

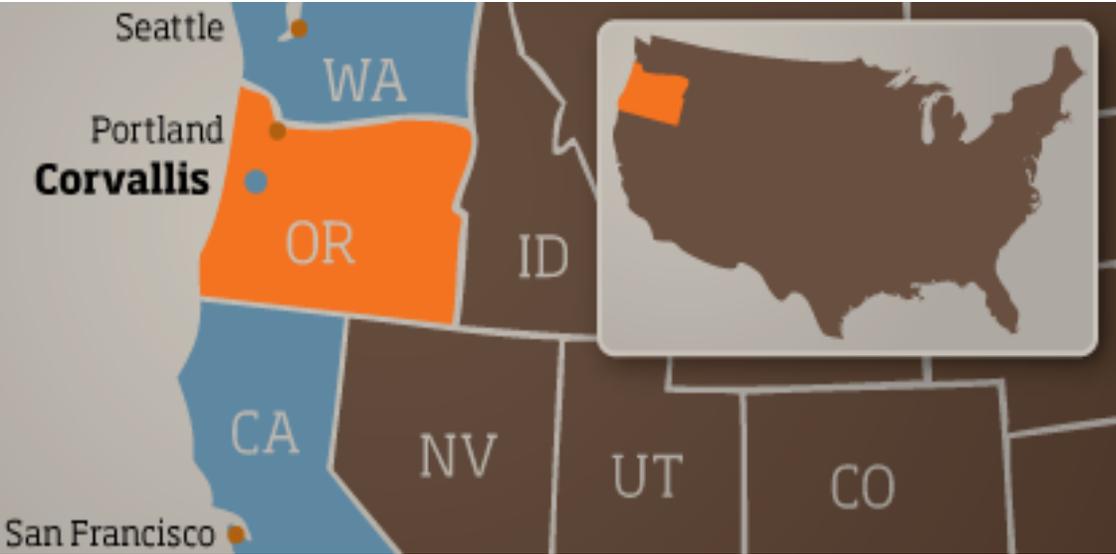


**Corvallis Police
Community Livability Unit**

**Know your limits.
Know the laws.**

Targeting Alcohol Use and
Abuse to Reduce Crime in
a University Town





