

THE WESTSIDE IMPACT PROJECT



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**MAKING A DIFFERENCE IN
SANTA MONICA & VENICE**

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WHAT IS THE WESTSIDE IMPACT PROJECT?

The Westside Impact Project is an environmental prevention campaign that aims to reduce alcohol-related problems in Santa Monica and Venice, particularly as they relate to retail access (over-service, sales to minors, outlet density) and social access (access to alcohol by minors at home parties.) The Project's ultimate goal is to promote healthier, safer communities in Santa Monica and Venice by reducing alcohol-related harms.

WHO IS RESPONSIBLE FOR THE WESTSIDE IMPACT PROJECT?

The Westside Impact Project is funded by the County of Los Angeles, Department of Public Health, Substance Abuse Prevention and Control and is being implemented by the Institute for Public Strategies, a non-profit based in Los Angeles. The Project also has the support of the CLARE Foundation, a Los Angeles non-profit that provides treatment and recovery services for alcohol and substance abuse.

IS THE WESTSIDE IMPACT PROJECT ANTI-ALCOHOL?

The Westside Impact Project is NOT about prohibition and recognizes the important role alcohol plays in our culture and economy. However, it cannot be ignored that alcohol sales and service, as well as ease of social access to alcohol by minors, are directly correlated to public health and safety. The Project is about advocating for reasonable, responsible practices around alcohol that minimize its associated harms.

**A LONG-TERM
SOLUTION
FOR REDUCING
ALCOHOL-RELATED
HARMS**



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HOW BIG IS THE ALCOHOL PROBLEM IN SANTA MONICA AND VENICE?

The data definitively illustrates that Santa Monica and Venice have an alcohol problem. Based on state estimates, every year Santa Monica and Venice collectively spend \$150 million on alcohol-related problems alone (traffic/DUIs; illness; injuries; crime.¹)

In addition, both communities have an over-concentration of businesses that sell alcohol. For example, on average, Santa Monica has a ratio of one alcohol outlet for every 294 residents, which is well more than double the county's average of one per 625 residents². Study after study shows that a high concentration of alcohol outlets is associated not just with public nuisance activity, but also with higher rates of traffic crashes, injuries, suicide, domestic violence and violent crime.

WHAT ARE THE GOALS OF THE WESTSIDE IMPACT PROJECT?

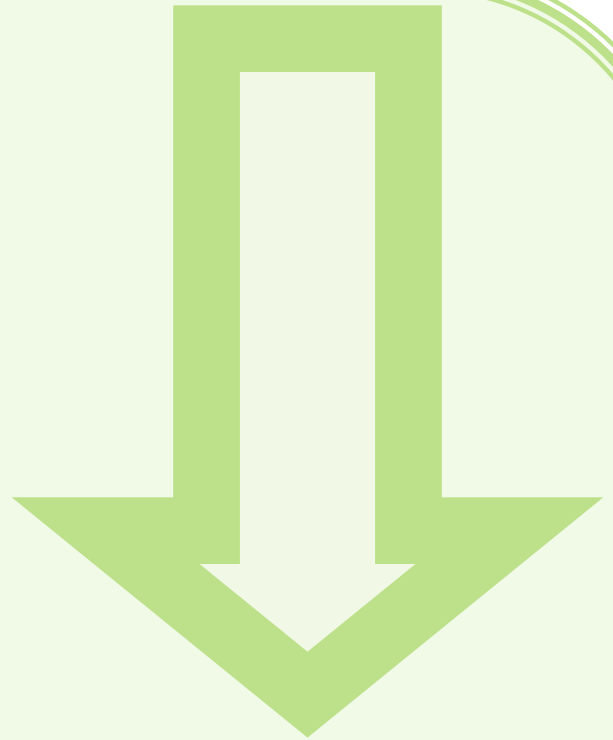
The Project's goal is to identify and implement proven strategies in Santa Monica and Venice that reduce alcohol-related problems. The strategies fall into two categories:

- *Retail Access*, requiring businesses to engage in responsible practices when selling alcohol;
- *Social Access*, limiting underage access to alcohol via social sources, such as house parties.

Any recommended solutions are specifically intended to balance the economic interests with the health and safety interests of the community. The Project's sole purpose is to promote long-term, community-level solutions that minimize alcohol harms and improve quality of life.

Sources:

1. Reducing Alcohol-Related Harms in Los Angeles County. 2011, SAPC
2. Department of Alcoholic Beverage Control (ABC)



WHAT IS ENVIRONMENTAL PREVENTION?

The Westside Impact Project is based on Environmental Prevention methodologies: techniques intended to create change at an institutional and community level, rather than at an individual level. This involves engaging multiple sectors of the community, including families, business people, community organizations, local elected officials and law enforcement.

Environmental prevention strategies can create broad shifts in the values, institutions — and potentially, policies — of an entire community. As a result, environmental prevention can have a sustainable, long-term effect on the problems it seeks to address.

FOR MORE INFORMATION ABOUT THE WESTSIDE IMPACT PROJECT,

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