



eat well.



get active.



prevent.

2015 Update

COMMUNITY  
HEALTH NEEDS  
IMPLEMENTATION  
STRATEGY

# COMMUNITY HEALTH NEEDS IMPLEMENTATION STRATEGY 2015 Update

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## Obesity

Altru Health System is leading the efforts to address the priority area of obesity. Altru's 2015 Strategic Plan contains the following long-term goals related to obesity.

By 2018 reduce the proportion of adults in Grand Forks County who are considered obese from 23% to 20%. (2012 North Dakota Behavioral Risk Factor Surveillance System results)

By 2018 reduce the proportion of high school students grades 9 – 12 in Region 4 who are considered obese from 14.1% to 12%. (2011 North Dakota Youth Risk Behavior Survey results)

### Community Movement

Altru held the third annual “#30 Days of Running” in June, partnering with Healthy Choices Greater Grand Forks. This movement engaged about 1000 people throughout our communities. Participants were encouraged to log miles as part of Healthy Choices Greater Grand Forks' Walking Challenge (discussed on page 5).

#30 Days of Running collaborated with community groups to give people the opportunity to run with others. There were “events” scheduled six days of each week during the month as follows.

#### **Mondays**

Beginning June 8, the Grand Forks Park District hosted an evening track meet for 4-14 year olds. Medals were given to the participants.

#### **Tuesdays**

Runners of all levels and ages met at Lincoln Park at 6 p.m. to run together. This run was in conjunction with Red River Runners, but anyone was welcome to join. Tuesday was also promoted as “Two-Mile Tuesday.” Runners were encouraged to run for two miles then share their accomplishment via social media for a chance to win a prize.

#### **Wild Hog Wednesday**

Runners of all levels are invited to meet at a local restaurant—Wild Hog—each Wednesday evening for group runs. These runs began on National Running Day, June 3. Runners could win door prizes.

#### **Thursdays**

A local retailer—Scheels—has clubs for runners, bikers, in-line skaters and walkers. Beginning May 28, those interested in exercising met at Scheels Thursday evenings to participate.

#### **Family Friday Fun**

Each Friday evening in June, families could meet at Riverside Park in Grand Forks. Families were encouraged to bike, walk, run, push strollers and have fun. Prize opportunities were available for those who attend.

## **Saturdays**

Runners of all levels and ages met at Choice Health and Fitness in the morning to run together. This run was in conjunction with Red River Runners, but anyone was welcome to join.

## **Weight Management Program**

Altru launched our Weight Management Program in January of 2014. This program offers solutions for weight loss, weight management, and lifestyle change. Medical providers, dietitians, and exercise specialists offer comprehensive options, customized to each patient's needs. As of November 11, 2015, 138 people have participated in the Weight Management Program. These participants have lost more than 3,137 pounds to date.

Our Weight Management team works closely with another program offered by Altru—Healthy 'N Fit Kids. This program offers physical and nutrition education for kids and their families. Offerings can be tailored to fit the needs of each child. Registered dietitians and health and wellness specialists are dedicated to help kids learn how to be healthy. Individual consultations and group sessions are offered.

In 2015, a major fundraising event by Altru Health Foundation raised more than \$267,000 to support these two programs. Funds will be used to offer scholarships to those who wish to participate in either program and meet financial eligibility requirements.

## **Healthy Choices Greater Grand Forks**

In 2014, Altru Health System brought together a number of interested individuals from across Greater Grand Forks to form a coalition to address obesity in our communities. Healthy Choices Greater Grand Forks includes representation from nearly 30 community members as the steering committee; their respective agencies are listed in Attachment 2.

Our vision is:

We will make healthy living part of the Greater Grand Forks “brand”. We will make the healthy choice the easy choice for our residents as it relates to nutrition and physical activity. Our way of life will be one of healthy choices across all segments of our community.

The measure of success will be a reduction in the rate of obesity as measured by Altru's two long-term goals mentioned previously:

By 2018 reduce the proportion of adults in Grand Forks County who are considered obese from 23% to 20%. (2012 North Dakota Behavioral Risk Factor Surveillance System results)

By 2018 reduce the proportion of high school students grades 9 – 12 in Region 4 who are considered obese from 14.1% to 12%. (2011 North Dakota Youth Risk Behavior Survey results)

The subcommittees, formed in 2014, met throughout the year and supported work of other organizations throughout the community. Attachment 3 includes detailed information regarding subcommittee roles and structure.

