

Coastside Youth Council (CYC) Making Waves, Making Change Findings & Recommendations Report 2015

Coastside Youth Council

CYC is comprised of youth leaders from Half Moon Bay High School, Pillaritos Continuation High School and the College of San Mateo between the ages of 15-20. Youth leaders come from working class communities, immigrant families and first generation college backgrounds. In partnership with Youth Leadership Institute (YLI), CYC is also a San Mateo County Friday Night Live chapter. Friday Night Live builds partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities. The Friday Night Live (FNL) program is designed for high school-aged young people. It is motivated by youth-adult partnerships that create essential and powerful opportunities that enhance and improve local communities. Community service, social action activities, participation in advocacy for safe and healthy environments, and promotion of healthy policies are organized by youth to appeal to youth.



Coastside Youth Council awarded by the San Mateo County Board of Supervisors at the 2014 San Mateo County Friday Night Live Communities in Action Recognition Event in Burlingame, CA.

History as Change Makers

CYC has been leading environmental prevention and community change efforts for over 4 years in Half Moon Bay focusing on solutions that impact underage alcohol use, access and messages. This year CYC focused on reducing the alcohol messages that youth are bombarded with everyday. CYC conducted youth-led action research through observational assessments at the the Half Moon Bay Art & Pumpkin Festival and their retail environment by assessing 8 convenient stores located near schools and youth centered spaces. CYC believes that addressing strategies to reduce underage drinking in social or retail settings will make a long term healthy impact in the community.



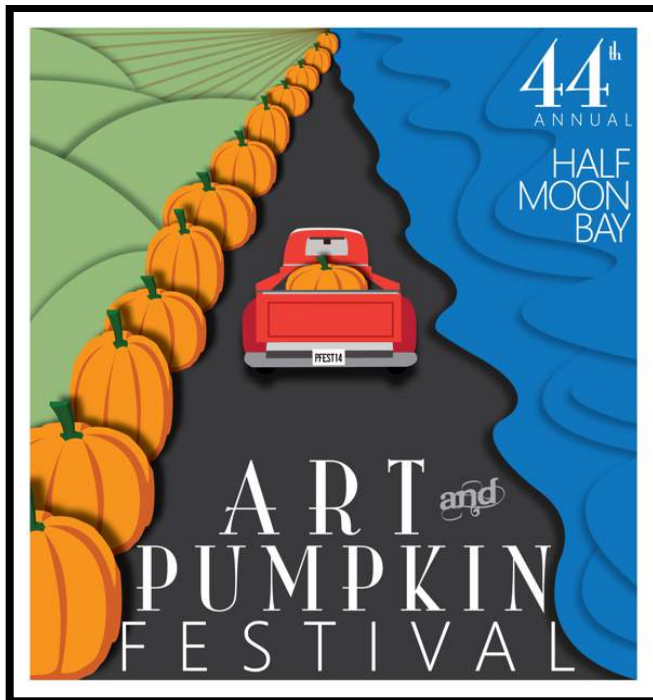
Before CYC weekly meetings, youth leaders practice cultural healing techniques by burning sage to clear their mind, body and spirit. This is symbolic as CYC is helping to heal their community by addressing the impacts of underage alcohol messaging and access.

Youth-Led Action Research: Data Driven for Change

YLI staff trained CYC youth leaders on environmental prevention strategies, public speaking skills, interpersonal development, and youth-led action research developing youth capacity to understand the different collection methods and how to create data-driven recommendations for change in their community.

Types of Research Used:

- HMB Festival Observational Assessment
- HMB Festival Organizer Interview
- Lee-Law Alcohol Advertising Observational Assessment
- Existing Data Sources
- Community Mapping and Environmental Scan



Pumpkin Festival Assessment

CYC youth and YLI staff developed a survey tool that included questions about alcohol advertisements, product messaging, frequency and type of alcohol available and a section for personal observation.

Methodology:

8 CYC youth leaders attended the 2014 44th Annual Half Moon Bay Art & Pumpkin Festival on Saturday October 18th to Sunday October 19th. Youth conducted 1 hour observations on both days of the festival at different times to collect a full assessment.

Pumpkin Festival Findings

The Coastside Youth Council Festival Observational Assessment survey shows that only 4 out of 75+ booths or less than 5% were designated to sell alcohol. No small item alcohol advertisements (i.e. key chains, flyers, pens etc.) were distributed at the festival and CYC concluded an overall decrease in advertisement from previous years. Additional key findings include:

Quantitative data- Youth members observed:

- No underage drinking was observed by CYC members
- 30% of signage and advertising was alcohol related

