendations further defined within this Alcohol Outlet Density Report are presented along with techniques and tools utilized by the Shift+UP! Las Cruces Project in the appendices. Policy makers and community leaders are encouraged to review and adapt these items for use in their own advocacy efforts. Additional information within this report may be employed in community education and outreach efforts focused on awareness of alcohol outlet density and its potential community impact.

Doña Ana County is the second most populous county in New Mexico with a population of just over 215,000 people.<sup>1</sup> It is located on the United States/Mexico Border, and two major interstate highways bisect the county, I-10 and I-25, both connected to the El Paso/Ciudad Juarez entry point located 51 miles from the city of Las Cruces. Although the area is rich in culture, community and social resources, it is continuously challenged by struggling rural economies and a strained medical system unprepared to provide services for a continuously growing population of individuals requiring substance use disorder treatment. Policy makers seek to grow struggling economies by supporting alcohol serving industries which prove to be quick economic generators.

Alcohol consumption, binge drinking, liquor license availability, alcohol related death and disease are increasing in New Mexico.<sup>2,3</sup> Alcohol continues to be the substance of choice among both youth and adults, underage drinking is acceptable to adults, and perception of risk is low in Doña Ana County.<sup>4</sup> Every year in Doña Ana County, consumers spend nearly \$40 million on alcoholic beverages, or \$390 per household: the 5<sup>th</sup> highest rate in the state. Regarding alcohol consumption and attitudes in Doña Ana County, 55.7% of adults reported consuming alcohol in the last 30-days and 18.9% reported binge drinking.<sup>5</sup> The community norms include a pervasive permissiveness attitude towards youth alcohol consumption.<sup>5</sup> In a 2015 Doña Ana County Community Survey, 70.3% of the residents surveyed reported feeling it was OK to give alcohol to minors if they are “mature enough”. In the same survey, 56% of adults 18 to 20 years old reported a house party was their main source of alcohol in the last 30-days and over 42% reported an adult family member had provided them alcohol in the last 30-days. This is consistent with the main source of alcohol reported by high school students in the county; 45% said the alcohol was given to them.<sup>5</sup>

Reducing social access, from both on and off-premise retail outlets is increasingly important as Doña Ana County also sees approximately 200 alcohol involved crashes occur – a measure that is showing a significant decline over a 6-year period and can be examined by the point locations and characteristics of each incident. Other social conditions also contribute to substance use in communities, such as wage and economic disparities. Despite the economic prosperity of Las Cruces, about 40% of children live in poverty in Doña Ana County.<sup>1</sup> Median household income in Doña Ana County is considerably lower than the rest of New Mexico and the nation.<sup>1</sup> High poverty rates put youth at risk for school failure and other negative outcomes, including maladaptive behaviors like risky sexual behavior, dating violence, substance abuse and addiction.<sup>6</sup>



High poverty rates increase youth at risk for developmental delays, school failure, risky sexual behavior, dating violence, substance abuse and addiction.

SOURCE: US Census Bureau (2016)

In 2015, the New Mexico Department of Health conducted an analysis of alcohol outlet access in Las Cruces. They also collected data on violent crime calls to emergency response. This data was mapped and overlaid to identify correlations between access to alcohol and violent crime occurrences by census track and population.<sup>7</sup> As a follow-up to this analysis, the Shift+ UP! Las Cruces project continues to find interesting correlations between alcohol outlets (both on premise and off premise) and related crimes such as, vagrancy, assaults, fights, DWI's, and intoxicated individuals.

There is a gap in community led, evidence driven, long-term, sustainable advocacy for reducing excessive alcohol consumption and related harm in both systems and policy. Data and evidence are continuously collected and stored but due to data illiteracy, and other social conditions, not truly available to communities or local advocates.

The UP! Coalition worked to complete a comprehensive assessment of the contributing factors, local conditions and community consequences associated with alcohol outlet density in Las Cruces, complete a logic model specific to alcohol outlet density issues, and identify community policies to address issues identified in the community assessment. They became familiar with evidence-based strategies to reduce outlet density, comprehensive assessments, logic models, and alcohol policy. The UP! Coalition identified data sets needed for purposes of the assessment, including mixed beverage data, volume sales data, community and youth data, which included:

- New Mexico Department of Health Youth Risk and Resilience Survey
- New Mexico Community Survey
- Strategies for Success Survey
- Alcohol outlets/liquor license data sets
- Emergency response calls
- Crime incidents
- Census track and population statistics
- Environmental scan of all outlets
- Community surveys of impacts of alcohol outlets

Community-led, evidence-driven, long-term, sustainable advocacy for reducing youth alcohol consumption, binge drinking among all populations, and reducing related harms in both systems and policy is virtually non-existent. Data literacy and skill building is necessary to support community driven efforts to self-advocate for policies that best fit their local alcohol related issues, supported by evidence.

NM STATE LAW ALLOWS FOR 1 ALCOHOL DISPENSER LICENSE FOR EVERY 2,000 PEOPLE.

Las Cruces should have only **49** full retail liquor licenses,

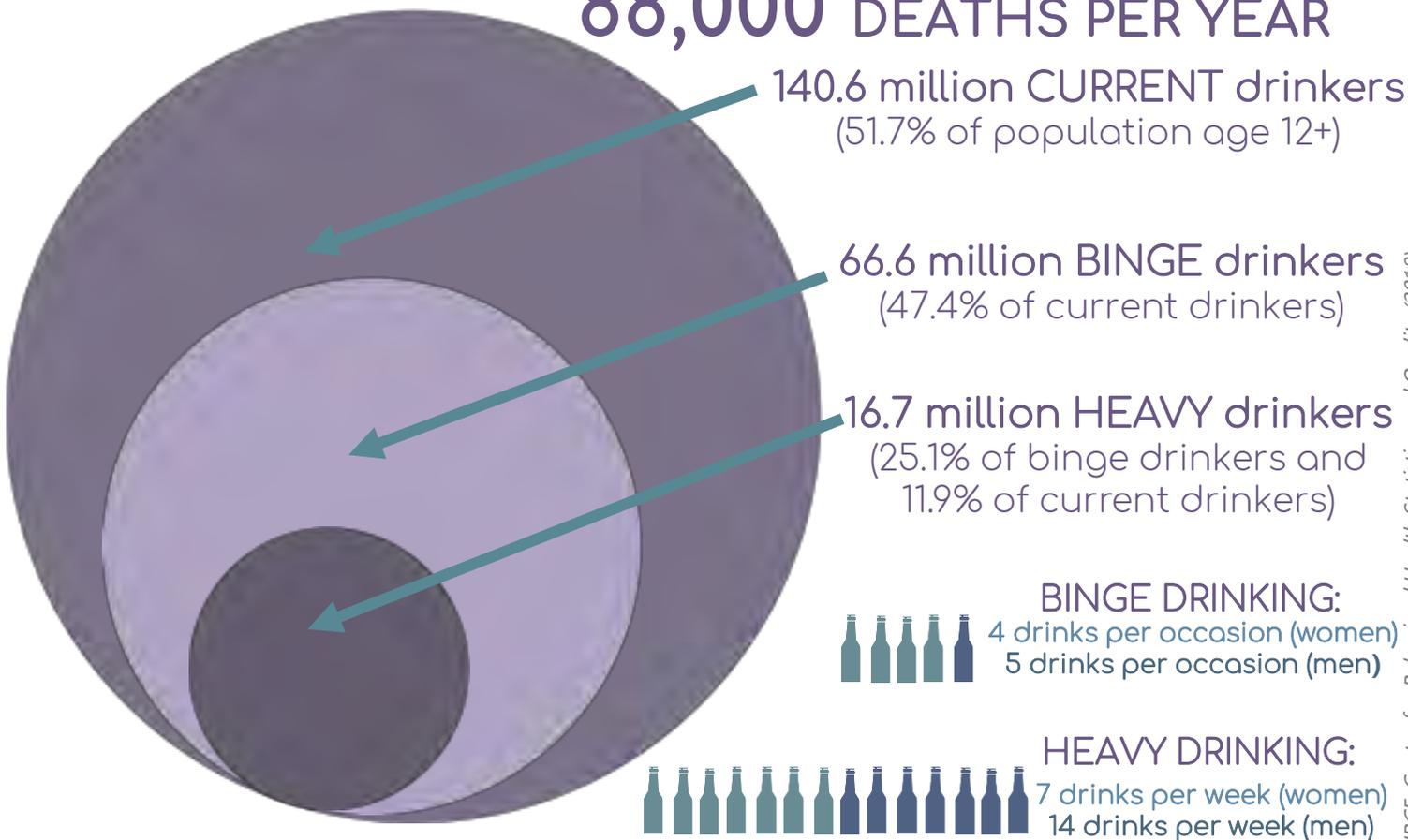
but really has **84**



SOURCE: NM Regulation & Licensing Department

# EXCESSIVE DRINKING IS RESPONSIBLE FOR

# 88,000 DEATHS PER YEAR



SOURCE: Center for Behavioral Health Statistics and Quality (2018)

## N.M. HAS THE 2<sup>ND</sup> HIGHEST ALCOHOL POISONING DEATH RATE IN THE U.S.



1 in 10 deaths among working age adults are caused by excessive drinking



1 in 6 deaths among working age adults are caused by excessive drinking

SOURCE: CDC (2015) & Stahre et al (2018)