Community Livability Unit

About Us

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



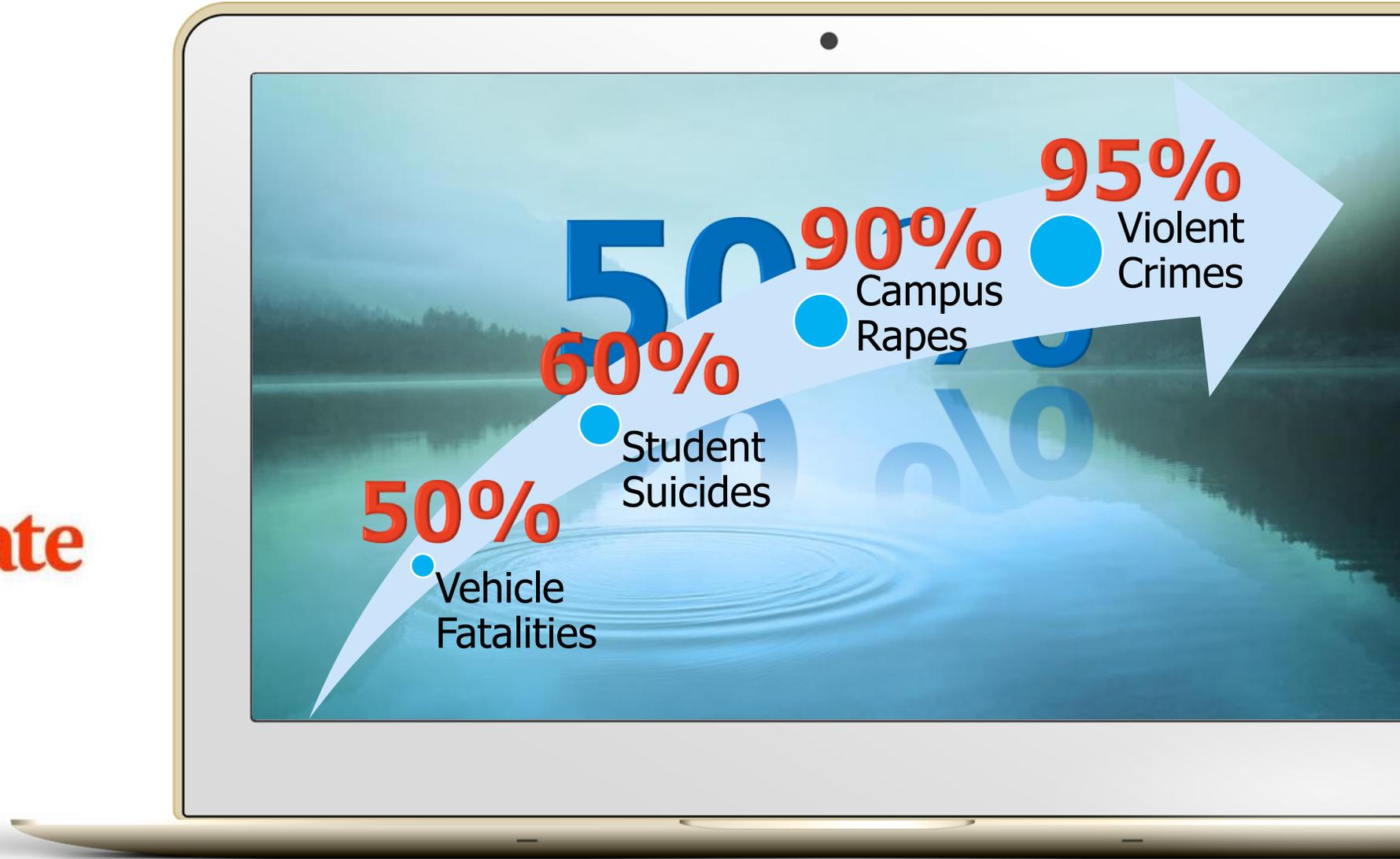
Alcohol Use / Abuse

Analysis

What do the experts say?

