**Responsible Redlands initiative targets alcohol violations**

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**RPD conducting a DUI checkpoint and extra patrols over holiday weekend**

The Redlands Police Department, with the support of state agencies, including the Department of Alcoholic Beverage Control and Office of Traffic Safety, San Bernardino County, and local community groups, launched a new initiative focusing on enforcement of alcohol laws and announced the first enforcement operations under the new initiative will be out in force this holiday weekend.

The new initiative—called Responsible Redlands—aims to curb the problems related to binge and underage drinking in Redlands in order to achieve a safer, healthier community. As part of this campaign, extra police patrols will be out in force this Labor Day weekend, including a DUI checkpoint, a saturation patrol to identify intoxicated drivers and a party patrol to catch Social Host Ordinance violations. Overall targets of the Responsible Redlands enforcement actions include alcohol retailers, bars, house parties and those driving under the influence of alcohol.

“Labor Day weekend often results in injuries and fatalities on the roads due to alcohol-involved vehicle crashes, which is not something we as a community want to see happen in Redlands,” said Police Chief Mark Garcia. “We need to keep the pressure on—and even take it up a few notches. That’s why we have developed the Responsible Redlands initiative. We look forward to working together with the various stakeholders in our community representing health, care parents, education, business, and the broader community in a comprehensive effort to curb problems related to binge and underage drinking. And our officers will be out in force this weekend helping to make sure the Labor Day weekend is as safe as it possibly can be.”

“Binge and underage drinking come with a huge price to pay—both for the individuals involved and our community as a whole,” declared Mayor Pete Aguilar. “Responsible Redlands is an important public safety initiative for our community. It’s our collective responsibility to proactively prevent these problems and tragedies that not only bring a huge burden of time, money, and other resources, but can cost individuals their health, wellbeing, and sometimes even their lives.”

Binge and underage drinking has reached critical levels locally. Costs due to alcohol abuse in San Bernardino County are estimated at over $7 billion annually according to a recent study *(Pacific Institute for Research and Evaluation).* This includes annual costs of $1.5 billion due to impaired driving, $450 million due to violent crime, and $1 billion due to other nonfatal injuries.

Alcohol abuse is strongly related to a wide variety of individual and community problems, including violence, sexual assaults, motor vehicle crashes, and other forms of injury.

Redlands has one of the highest percentages (67 percent) in San Bernardino County of DUI arrestees who identify an establishment—typically a bar or restaurant verses a private residence or other location—as the place where they most recently consumed alcohol *(Place of Last Drink survey: Special Report, County of San Bernardino, Alcohol and Drug Services, 2012).* A small number of establishments (10) account for a majority (67 percent) of those arrested for DUI from Redlands *(Place of Last Drink survey: Special Report, County of San Bernardino, Alcohol and Drug Services, 2012).*

Thirty eight percent of San Bernardino County TRACE cases involved underage drinking at a house party; four of these resulted in fatalities *(Target Responsibility for Alcohol Connected Emergencies).* Between 2009 and 2010, 55 percent of 11th graders in Redlands said it was “very easy” to obtain alcohol, according to the California Healthy Kids Survey. In 2009, 1,466 youth under 21 were discharged from San Bernardino County emergency rooms with alcohol in their system. *(California Department of Public Health’s EpiCenter).*

There were 721 injury collisions and 36 deaths primarily due to intoxication in 2011 in the County of San Bernardino *(CHP, Statewide Integrated Traffic Records System).* In Redlands, there were 18 injury collisions due to intoxication in 2011 *(CHP, Statewide Integrated Traffic Records System).*

Alcohol is the number-one drug of choice for American youth *(National Center on Addiction and Substance Abuse)* and the leading cause of death among teenagers *(AMA, Office of Alcohol/Drug Abuse).* As such, it is involved in the deaths of more teens than all other illicit drugs combined—by a ratio of four to one *(National Institute on Alcoholism and Alcohol Abuse).* This includes nearly half of all fatal teen automobile crashes and 50 to 65 percent of youth suicides *(National Institute on Alcoholism and Alcohol Abuse).*

Initial supporters and partners of the Responsible Redlands initiative include: the California Department of Alcoholic Beverage Control, Mayor Pete Aguilar, The Common Vision Coalition and Padres Para Padres. The Redlands Police Department expects other partners to join in support over the coming weeks and months of the initiative.

*The Responsible Redlands initiative addresses problems related to binge and underage drinking through ongoing strategic operations to enforce alcohol laws. It is a collaborative effort formed and led by the Redlands Police Department supported by the Mayor of Redlands, Common Vision Coalition and the State Department of Alcoholic Beverage Control District Office.*

*For suspected alcohol-related violations, please call* ***(909) 798-7681.*** Anonymous tips can be provided by texting 274637 using the keyword “REDTIP.” *You can also call or send text messages to the confidential national WE-Tip Hotline at* ***800-78-CRIME (800-782-7463).***

*For more information about Responsible Redlands, please visit:* [*www.cityofredlands.org/police*](http://www.cityofredlands.org/police) *and click on the Responsible Redlands Initiative link.*

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