# SHORT TERM HEALTH RISKS

## Injuries

- Motor vehicle crashes
- Falls
- Drownings
- Burns

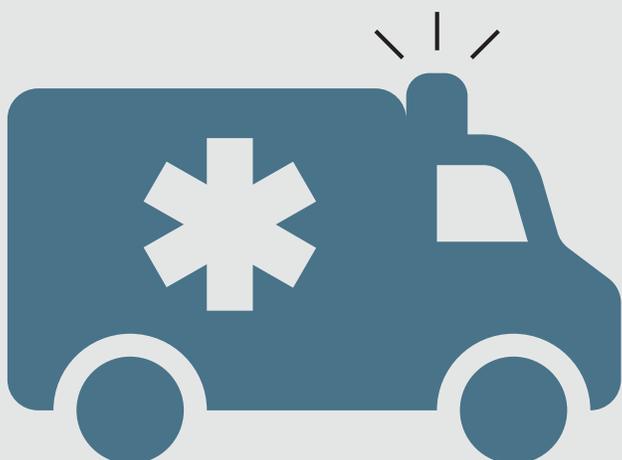
## Violence

- Homicide
- Suicide
- Sexual Assault
- Intimate partner violence

## Reproductive Health

- Risky sexual behaviors
- Unintended pregnancies
- Sexually transmitted diseases
- Miscarriage
- Stillbirth
- Fetal alcohol spectrum disorder (FASDs)

## Alcohol Poisoning



# LONG TERM HEALTH RISKS

## Chronic Diseases

- High blood pressure
- Heart disease
- Stroke
- Liver disease
- Digestive problems

## Cancers

- Breast
- Mouth and throat
- Liver
- Colon

## Learning and memory problems

- Dementia
- Poor school performance

## Mental Health

- Depression
- Anxiety

## Social Problems

- Lost productivity
- Family problems
- Unemployment

## Alcohol Dependency

# TYPES OF ALCOHOL OUTLETS

depending on where the alcohol is consumed

## ON-PREMISE

- bars
- restaurants
- pubs
- clubs



At **on-premise** alcohol outlets, alcohol is consumed, usually in **single servings**, at the place of business. These outlets can impact neighboring residences and businesses, usually in a **radius** surrounding the on-premise alcohol outlet.

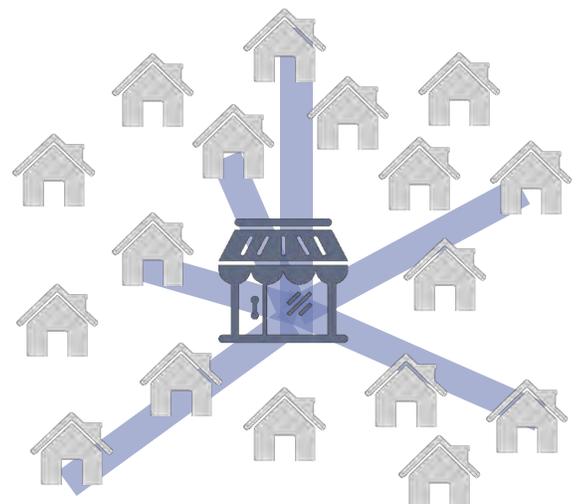


## OFF-PREMISE

- liquor stores
- supermarkets
- pharmacies
- gas stations



At **off-premise** alcohol outlets, alcohol is purchased in full bottles or cases, and consumed **outside** of the business location (in homes, at parties, etc.) These outlets can impact a larger area, since patrons take the alcohol to a wide variety of locations.



# IMPACTS OF CLUSTERS OF ALCOHOL OUTLETS



## PERSONAL HARMS

hospital admissions

pedestrian injuries

traffic crashes

underage drinking

violence

alcohol use disorders



## COMMUNITY DISTURBANCES

public intoxication

excessive noise

property damage

litter

blocking the right of way

public urination

SOURCE: Campbell, et al (2009) & Sherk, et al (2018)

# STUDYING ALCOHOL OUTLET

STEP  
1



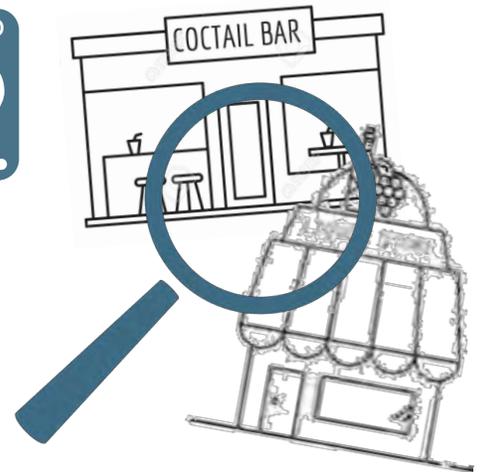
## IDENTIFY “HOT SPOTS”

A “hot spot” is a cluster of several alcohol outlets located near each other. These areas tend to have high calls for service to police in addition to other negative impacts in the community.

To find “hot spots” we:

- Obtained addresses for alcohol outlets, both on-premise and off-premise, in Las Cruces
- Obtained locations of calls for service through an open records request to Mesilla Valley Regional Dispatch Authority
- Using a software called ArcGIS, developed by Esri, we created maps that overlaid alcohol outlets and calls for service (this process is called “geo-coding”)<sup>8,9</sup>
- Each cluster was examined individually by the research team to determine whether it should be included in this report

STEP  
2



## CITY-WIDE SCANS

Community members from the UP! Coalition visited every on-premise and off-premise alcohol outlet and systematically observed and scanned the area for four major elements:<sup>10,11,12</sup>

- **Place**, any key features inside and outside of alcohol outlet
- **Product**, types of alcohol sold
- **Price**, any deals or specials that encouraged excessive drinking
- **Promotion**, billboards, advertisements, contests, and special events

In most research projects, local community advocates do not get to participate in generating data about their own communities. This project engaged community leaders and advocates with interactive data, tools, and application to explore social and systemic causes and thereby strengthen local alcohol prevention planning efforts.<sup>13</sup>



# DENSITY: OUR PROCESS

STEP  
3



## COMMUNITY INTERVIEWS

It was important to the UP! Coalition to know how community members may have been impacted by nearby alcohol outlets.

Neighbors in areas surrounding alcohol outlets were interviewed about how long they had lived in the area, if they had children, if they felt safe or had any concerns about living close to alcohol outlets, and if they had noticed any negative impacts.

Local business owners with stores surrounding alcohol outlets were interviewed the impacts of being in such close proximity, including if they noticed an increase in trash, vagrancy or police calls, as well as if they felt any impact directly on their business itself.

STEP  
4



## SHARE OUR FINDINGS

This report is a key part of the process!

Sharing what we learned from this study and giving the information right back to the community is a major part of the vision of the UP! Coalition for Doña Ana county.

Research can help us understand the practical application of data for telling the story of a neighborhood's social or built environment. This project advances programs and projects that seek to build long-term, sustainable data skill sets within communities which creates a democratization of data and movements driven by evidence to improve the general health and wellbeing of communities, by communities.



Identifying "hot spots" of clusters of alcohol outlets was a critical step in this project. With assistance from the New Mexico State University Geography Department and the New Mexico Community Data Collaborative (NMCDC), an interactive map was created using data on Las Cruces alcohol outlet locations. These locations were determined through inventory of all liquor licenses in the state of New Mexico as of March 2019, with location information (2,975 Licenses, including 438 new, 268 closed and 2,270 still active since 2016).

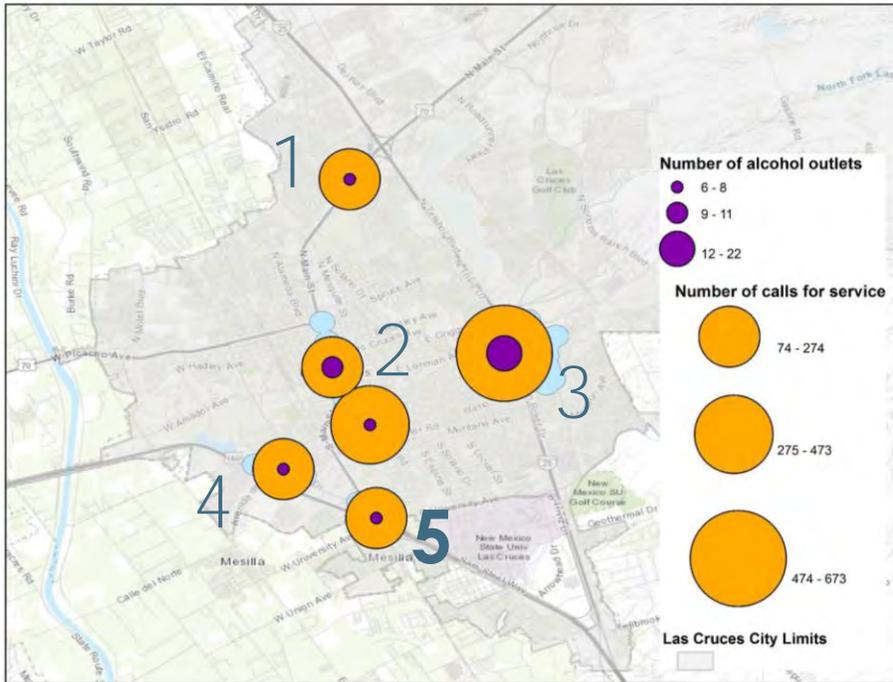
The second data set was for calls for service and was compiled and geocoded based on information received from seven different agencies: Dona Ana Sheriff's Office, Las Cruces Police Department, New Mexico State University Police Department, Mesilla Police Department, Sunland Park Police Department, Anthony Police Department, and Hatch Police Department. The calls for service data was acquired from the Mesilla Valley Regional Dispatch Authority (MRVDA). There are a significant amount of call types related to alcohol consumption: 73 in total. The significant amount of the call types complicates the analysis of the call for service data set. The most common types of calls are listed below and sample maps are shown here, as well as in the appendices of this report.