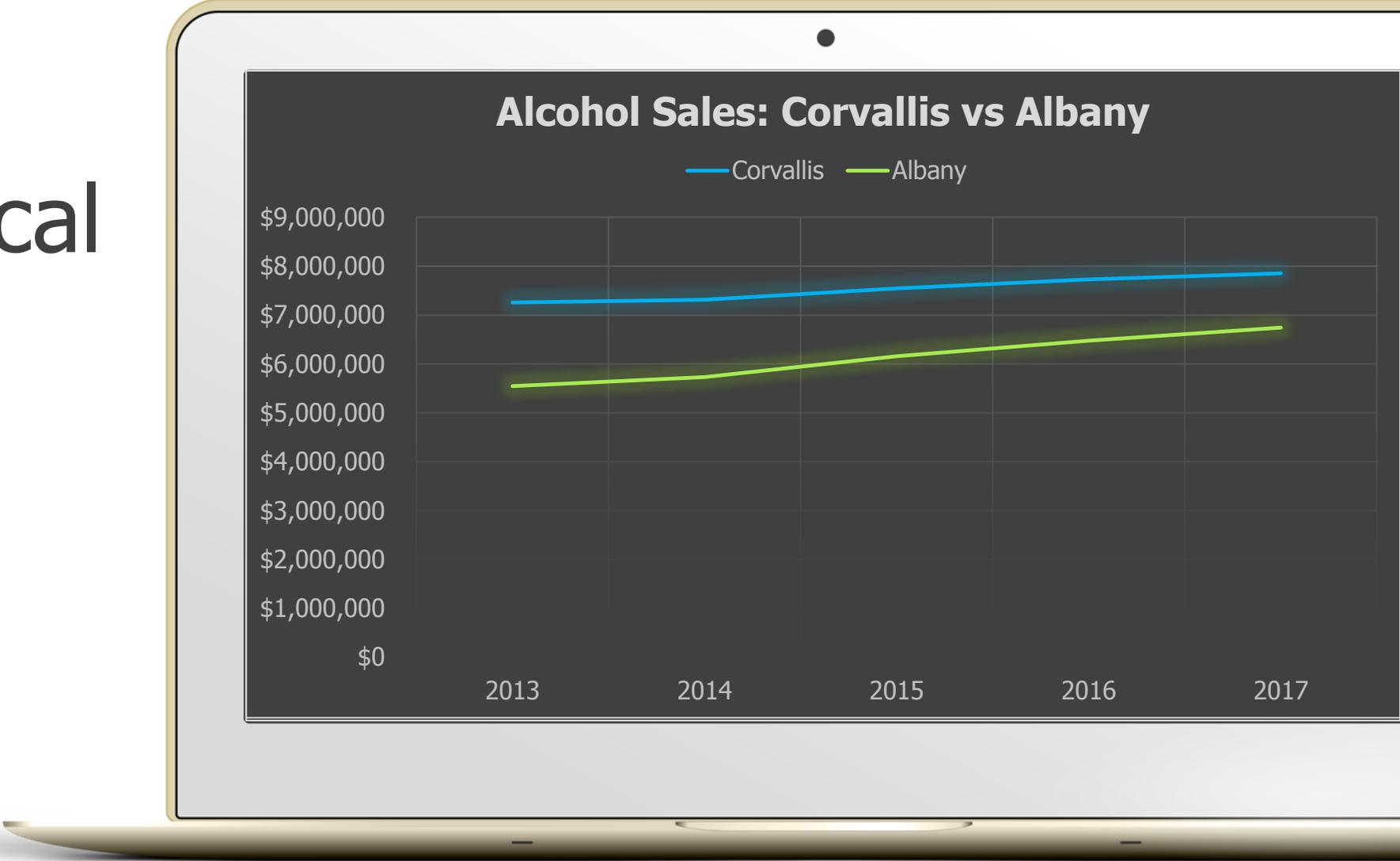


Oregon State
University



Analysis

What does local data say?