Projects in 2015 are described next.

**Million Mile Walking Challenge:** The walking challenge was the most significant project for the coalition in 2015. The challenge was launched to create awareness of Healthy Choices Greater Grand Forks and to begin to engage the community in efforts to make healthy choices. The image below shows an example of a billboard that was placed around Greater Grand Forks early in the year.



Through November, the challenge has 2,100 participants who are entering their data on the [healthychoicesggf.org](http://healthychoicesggf.org) website. Some of these participants represent groups, so the exact number of participants is hard to determine. Together they have logged more than 506,000 miles. While we didn't achieve our goal, we feel we were successful in raising awareness and engaging the community to "move" more, whether through running, walking, swimming, biking, or some other form of exercise.

**Facebook:** The Healthy Choices Facebook page has nearly 1,700 fans and has served as a vehicle to share nutrition and exercise content, as well as host contests for our walking challenge participants. Blogs by coalition members have also been featured on the page.

**Walking Signs:** The Downtown Development Association and the University of North Dakota have installed signs in their respective areas encouraging people to walk or ride bike to destinations. The coalition has supported these efforts and shared information on our Facebook page to help create awareness.

## Mental Health/Poverty/Financial Barriers

The Advisory Committee chose to move forward with addressing these three priority areas together because the issues are so intertwined. The Advisory Committee also recommended that we work with the Alliance for Healthcare Access to address these important topics. The Alliance for Healthcare Access is a group of community members who are working to find long-term solutions to address the widening gap in accessible health care. There is overlap between the Alliance for Healthcare Access membership and the Advisory Committee.

Specific work that has occurred in 2015 includes:

- » In April of 2014, Valley Community Health Centers opened a medical clinic in Grand Forks. Altru Health System has been involved in the work of the Alliance and has provided financial and in-kind support for the development of the clinic in Grand Forks. Valley Community Health Centers provides community-based primary and preventive care to income eligible patients. As of the beginning of December, there have been almost 20,000 visits to the VCHC clinics. The medical clinics in Grand Forks, Larimore and Northwood have had nearly 7,700 visits; the dental clinic in Grand forks has had almost 12,300 patient visits. Valley Community Health Centers works with Altru to coordinate referrals for any additional care not available at the centers.
- » Altru provided financial assistance to patients via charity care, Community Care, and the HERO program. From January through October, Altru has provided \$5.3 million in charity care (full or partial discount of outstanding patient balances for medically necessary services) and Community Care (financial assistance to those with no insurance, limited means to pay, and who don't qualify for external programs). The HERO (Healthcare Eligibility Resource Options) program provides assistance and counseling for uninsured and under-insured people of limited means. In 2015, our HERO program helped complete or provided an application to 1,010 people and obtained coverage for 174. Counselors also partnered with staff from Valley Community Health Center to hold open enrollment events to answer questions and help people navigate the steps to obtain insurance coverage or assistance.
- » The Alliance and the Grand Forks Mayor's Cabinet on Health and Human Services both passed resolutions in support of improved access to behavioral health services. These resolutions were targeted to North Dakota legislators during the 2015 legislative session. Members of the Alliance attended local legislative forums to express support for several bills to address behavioral health needs in the state, and legislation was monitored weekly during the session. A summary of 2015 behavioral health bills is included as Attachment 4.
- » Five members of the Alliance attended the Behavioral Health Statewide Stakeholders meeting in Fargo on November 17. The Alliance continues to serve as a conduit of information for community stakeholders when new behavioral health services become available.
- » A representative from the North Dakota Board of Addiction Counselor Examiners from Grand Forks testified at an Interim Legislative Committee in November on workforce needs for substance abuse and addiction treatment programs.
- » Northeast Human Service Center has increased their services for drug and alcohol assessments on a walk-in basis every Tuesday.