In addition to creating the interactive maps, the UP! Coalition has provided training on the ArcGIS mapping software to community advocates. Continuous communication with stakeholders and elected officials will help to build interest in this issue and identify persons most interested. Continuous policy review allows the Coalition Alcohol Committee the opportunity to better understand the retail environment and the impact on the community. The mapping project also assisted in carrying out the environmental scans conducted by coalition members and staff.

## CLUSTERS WITH HIGH ALCOHOL OUTLET DENSITY

<b>1. East Mesa Corridor</b> N. Main St & Three Crosses Ave. to Elks Dr.	<b>2. El Paseo Corridor</b> Amador/El Paseo Rd. to Missouri Ave.	<b>3. Telshor Corridor</b> Telshor Blvd & Lohman Ave. to E. Idaho Ave.
<b>4. Valley Corridor</b> Southwest I-10 from Calle El Paseo to Northeast I-10 to Valley Dr.	<b>5. University Corridor</b> University Ave from Espina St. to Valley Dr.	

### Alcohol Outlets and Crime Density



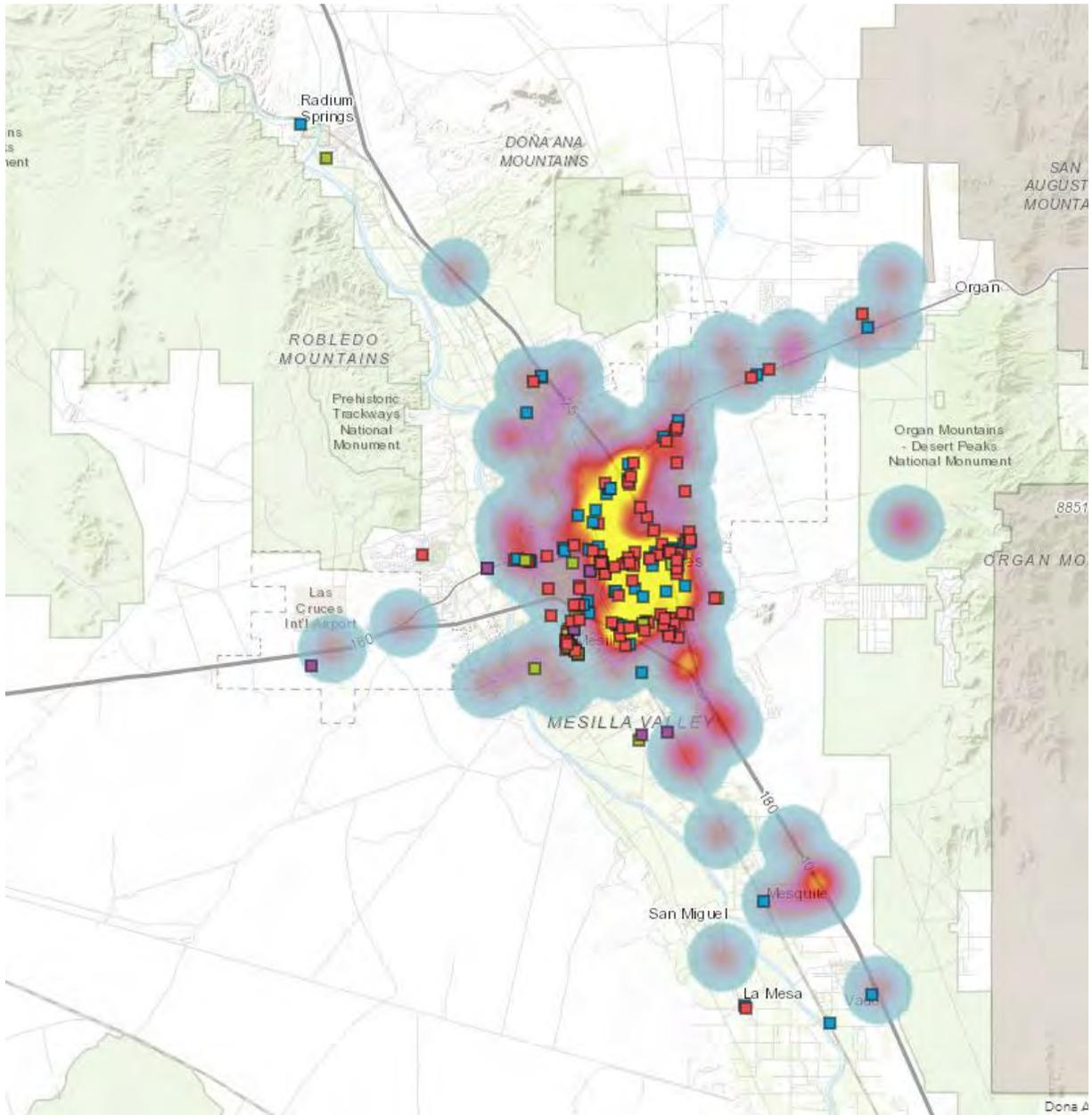
### Calls for Service by Type

Type of Call	Number of Calls
Theft	1,753
Noise	1,262
Sex Offense or Assault	954
Overdose or Narcotics	860
Suicide	824

*Calls for service included burglary, theft, mischief, harassment, narcotics, sexual assaults, robbery & disturbances such as criminal trespassing, drunk & disorderly, fight, subject with a gun/shots fired, subject with a knife, loud noise.*

Mesilla Valley Regional Dispatch Authority (MVRDA), Jan 2017-Apr 2018

# Alcohol Outlets and DWI Crashes in Las Cruces



Density of alcohol-involved crashes



Liquor License Locations

- ON PREMISES ONLY
- OFF PREMISES ONLY
- ON AND OFF PREMISES
- MANUFACTURER OR WHOLESALER
- RECTIFIER
- BOTTLER

The above map displays all liquor licenses in the Las Cruces area, current through 2019. This heat map represents the density of alcohol-involved motor vehicle crashes within the area during 2017, the most recent year for which this information is available at the time of the project.

Explore Interactive Maps for Doña Ana County

Visit [nmcdc.maps.arcgis.com](http://nmcdc.maps.arcgis.com) to explore interactive maps of Doña Ana County with alcohol-related health information and resources

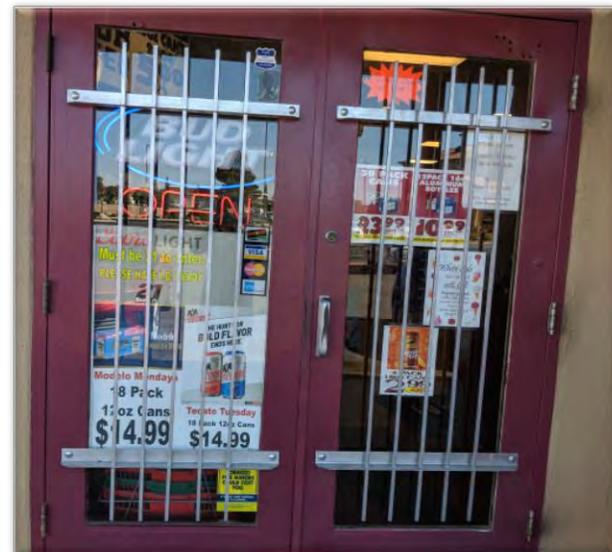


Through environmental scans in year one of the Shift+ UP! Las Cruces project, coalition members found that 55% of off-premise retail establishments heavily promote alcohol through window displays, neon signs, and posters. Members also found 73% of on-premise establishments fail to inform patrons of the potential dangers of consuming alcohol.

## COMMUNITY MEMBERS VISITED 23 ALCOHOL OUTLETS (BOTH ON-PREMISE AND OFF-PREMISE) ALL OVER LAS CRUCES ...

...noting specific things about the PLACE itself: any trash, loitering or disturbances on the outside and any excessive intoxication inside.

...documenting what PRODUCT was offered (such as beer, wine, "alcopops", and grain alcohol).



...including whether signage existed like "we ID" or "no sales to minors."



Product placement is also a contributing factor in the normalization of alcohol consumption. UP! found that in 51.5% of the time, off-premise establishments displayed alcohol immediately next to potato chips, soft drinks, or household items; further normalizing alcohol as an everyday item in the Las Cruces market of goods.

## VISUALLY SCANNING EACH LOCATION INSIDE AND OUT, FILLING OUT AN EXTENSIVE SURVEY ABOUT WHAT THEY SAW...

...the PRICE of different products, including any deals or specials that encouraged excessive drinking.

...the PROMOTION of alcohol through billboards, advertisements, contests, and special events.



# COMMUNITY MEMBERS' EXPERIENCES:

## Impacts of Nearby Alcohol Outlets

33 community members in neighborhoods with high alcohol outlet density were interviewed.

### AREAS OF CONCERN SHARED BY LAS CRUCES RESIDENTS:

Loud noises that impact sleep or other home activities

Use of alcohol with other substances

Law enforcement response to alcohol-related calls

Moving out of the area considered in response to alcohol-related concerns

Safety for individuals and for families

Desire to provide input when a new outlet applies for liquor licensing

Theft and burglary by intoxicated persons

Traffic and parking issues generated by proximity to alcohol outlets

Trash left behind by alcohol outlet patrons

# BUSINESS OWNERS' EXPERIENCES

## Impacts of Nearby Alcohol Outlets

23 business owners within 700 feet of alcohol outlets were interviewed about their experiences.