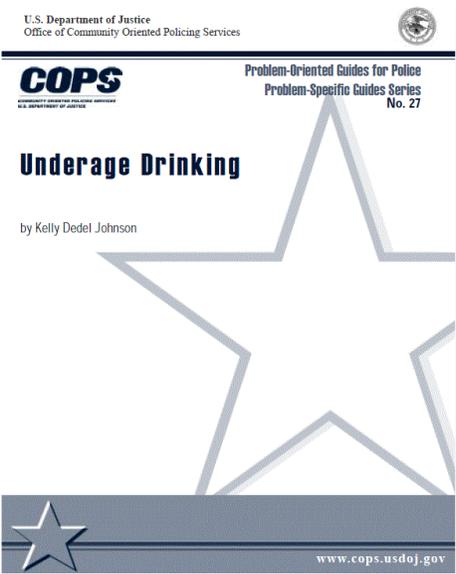


Analysis



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

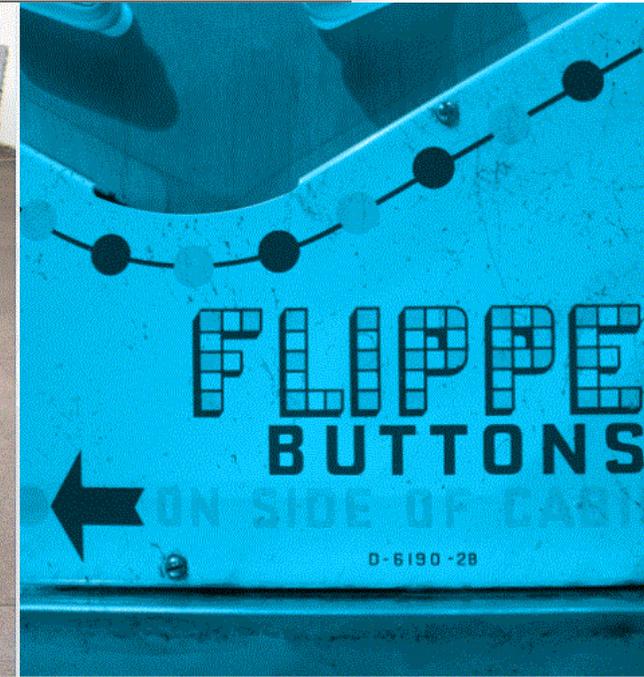


OSU Student Health

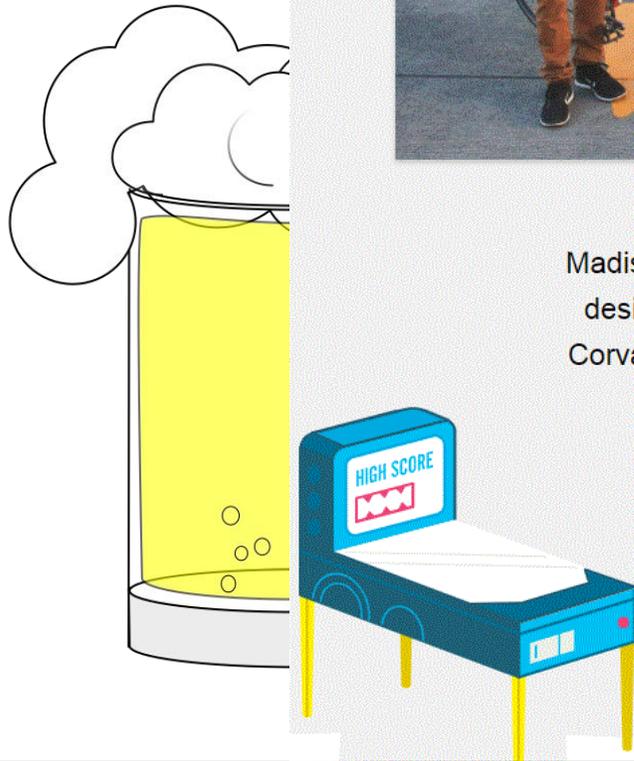
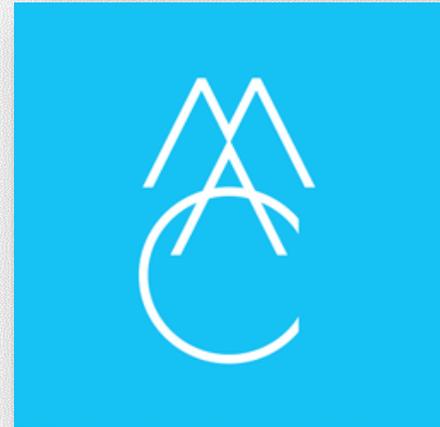


City of Corvallis

Response



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



MADISON AVE. COLLECTIVE

EST. 2008



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. 

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 Livability at community.livability@corvallisoregon.gov.

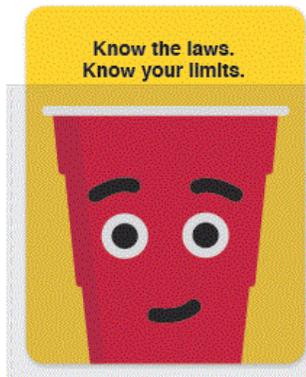
Response



There are a lot of ways to have fun without drinking too much.

Don't embarrass yourself.

Take one →



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

Response

Pocket card



Front

Blood Alcohol Percentage Reference Guide

Drinks	Weight in Pounds					
	100	120	140	160	180	200
1 	.04	.03	.03	.02	.02	.02
2 	.08	.06	.05	.05	.04	.04
3 	.11	.09	.08	.07	.06	.06
4 	.15	.12	.11	.09	.08	.08
5 	.19	.16	.13	.12	.10	.09
6 	.23	.19	.16	.14	.13	.11

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.

Back

Response

Pocket Card

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.