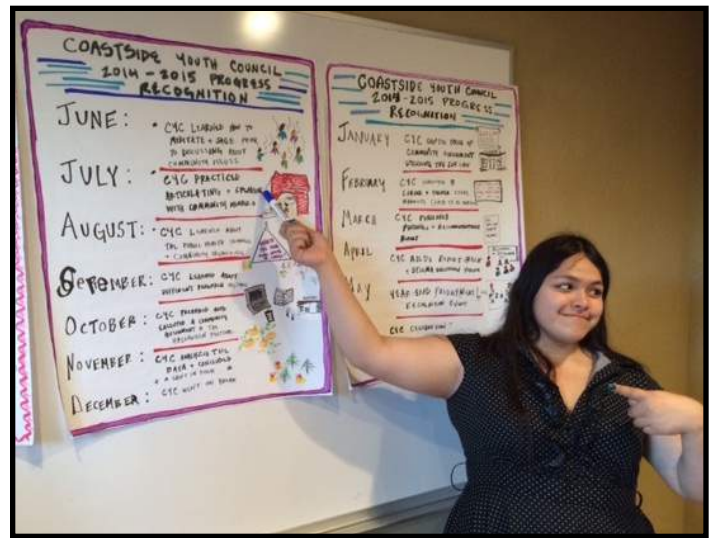
Qualitative data-Youth members noted that:

- "Signage on liquor booths were posted under the counter making it eye level for kids."

CYC & the Coastal Prevention Partnership (CPP)

The Coastal Prevention Partnership is a coalition of members from various organizations of the South Coast area and Mid Coast area of San Mateo County. The members are united in their support for the prevention of alcohol, tobacco and other drugs, promoting wellness, academic success and economic growth for our youth. The partnership is committed to supporting vulnerable youth, families and communities to build a safe, thriving and healthy Coastal community.

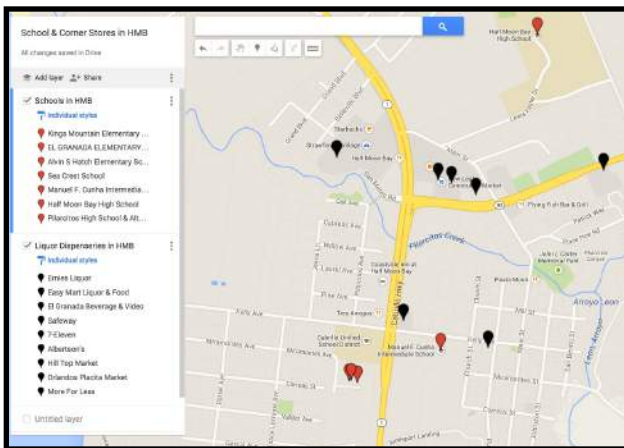
CYC and CPP concluded from the Pumpkin Festival findings a shift in focus to the retail environment. CYC believes building partnerships with local store owners to educate and assess alcohol advertisement is the next best strategy. Additionally we would like to inform store merchants, partnership members and residents about Lee Law implementation and compliance.



How does Lee Law impact our community?

Learning about the public health approach that utilizes environmental changes we know that the social norms, laws, access and media messages about alcohol are critical to the overall well being of our community. The Lee Law:

- Vulnerable neighborhoods are protected by minimizing the amount of alcohol ads plastered on liquor store windows - these messages impact underage alcohol use
- Under this law only 33% of a store window can be covered including alcohol advertisements
- Clear space on windows can protect and prevent store robbery as customers and security officers can assess the situation before entering



CYC youth leaders used Google Maps to identify corner stores in proximity to schools and youth spaces.

HMB Corner Store Assessments

Utilizing the California Friday Night Live Youth-Led Campaigns to Tackle Alcohol Ads Tool Kit, YLI staff and CYC youth prepared, developed and conducted a 3-day observational assessment of the 8 corner stores in HMB.

CYC Leaders observe alcohol signage at local store during Lee Law assessment.



HMB Corner Store Findings

CYC youth analyzed data and identified stores nearest to schools that had more alcohol ads than others. Alcohol ads were located near candy and soda machines influencing children or teens to purchase them. Additional findings include:

- 75% of the stores predominantly selling alcohol have signage lower than 3 ft at eye level for children
- 3 stores have 80% or more signage covering the windows
- 60% have alcohol signage is next to a cash register
- On average stores predominantly selling alcohol post 10 signs inside for customers to view
- Miniature liquor bottles are in the aisle making it easy for youth to grab.

“I used to think drinking alcohol was ‘normal’ because I saw a lot of alcohol ads [growing up] in my neighborhood.”

-Leti Jarquin-Sanchez, 17, Coastside Youth Council Member



Recommendations for Change

HMB Festival Recommendations (Social Settings)

- We recommend that HMB keep alcohol signage at 30% or lower. This would keep the focus on the HMB Art & Pumpkin Festival
- We recommend to consistently check identification or implement a bracelet policy for attendees drinking alcohol, our costal community partners at Puente have a similar protocol

Corner Store Recommendations (Retail Settings)

- We recommend Half Moon Bay City Council enforce Lee-Law to alcohol retailers in close proximity to school to limit the exposure of alcohol messages that youth at Half Moon Bay High, Pilarcitos High, Cunha Middle School and Hatch elementary receive everyday.

Next Steps, Next Waves

- CYC will present Key Findings and Recommendations Report to Half Moon Bay City Council and **advocate** for a city resolution in support of stronger restrictions of alcohol advertising through enforcement of Lee-Law
- CYC will provide the HMB Boys & Girls Club an **educational** presentation informing them of the impacts alcohol advertisements have on youth

FOR MORE INFORMATION

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