### AREAS OF CONCERN SHARED BY LAS CRUCES BUSINESS OWNERS:

Intoxicated patrons as drivers or passengers in drive-thru lines

Impact of alcohol outlets on employee safety and wellbeing

Increase in trash from nearby alcohol outlets

Vagrancy and panhandling discouraging customers

After-hours loitering by intoxicated patrons of nearby on-premise alcohol outlets

Alcohol-related violence and disturbances

Multiple calls to police for alcohol-related incidences over a short period of time

Increase in density of alcohol outlets over time within the city of Las Cruces



# WHAT CAN BE DONE?

## Municipality and State Policy Recommendations

It is clear that alcohol outlet density is related to increased calls for service to law enforcement and to negative impacts to the community. The UP! Coalition recommends four key strategies for addressing the issues related to increased alcohol outlet density.<sup>14</sup>

1

REGULATE  
ALCOHOL  
OUTLET  
DENSITY

2

INCREASE  
ALCOHOL  
TAXES

3

LIMIT  
HOURS  
AND DAYS  
OF SALE

4

ENFORCE  
EXISTING  
ALCOHOL  
LAWS

These strategies align with the Shift+ Strategic Plan strategy of “advocating for improved policy and changes in environmental risk factors that contribute to underage drinking and binge drinking, with specific emphasis on the social and retail access of alcohol.”<sup>15</sup>

In Doña Ana County, the City of Las Cruces aims to support statewide alcohol reform that will allow the expansion of alcohol menu options for owners of beer and wine licenses. The year one Shift+ UP! Las Cruces project identified state laws that cap liquor licenses throughout the state to one per every two thousand residents. Currently, the City of Las Cruces is 330% over quota and has local option authority to continue to issue small scale server licenses.<sup>3</sup> Additionally, cities would be able to further increase their revenues by owning licenses to rent to mobile business to provide options for alcohol consumption in off-site areas. The proposed state-wide liquor reform would increase alcohol availability in small communities across New Mexico and could pose potential alcohol related harms.

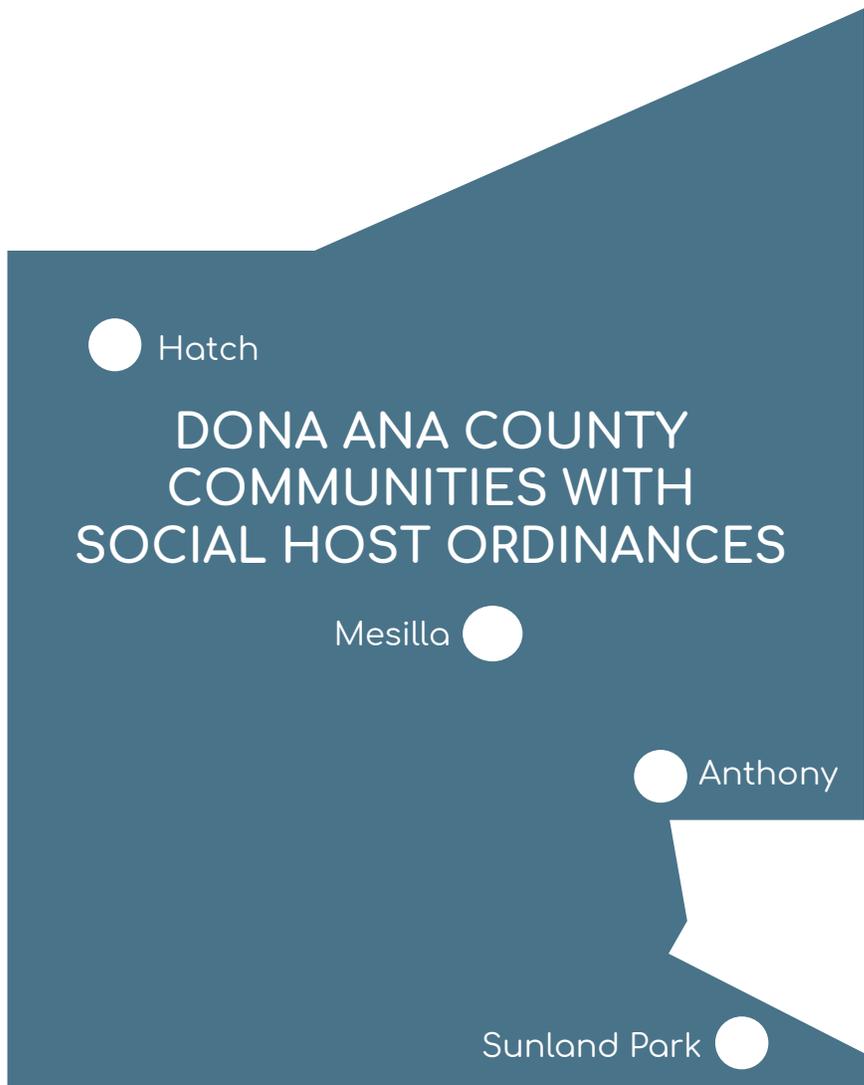
As a result of the 2016 City of Las Cruces Downtown Master Plan, alcohol can be served off premise, through the approval of the city manager rather than the approval of the local governing body. Considering the proximity of the downtown area to schools, churches, and residential housing, as well as special event attendance by families and minors, it is important to identify areas of off premise alcohol sales and the impact of alcohol as an economic generator,<sup>16</sup> however, this can be further complicated by state-level alcohol reform legislation.



# SOCIAL HOST ORDINANCE

A social host ordinance is a local law that holds adults accountable (usually through fines) for hosting underage drinking in their homes or on their property. Local, civil social host ordinances complement existing criminal laws (which may include jail time) and are much easier to enforce. Because they focus on where the drinking takes place rather than just who provides the alcohol, social host ordinances make it easier to hold those who host underage drinking parties accountable. In addition, social host ordinances work to deter parties that might get larger and out of hand from occurring. Much like laws regulating speed limits, they set a standard to which everyone is expected to adhere and keeps everyone safer.<sup>15, 17</sup>

Social host ordinances are a growing best practice—backed by the Substance Abuse and Mental Health Services Administration and the Office of National Drug Control Policy. It is also supported by the Institute of Medicine, the Office of Juvenile Justice and Delinquency Prevention, Mothers Against Drunk Driving, national and local substance abuse coalition, many local public health professional organizations, and neighboring police departments in Hatch, Mesilla, Anthony, and Sunland Park. Communities that have social host ordinances have found:



- Promotes adult responsibility
- Fewer DWIs
- Fewer police calls over time
- Most citations are for first offences
- Lowered costs to emergency medical services (EMS)
- Fewer large home underage drinking parties
- Less alcohol consumption at large home underage drinking parties

SOURCE: Paso del Norte Health Foundation

# WHAT CAN BE DONE?

## Community-Based Action Recommendations

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) recommends community action, along with policy change and other evidence-based approaches, to address alcohol misuse.<sup>18</sup> Community action, in combination with policies impacting price and availability of alcohol, have proven effective in preventing underage alcohol use. Such action can include wide spread media campaigns designed to educate entire communities on local alcohol policies, among other approaches. In addition, media efforts taken to increase perceived risk of heavy alcohol use among young adults have produced community-level binge drinking prevention success.<sup>18</sup>



### COMMUNITY ADVOCACY IS ONE OF MANY TOOLS USED FOR PREVENTION OF UNDERAGE DRINKING AND BINGE DRINKING

Individual-level interventions for community members have also been successful in preventing underage and binge drinking behavior. Instructional workshops which aim to educate youth on negative consequences of using alcohol and other drugs while building refusal skills is one such example.<sup>19</sup>

Substance use/misuse prevention coalitions can work to successfully implement such community-based actions by forming strong working relationships with law enforcement agencies, legislators, and local community leaders and advocates. These sectors play a pivotal role in prevention given their direct impact on development of alcohol policy and alcohol policy enforcement.<sup>20</sup>