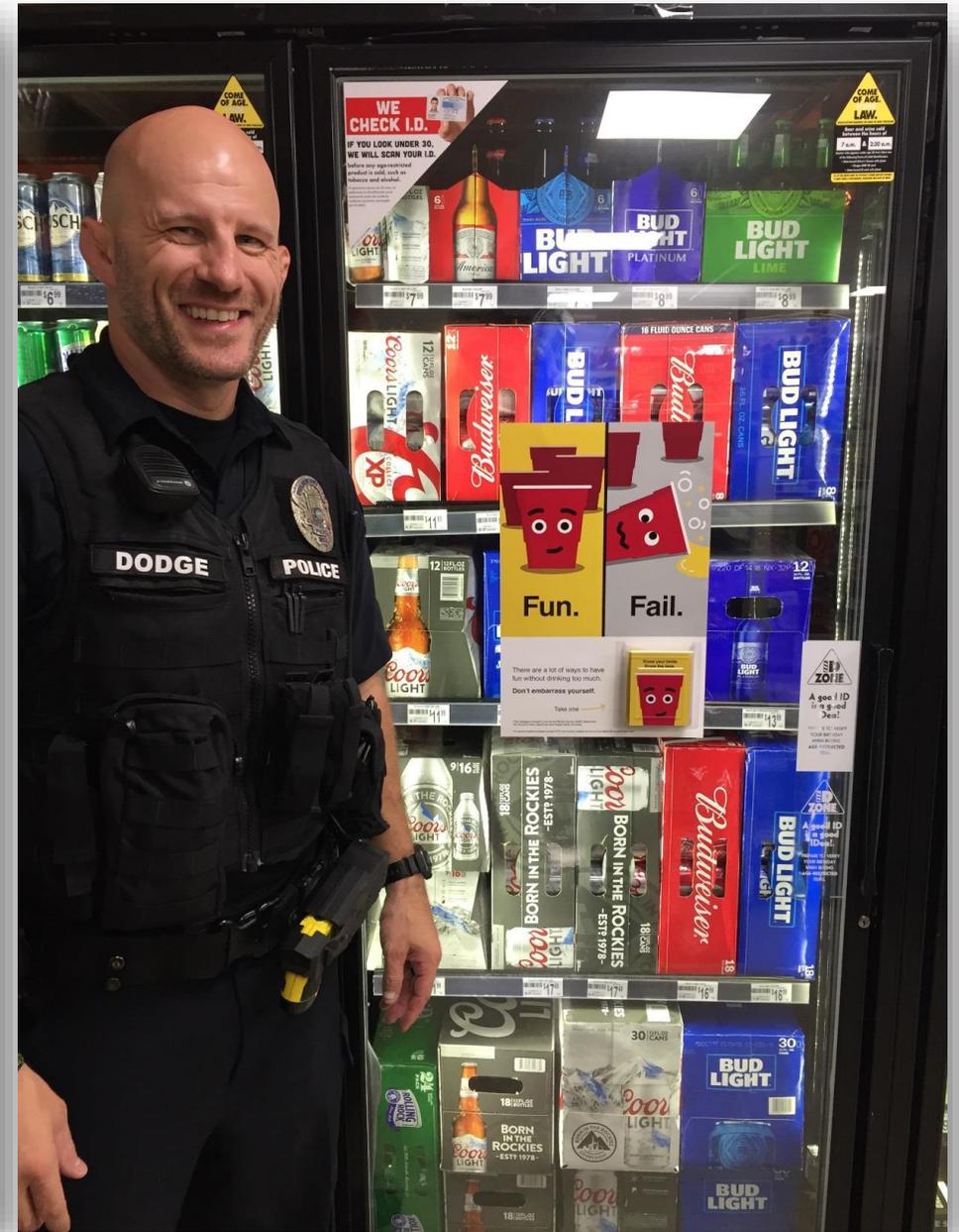
Got more questions?