### COLLABORATION OF COMMUNITY PARTNERS IS CRITICAL FOR COMMUNITY-BASED PREVENTION

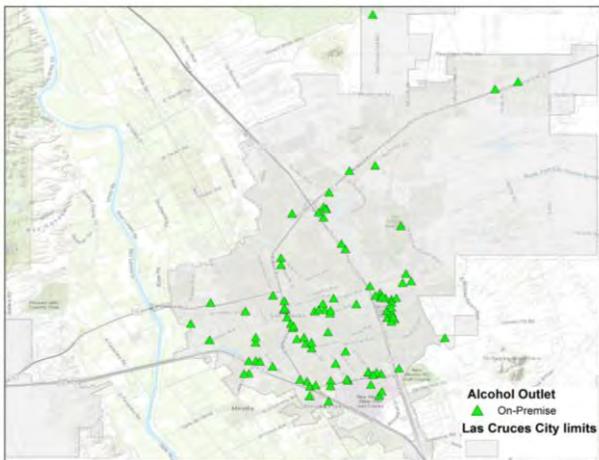




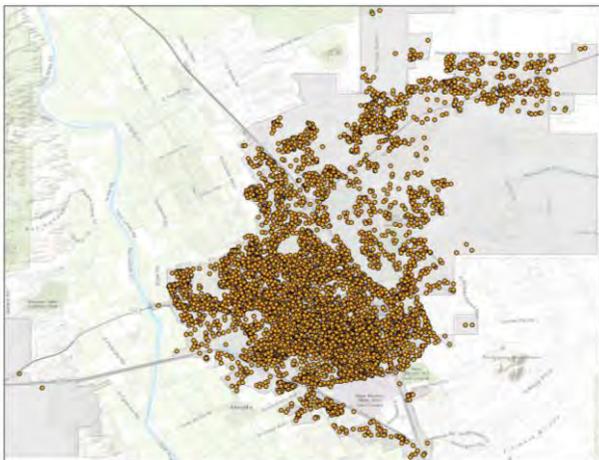
# APPENDICES



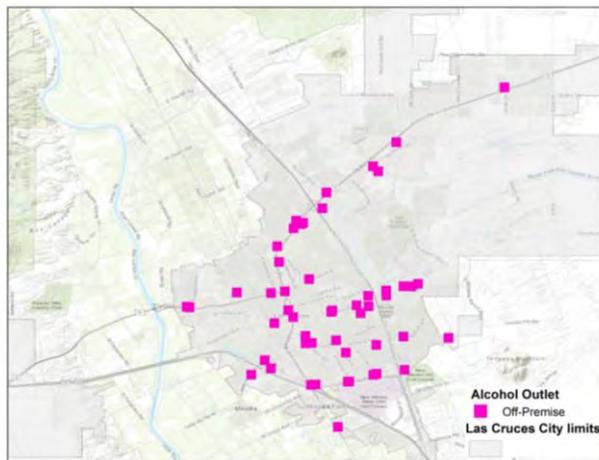
Alcohol Outlets- On Premise



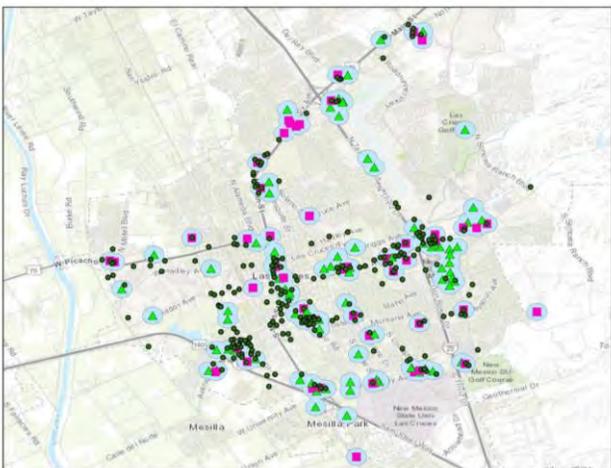
Calls of Service Aug '17-May '18



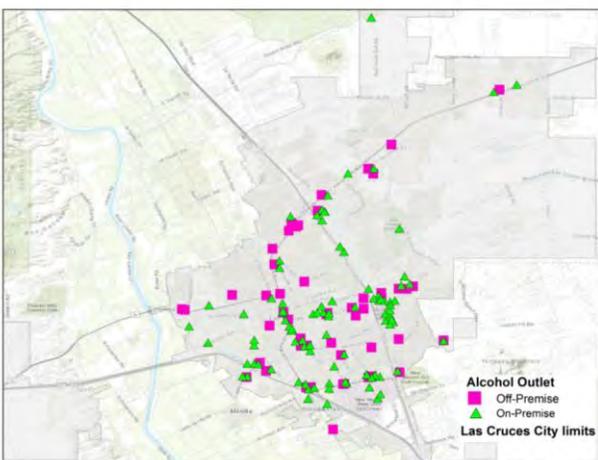
Alcohol Outlets- Off Premise



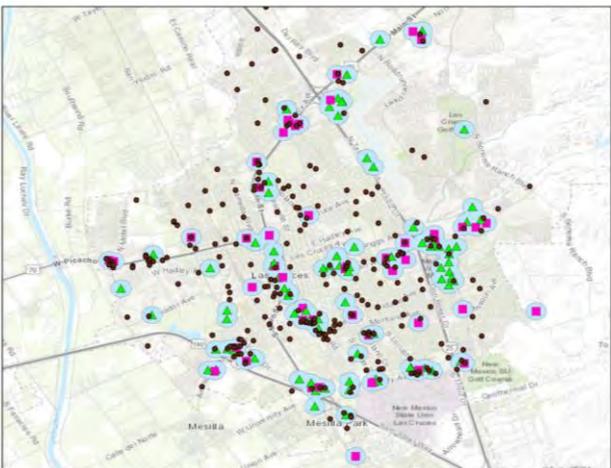
Vagrancy- Oct '17- May '18



Alcohol Outlets- On and Off Premise



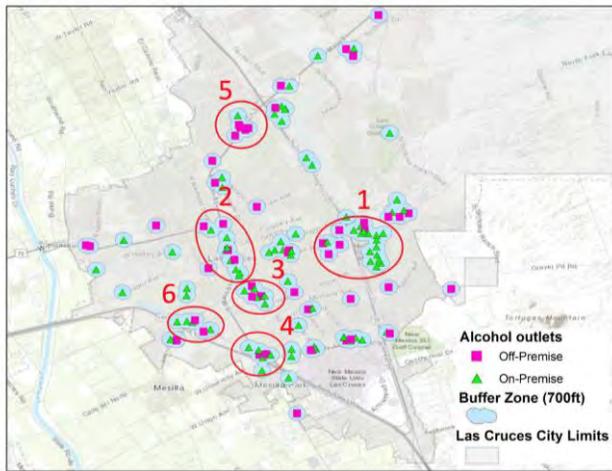
Drunk/Intoxicated Subject



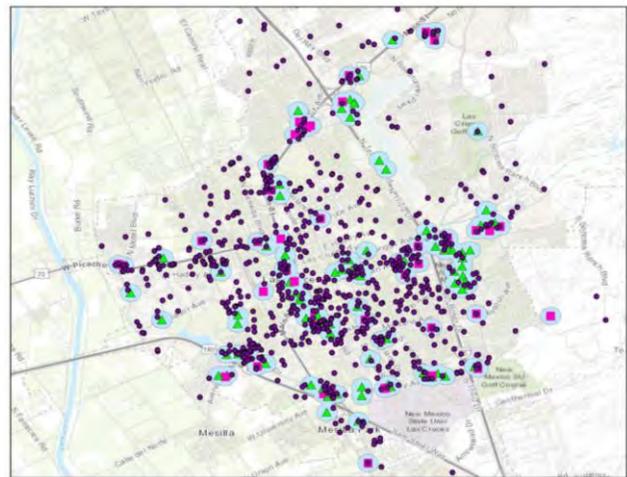
To interact with maps online

# “HOT SPOT” MAPS

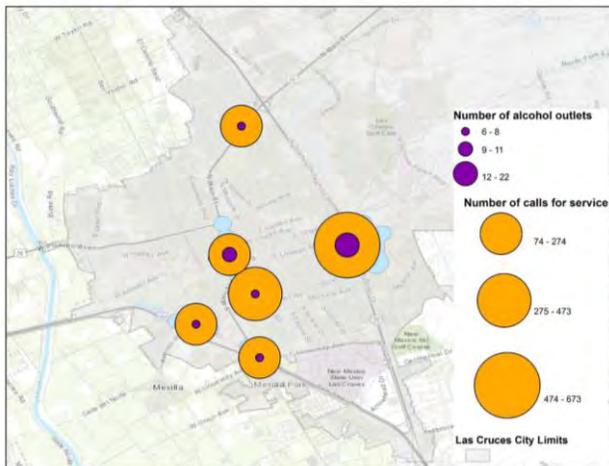
Alcohol Outlets and Hot Spots



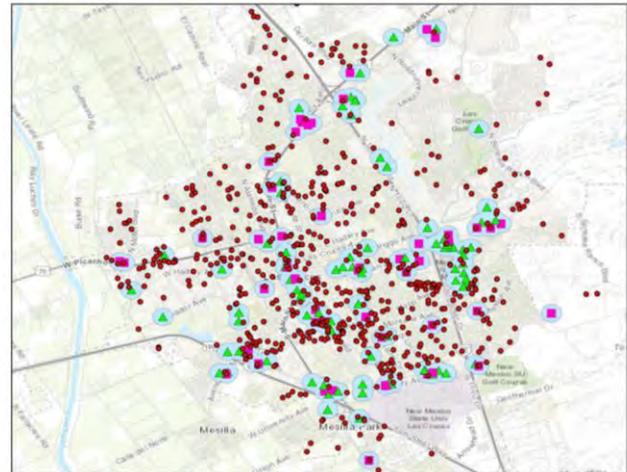
Trespass



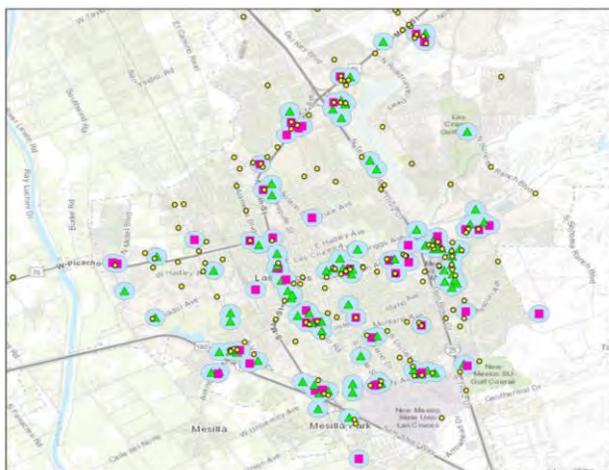
Alcohol Outlet and Crime Density



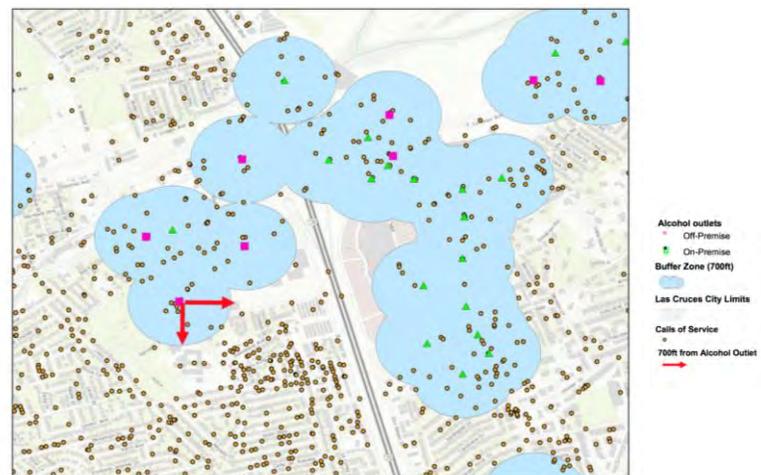
Harassment



DWI



Lohman/Telshor and Lohman/Walnut



visit <https://bit.ly/2UuzhxJ>

# APPENDIX 2: SURVEY FOR

## OFF-PREMISE ESTABLISHMENTS

Time: \_\_\_\_\_ Date: \_\_\_\_\_ Name of establishment: \_\_\_\_\_  
Address of establishment: \_\_\_\_\_  
License type (liquor store, grocery store, gas station, etc) : \_\_\_\_\_

### Outside the establishment

Is there signage notifying individuals that the premise checks IDs for alcohol?  Yes  No  Other: \_\_\_\_\_  
Does this store primarily sell alcohol (e.g. liquor store)?  Yes  No  Other: \_\_\_\_\_  
Are there "no loitering" signs posted?  Yes  No  Other: \_\_\_\_\_  
Are there other alcohol outlets within 25 yards of this one?  On-premise  Off-premise  None  Other: \_\_\_\_\_  
Is the outside of the building well lit?  Yes  No  Other: \_\_\_\_\_  
Does any illegal drinking occur outside the licensed premises?  Yes  No  Other: \_\_\_\_\_  
Are there promotional signs outside the building advertising sale or discounted drink prices?  Yes  No If yes, how many? \_\_\_\_\_  
Are people loitering outside the premises?  Yes  No  Other: \_\_\_\_\_  
Are there empty alcohol bottles outside the building?  Yes  No  Other: \_\_\_\_\_  
Are there any signs warning of the negative effects of alcohol (e.g. birth defects; mixing alcohol with caffeine; driving under the influence)?  Yes  No  
Are there alcohol advertisements outside the premises?  Yes  No If yes, how many? \_\_\_\_\_  
What percentage of the front window is covered by alcohol signs/advertisements, including neon lights?  
 None  Less than 25%  25-50%  50-75%  75-100%

### Inside the establishment

What alcohol is sold at the front of the store? (check all that apply)  
 Draft  Lager  Ales  Alcopops/specialty  Liquor/specialty  Wine  Nonalcoholic energy drinks  None  Other: \_\_\_\_\_  
How close is alcohol to other non-alcohol products? (check all that apply)  
 Immediately next to  Across from  In the same aisle  Completely separate  Other: \_\_\_\_\_  
Which of the following drug-related products are sold? (check all that apply)  
 Glass pipes.  Rolling papers  Bongos.  None.  Other: \_\_\_\_\_  
If drug paraphernalia is sold, is it sold at the front of the store?  Yes  No  Other: \_\_\_\_\_  
If drug paraphernalia is sold, is it sold in locked cabinets?  Yes  No  Other: \_\_\_\_\_  
What alcohol is sold behind the counter or in a locked cabinet/cooler? (check all that apply)  
 Draft  Lager  Ales  Alcopops/specialty  Liquor/specialty  Wine  Nonalcoholic energy drinks  None  Other: \_\_\_\_\_

### Promotions

How many alcohol advertisements are there inside the premises? \_\_\_\_\_  
How many alcohol advertisements that depict sexualized images/women? \_\_\_\_\_  
How many alcohol advertisements that depict patriotism or military images? \_\_\_\_\_  
How many signs are there about "we ID", "must be 21 to purchase alcohol", "no sales to minors"? \_\_\_\_\_  
If 1 or more, where are the located?  Cooler door  Shelf  Near register  Other \_\_\_\_\_  
Does the establishment give away alcohol-related merchandise or promotional material?  Yes  No  Other: \_\_\_\_\_  
Does the establishment give away drug-related merchandise or promotional material? (not including tobacco)  Yes  No  Other: \_\_\_\_\_  
Are there contests or activities that encourage excessive alcohol use?  Yes  No  Other: \_\_\_\_\_  
Are there contests where alcohol is the prize?  Yes  No  Other: \_\_\_\_\_  
Does the establishment host special events?  Yes  No  Other: \_\_\_\_\_  
Does the establishment sponsor alcohol industry events?  Yes  No  Other: \_\_\_\_\_

### Price

How much does a 6-pack of Bud Light cost? \_\_\_\_\_ How much does a 40 ounce of Steel Reserve cost? \_\_\_\_\_  
How much does a bottle of Wild Irish Rose cost? \_\_\_\_\_ How much does a 750 ml bottle of Smirnoff Vodka cost? \_\_\_\_\_  
If sold, how much does a glass-pipe cost? \_\_\_\_\_  
Is there any beer on sale?  Yes  No →  Single unit  6-pack  12-pack  18-pack  24-pack  30-pack  Other: \_\_\_\_\_  
Is any wine on sale?  Yes  No →  Airline bottles  750mL  1.5 liters  3.0 liters  Other: \_\_\_\_\_  
Are there any distilled spirits on sale?  Yes  No →  Airline bottles  750mL  1.5 liters  3.0 liters  Other: \_\_\_\_\_  
Are there any instances where larger quantities (18 or 24 packs of beer) were on sale but not small quantities (6 or 12 pack) of the same product?  Yes  No  Other: \_\_\_\_\_  
What is the cheapest form of alcohol you can buy? (list type, brand and cost) \_\_\_\_\_

### Product

Does the premise sell any of the alcohol products? (check all that apply)  
 Kegs or mini-kegs  alcopops  test tube shots.  jello shots  pre-mixed pouches  alcohol infused whipped cream  
 tobacco  high gravity beer  malt liquor  grain alcohol  airline bottles  military-branded products  Other: \_\_\_\_\_  
Any observations on serving practices? (e.g. sales to obviously intoxicated persons, not checking IDs) \_\_\_\_\_

# ENVIRONMENTAL SCAN

## ON-PREMISE ESTABLISHMENTS

Time: \_\_\_\_\_ Date: \_\_\_\_\_ Name of establishment: \_\_\_\_\_

Address of establishment: \_\_\_\_\_

License type (bar, restaurant, tavern, etc): \_\_\_\_\_

### Outside the establishment

Is there signage notifying individuals that the premise checks IDs for alcohol?  Yes  No  Other: \_\_\_\_\_

Are there promotional signs outside the building advertising sale or discounted drink prices?  Yes  No If yes, how many? \_\_\_\_\_

Are there alcohol advertisements outside the premises?  Yes  No If yes, how many? \_\_\_\_\_

Are there promotions of large serving sizes or pitchers?  Yes  No

Are there any signs warning of the negative effects of alcohol (e.g. birth defects; mixing alcohol with caffeine; driving under the influence)?  Yes  No

What percentage of the front window is covered by alcohol signs/advertisements, including neon lights?

None  Less than 25%  25-50%  50-75%  75-100%

Are there other alcohol outlets within 25 yards of this one?  On-premise  Off-premise  None  Other: \_\_\_\_\_

Are there "no loitering" signs posted?  Yes  No  Other: \_\_\_\_\_

Does any illegal drinking occur outside the licensed premises?  Yes  No  Other: \_\_\_\_\_

Are there empty alcohol bottles outside the building?  Yes  No  Other: \_\_\_\_\_

Are people loitering outside the premises?  Yes  No  Other: \_\_\_\_\_

### Inside the establishment

Are people playing drinking games?  Yes  No →  Pool  Darts  Beer Pong  Flip cup  Jenga  Foosball  Shuffleboard  Other

### Promotions

How many alcohol advertisements are there inside the premises? \_\_\_\_\_

How many alcohol advertisements that depict sexualized images/women? \_\_\_\_\_

How many alcohol advertisements that depict patriotism or military images? \_\_\_\_\_

How many signs are there about "we ID", "must be 21 to purchase alcohol", "no sales to minors"? \_\_\_\_\_

If 1 or more, where are the located?  Cooler door  Shelf  Near register  Other \_\_\_\_\_

Does the establishment give away alcohol-related merchandise or promotional material?  Yes  No  Other: \_\_\_\_\_

Are there contests or activities that encourage excessive alcohol use?  Yes  No  Other: \_\_\_\_\_

Are there contests where alcohol is the prize?  Yes  No  Other: \_\_\_\_\_

Does the establishment host special events?  Yes  No  Other: \_\_\_\_\_

Does the establishment sponsor alcohol industry events?  Yes  No  Other: \_\_\_\_\_

### Price

How much does a 12-oz glass of Bud Light cost? \_\_\_\_\_ How much does a shot of Smirnoff Vodka cost? \_\_\_\_\_

Are there all-you-can-drink specials?  Yes  No  Other: \_\_\_\_\_

Is there a Happy Hour?  Yes  No  Other: \_\_\_\_\_ If yes, what are the hours? \_\_\_\_\_ to \_\_\_\_\_

What are the alcohol deals during Happy Hour?  2-for-1 drinks.  50% off  25% Off  Other: \_\_\_\_\_

Is food on sale during Happy Hour as well?  Yes  No  N/A- no food available  Other: \_\_\_\_\_

Are there 2-for-1 specials (or similar) not associated with Happy Hour?  Yes  No If yes, what kind? \_\_\_\_\_

Are they offering drink specials available until closing?  Yes  No  Other: \_\_\_\_\_

Are there specials on larger quantity drinks (20+ ounces) but not small quantity drinks (not associate with Happy Hour)?  Yes  No  Other: \_\_\_\_\_

Are there any discounts for larger quantities of alcohol?  Yes  No  Other: \_\_\_\_\_

What is a typical draft beer size? \_\_\_\_\_

What is the typical size of a bottle of beer? \_\_\_\_\_

What is the typical mixed-drink size (e.g. rum and coke)? \_\_\_\_\_

Are there specials for certain groups: ladies night, military-specific, etc? If yes, what groups? \_\_\_\_\_

Are there sales on larger serving size/pitchers?  Yes  No  Other: \_\_\_\_\_

Does the establishment give away alcohol for free?  Yes  No  Other: \_\_\_\_\_

### Product

Does the premise sell any of the alcohol products? (check all that apply)

alcopops  test tube shots  jello shots  pre-mixed pouches  alcohol infused whipped cream  tobacco

high gravity beer  malt liquor  grain alcohol  Other: \_\_\_\_\_

Did you witness any of the following business behaviors?