 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

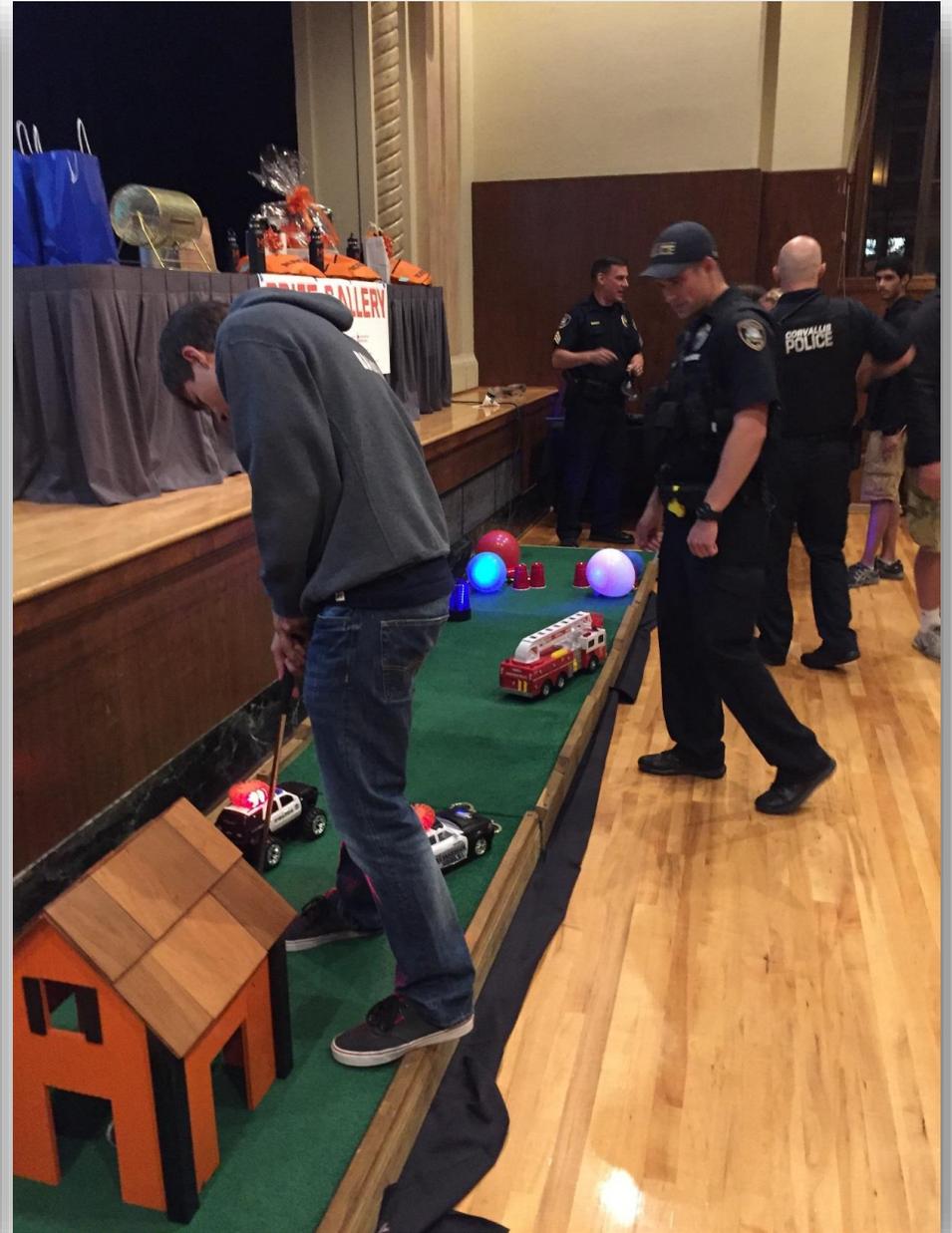


Response

WOW Fest



Response



Response





Effective?

Assessment



Survey

Pre- and Post-



Study

Place of Last Drink



Statistics

CPD & OSU

Assessment

Pre-Response
&
Post-Response
Surveys



Assessment

LAST DRINK DATA FORM

Age: _____ Gender: Male Female Non-Binary

CONTACT DATA:

Date: _____ Time: _____

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:

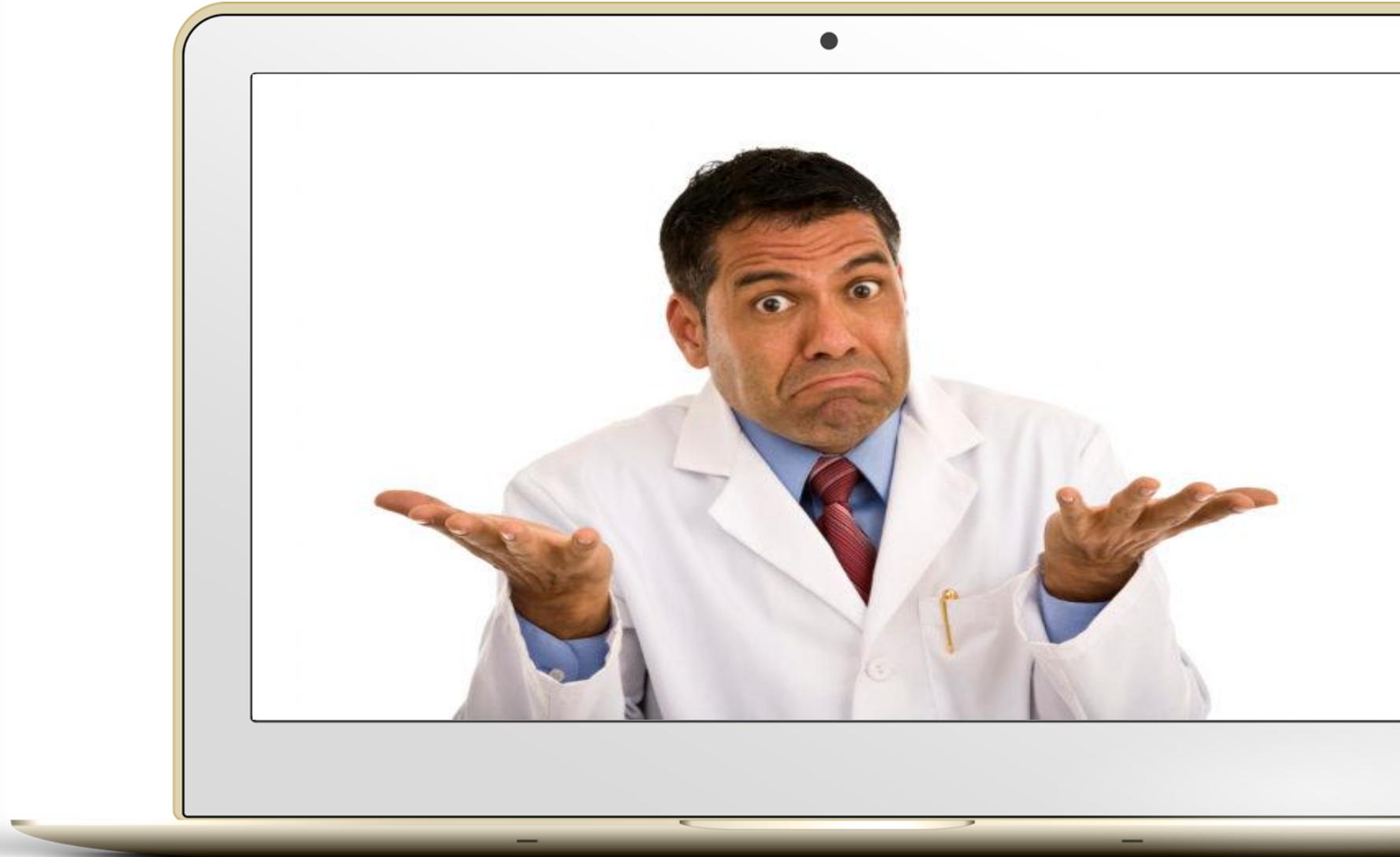
- Bar – Name: _____
 Private House/Apt/Greek/Res Hall (*circle one*)
 Public Place/Street/Sidewalk/Park (*circle one*)
 Athletic Venue – Name: _____
 Other: _____

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



139



CPD
Livability
related CFS

1,462



1,183



OSU
Student Conduct
Alcohol cases

52.5%



49.9%





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Summary

Did it work?



Thank You

👤 James, Luke, and Trevor

📞 (541) 766-6924

✉️ Community.Livability@CorvallisOregon.gov

🌐 <http://www.CorvallisOregon.gov>