A patron being served who was visibly intoxicated  Security removing patrons for any reason

Server refusing to serve alcohol to patron because of visible intoxication  Law enforcement called

Did you witness any of the following customer behavioral cues of intoxication?

Lower inhibitions  Lapse in judgement  Loss in coordination  Slowed reactions

Did servers use any intervention that would be deemed "reasonable efforts" to prevent patron intoxication?  Yes  No

Any observations on serving practices? (e.g. sales to obviously intoxicated persons, not checking IDs) \_\_\_\_\_

# APPENDIX 3: COMMUNITY

## COMMUNITY RESIDENTS

Location:  Solano Corridor  Telshor Corridor  North Main  University  East Mesa  Valley Corridor

How long have you lived in the area? \_\_\_\_\_

Have you ever experienced any negative impacts from living near commercial areas?

- |  |  |
|--|--|
| <input type="checkbox"/> Loud noise affecting sleep or other home activities | <input type="checkbox"/> Public intoxication                       |
| <input type="checkbox"/> Fights  | <input type="checkbox"/> Public urination near or on your property |
| <input type="checkbox"/> Police responses                                    | <input type="checkbox"/> Car crashes                               |
| <input type="checkbox"/> Other: _____  |  |

Do you have any kids? Or raised any of your kids here?  No  Yes

Do you have any concerns about you or your family safety related to the outlet?

No  Yes  Other: \_\_\_\_\_

Have you ever called in a complaint to the police about the outlet?  No  Yes  Other: \_\_\_\_\_

Have you ever considered moving as a result of the impacts?  No  Yes  Other: \_\_\_\_\_

How do you feel when new alcohol outlets open near your area? \_\_\_\_\_

As a community member, would you like to have input when a new liquor store opens?

No  Yes  Other: \_\_\_\_\_

Is there anyone else that we should talk to in the neighborhood about this? \_\_\_\_\_

Additional concerns: \_\_\_\_\_

## BUSINESS ESTABLISHMENTS

Name of establishment: \_\_\_\_\_

Business hours: \_\_\_\_\_

For how long have you had a business in this area? \_\_\_\_\_

Have you ever experienced any negative impacts from the alcohol outlets being located so close to your business?  
(examples of negative impacts: trash, police presence, alcohol-related accidents, shootings or stabbings, etc.)

\_\_\_\_\_

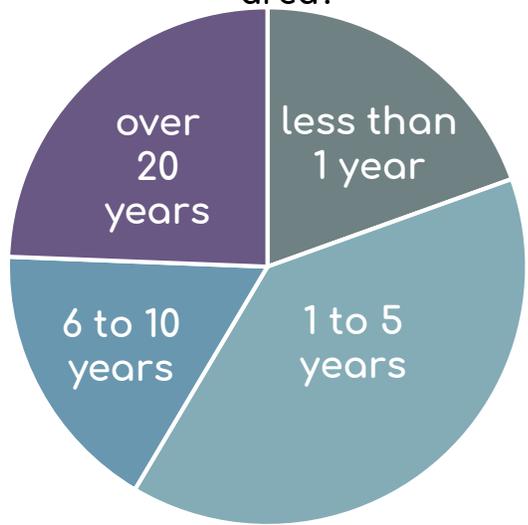
Has your business increased or decreased as a result of new alcohol outlets opening nearby? \_\_\_\_\_

Additional comments: \_\_\_\_\_

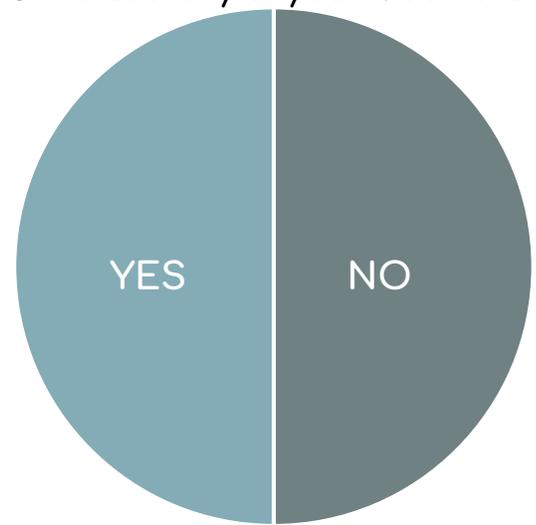
# SURVEY QUESTIONS

RESIDENT RESPONSES

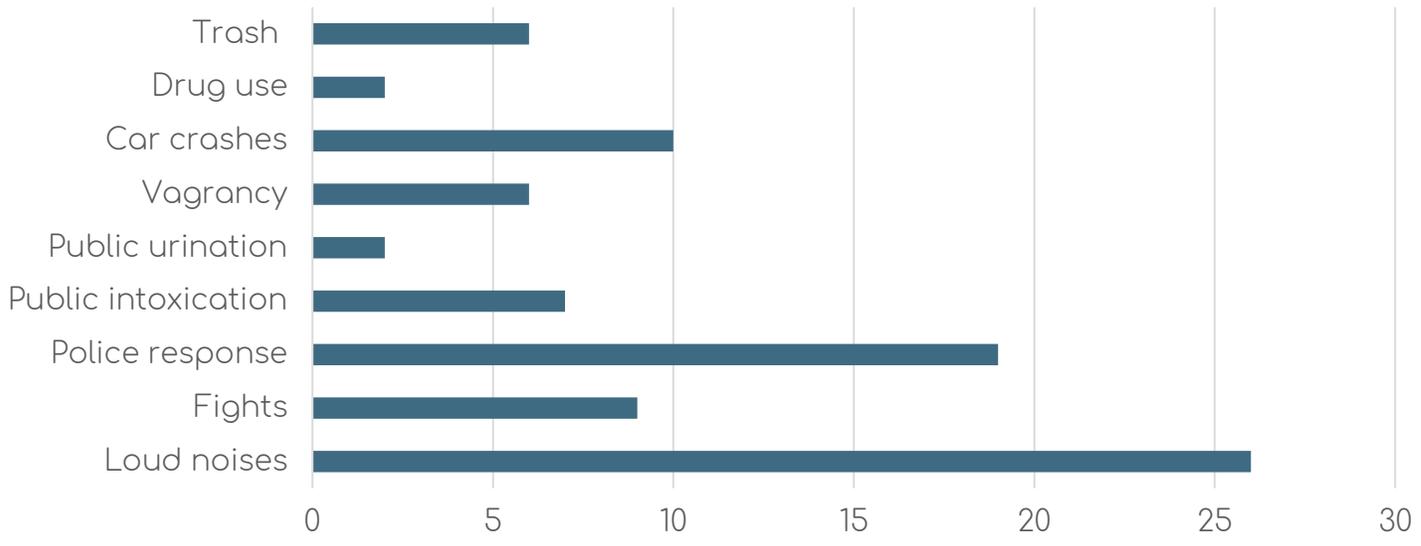
How long have you lived in the area?



Do you have any kids? Or raised any of your kids here?

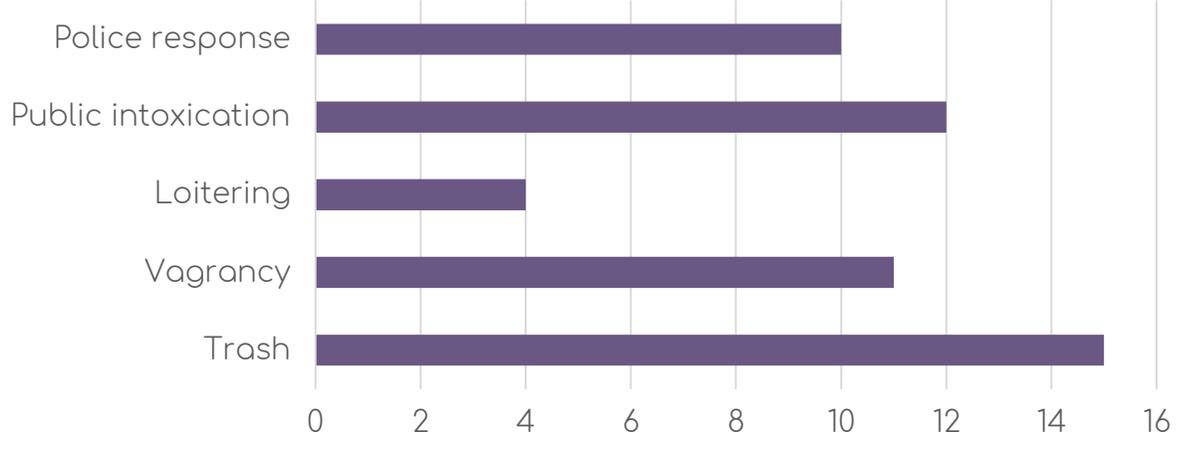


Have you ever experienced any negative impacts?



BUSINESS RESPONSES

Have you ever experienced any negative impacts?



## IN-TEXT CITATIONS

1. U.S. Census Bureau. 2016. "American Community Survey 5-Year Estimates." <https://factfinder.census.gov/>
2. New Mexico Department of Health. Indicator-Based Information System for Public Health. <http://ibis.health.state.nm.us/>
3. New Mexico Department of Regulation and Licensing. <https://www.rld.state.nm.us/>
4. New Mexico Youth Risk and Resiliency Survey. 2018. <http://www.youthrisk.org/>
5. New Mexico Office of Substance Abuse Prevention. 2016. New Mexico Community Survey for Dona Ana County.
6. Schulte, M. T., & Hser, Y. I. 2014. Substance Use and Associated Health Conditions throughout the Lifespan. *Public health reviews*, 35(2). <https://www.ncbi.nlm.nih.gov/pubmed/28366975>
7. New Mexico Community Data Collaborative. <https://nmcddc.maps.arcgis.com/>
8. Centers for Disease Control and Prevention (CDC). 2015. "Alcohol-Related Disease Impact Software." [https://nccd.cdc.gov/DPH\\_ARDI/default/default.aspx](https://nccd.cdc.gov/DPH_ARDI/default/default.aspx) (December 2019).
9. Centers for Disease Control and Prevention (CDC). 2017. Guide for Measuring Alcohol Outlet Density. Atlanta, GA: Centers for Disease Control and Prevention, US Dept of Health and Human Services. <https://www.cdc.gov/alcohol/pdfs/CDC-Guide-for-Measuring-Alcohol-Outlet-Density.pdf>
10. Jackson, M. C., Hastings, G., Wheeler, C., Eadie, D., & MacKintosh, A. M. 2000. "Marketing alcohol to young people: implications for industry regulation and research policy." *Addiction* 95(12s4): 597-608. <https://onlinelibrary.wiley.com/doi/obs/10.1046/j.1360-0443.95.12s4.11.x>
11. Jernigan, D.H., Noel, J.K., Landon, J., Thornton, N. & Lobstein, T. 2017. "Alcohol marketing and youth alcohol consumption: A systematic review of longitudinal studies published since 2008." *Addiction* 112(Suppl. 1): 7-20. <https://onlinelibrary.wiley.com/doi/epdf/10.1111/add.13591>
12. Mosher, J. 2008. "The Four P's of Marketing." Felton, CA: Alcohol Policy Consultations. <https://www.scribd.com/document/49040349/4-Ps-of-marketing>
13. Olson, J. D. n.d. Conducting An Online Alcohol Environmental Scan for Your Community: Introduction to the Concept of Conducting an Alcohol Environmental Scan to Address Alcohol-Related Issues in your Community. Idaho Prosecuting Attorneys Association. <https://cadcaworkstation.org/public/virginia/Shared%20Resources/Community%20Assessment/Internet%20Environmental%20Scanning.pdf>
14. Sparks, M., Jernigan, D.H. & Mosher, J.F. 2011. "Strategizer 55 - Regulating alcohol outlet density: An action guide." Community Anti-Drug Coalitions of America. Alexandria: Community for Anti-Drug Coalitions of America (CADCA). <https://www.cadca.org/sites/default/files/resource/files/strat55.pdf>
15. Paso del Norte Health Foundation. 2017. Paso del Norte Health Foundation Shift Positive: Strategic Plan. [https://pdnhf.s3.amazonaws.com/documents/files/000/000/177/original/Shift\\_2018\\_Strategic\\_Plan.pdf?1505401401](https://pdnhf.s3.amazonaws.com/documents/files/000/000/177/original/Shift_2018_Strategic_Plan.pdf?1505401401)
16. City of Las Cruces. 2016. Downtown Master Plan. <http://www.lascrucesdowntownplan.org/wp-content/uploads/2016/12/LasCruces-DowntownMasterPlan-AdoptedFinal.pdf>
17. Mosher, J. & Saetta, S. 2008. "Best practices in municipal regulation to reduce alcohol-related harms from licensed alcohol outlets." Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation. [http://venturacountylimits.org/resource\\_documents/VC\\_BestPractAlcSales\\_Jan2014fnl.pdf](http://venturacountylimits.org/resource_documents/VC_BestPractAlcSales_Jan2014fnl.pdf)
18. Holder, H.D. 2006. Community prevention of young adult drinking and associated problems. National Institute on Alcohol Abuse and Alcoholism. <https://pubs.niaaa.nih.gov/publications/arh284/245-248.htm>
19. Community Anti-Drug Coalitions of America. 2010. Research support for comprehensive community interventions to reduce youth alcohol, tobacco and drug use and abuse. CADCA National Coalition Institute. <https://www.cadca.org/institute>
20. Jernigan, D.H., Sparks, M., Yang, E., Schwartz, R. 2013. "Using public health and community partnerships to reduce density of alcohol outlets." *Preventing Chronic Disease* 10:E53.

## OTHER RESOURCES &amp; REFERENCES

- Campbell, C.A., Hahn, R.A., Elder, R., et al. 2009. "The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms." *American journal of preventive medicine*. 37(6):556-569.
- Center for Behavioral Health Statistics and Quality. (2018). Key substance use and mental health indicators in the United States: Results from the 2017 National Survey on Drug Use and Health (HHS Publication No. SMA 16-4984, NSDUH Series H-51).
- Centers for Disease Control and Prevention (CDC). 2018. "Alcohol Use and Your Health." <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm> (December 2019).
- Cowan, R., & Mosher, J. F. 1985. "Public health implications of beverage marketing: alcohol as an ordinary consumer product." *Contemp. Drug Probs* 12: 621.
- Fagan, A.A., Hawkins, J. D. & Catalano, R. F. 2011. "Engaging Communities to Prevent Underage Drinking." *Alcohol Research & Health* 34(2):167-174.
- Jackson, M. C., Hastings, G., Wheeler, C., Eadie, D., & MacKintosh, A. M. 2000. "Marketing alcohol to young people: implications for industry regulation and research policy." *Addiction* 95(12s4): 597-608.
- Jernigan, D.H., Noel, J.K., Landon, J., Thornton, N. & Lobstein, T. 2017. "Alcohol marketing and youth alcohol consumption: A systematic review of longitudinal studies published since 2008." *Addiction* 112(Suppl. 1): 7-20.
- Mosher, J.F., Cannon, C. & Treffers, R. 2009. "Reducing community alcohol problems associated with alcohol sales: The case of deemed approved ordinances in California." Report prepared for the Ventura County Behavioral Health Department, Alcohol and Drug Programs Prevention Services Contract: 5891.
- Paso del Norte Health Foundation (PdNHF). 2016. "Underage Drinking in El Paso: A Status Report."
- Sacks, J.J., Gonzales, K.R., Boucher, E.E., Tomedi, L.E. & Brewer, R.D. 2015. "2010 national and state costs of excessive alcohol consumption." *American Journal of Preventive Medicine* 49(5):e73-e79.
- Sherk, A., Stockwell, T., Chikritzhs, T., Andréasson, S., Angus, C., Gripenberg, J., ... & Norström, T. (2018). Alcohol consumption and the physical availability of take-away alcohol: systematic reviews and meta-analyses of the days and hours of sale and outlet density. *Journal of studies on alcohol and drugs*, 79(1), 58-67.
- Stahre, M., Roeber, J., Kanny, D., Brewer, R.D. & Zhang, X. 2014. "Contribution of excessive alcohol consumption to deaths and years of potential life lost in the United States." *Prev Chronic Dis*. 11 (Jun): E109.
- Trangenstein, P., Curriero, F., Webster, D., Jennings, J., Latkin, C., Eck, R., & Jernigan, D. "Outlet Type, Access to Alcohol and Violent Crime." *Alcoholism: Clinical and Experimental Research*
- US Department of Health and Human Services (HHS), Office of the Surgeon General. 2016. *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health*. Washington, DC: HHS.
- Wagenaar A.C., Tobler A.L., Komro K.A. 2010. "Effects of alcohol tax and price policies on morbidity and mortality: a systematic review." *American Journal of Public Health* 100(11):2270-2278.
- World Health Organization (WHO). 2018. *Global status report on alcohol and health*.
- Xuan, Z., Blanchette, J., Nelson, T.F., Heeren, T., Oussayef, N. & Naimi, T.S. 2015. "The alcohol policy environment and policy subgroups as predictors of binge drinking measures among US adults." *American Journal of Public Health* 105(4):816-822.
- Zhang, X., Hatcher, B., Clarkson, L., Holt, J., Bagchi, S., Kanny, D. & Brewer, R.D. 2015. "Changes in density of on-premise alcohol outlets and impact on violent crime, Atlanta, Georgia, 1997-2007." *Prev Chronic Di* 12: E84.



# Special Thanks

to our partners & collaborators

FOR MORE INFORMATION

(575) 597-0347

[upcoalition@swchi.org](mailto:upcoalition@swchi.org)

[http://swchi.org/  
unified-prevention-coalition-for-dona-ana-county/](http://swchi.org/unified-prevention-coalition-for-dona-ana-county/)