- » The local detox advisory committee has been meeting regularly and secured funding for renovation of existing space that will soon be available to operate a withdrawal management unit (social detox). Finding a provider to offer services has been challenging, and the committee is exploring options for governmental operation of the center with support from community partners.
- » Grand Forks Public Health Department sponsored a youth mental health first aid training on December 3 which was attended by 18 professionals.
- » A new community partners group was established by law enforcement in 2015, and is now convened by Altru Health System, to explore the problem of synthetic and opioid drug abuse and overdoses in the community. Guided by a community assessment of the problem, the focus of the group is on youth and community education, public service announcements, drug take back programs, provider education, and additional law enforcement initiatives. Future policy recommendations are anticipated when the assessment is complete.

## **Priority Area Being Addressed by Community Partners: Binge Drinking/Excessive Drinking**

The priority area of binge drinking/excessive drinking is not being addressed by Altru as a result of this assessment because there are other community resources allocated to addressing the need. The Advisory Committee agreed to defer work on this priority to the Community and Campus Committee to Reduce High Risk Alcohol Use. This committee was formed in 2013 and is a joint effort between the University of North Dakota and the City of Grand Forks. The charge to this group is to create a community and campus culture that supports responsible, low-risk alcohol use. Two Advisory Committee members are part of this committee, providing a link between our two groups. Additionally, an Altru employee who is also the co-chair of the Grand Forks Substance Abuse Prevention Coalition serves on the committee.

In 2015, the Community and Campus Committee worked with the Grand Forks City Council to pass one ordinance and amend another. The social host ordinance that was passed makes it unlawful for a host to knowingly provide a venue or environment where underage drinking can take place. The Committee provided communication around this new ordinance to the community. It became effective on August 1. Please see Attachment 5 for more details.

An existing ordinance regarding restrictions on sale, service or dispensing of alcoholic beverages was amended to make it unlawful for a license holder to sell an unlimited number of alcoholic beverages for a fixed price or an “all you can drink” basis. This amendment became effective on August 1 as well. Please see Attachment 6 for a copy of the amended ordinance.

This group is also supporting the work of the Grand Forks County Strategic Prevention Framework State Incentive Grant (SPF SIG) project. Attachment 7 shows the summary of work for the implementation phase that began in October 2014 and continued into 2015.



## Other Health Needs Being Addressed: Late Stage Colorectal Cancer Diagnosis

Data review for the Community Health Needs Assessment and work with our gastroenterology providers revealed that our region (and the state of North Dakota) has a relatively low colonoscopy screening rate. Further, the rate of late stage colorectal cancer diagnosis (stage 3 or 4) is relatively high. Colorectal cancer can be prevented through the early detection and removal of pre-cancerous polyps detected only through screening colonoscopies.

Altru Health System adopted the following long-term and short-term goals in our 2015 Strategic Plan and is addressing this health issue:

By 2018 reduce the number of colon cancers diagnosed at stage 3 or 4 from 39% to 20% as measured by Altru's Cancer Registry data. (2012 Cancer Registry data)

Increase from 57% to 57.5% the proportion of the eligible population (50-75) who have had appropriate colorectal screening by year-end 2015.

Altru's Care Management department tracks the proportion of eligible adults who have had appropriate colorectal cancer screening. In 2013, 55% of the eligible population had appropriate screening. In 2014, 57% of the eligible population had appropriate screening. From January through October of 2015, the proportion increased to 59% of the eligible population.

A community awareness campaign has been ongoing since 2013. The following list summarizes the various communication activities and community events that occurred this year.

- » Point of service materials: updated with current statistics
- » Web content ([altru.org/colon](http://altru.org/colon)): enhanced to include procedure information, financial assistance, and strong search engine optimization tactics
- » Digital displays: [altru.org](http://altru.org) homepage, Alerus Center external digital billboards, Choice Health & Fitness digital signage, Sanny and Jerry Ryan Center for Prevention and Genetics signage, Altru Hospital digital signage
- » Media pitch/news coverage: patient testimony and update on Altru Gala Funds
- » Social media: posts on Facebook and Twitter in March and October
- » Blog post: Real Questions, Real Answers with Altru's Providers
- » Internal staff communication: Medical Staff News, News for Nursing
- » Healthy Living Expo: participation featured inflatable colon
- » Community presentation: Colonoscopy facts, risks and prevention tips
- » Community magazine: topic included in *Enrich*
- » Run for Your Buns 5k Run/Walk benefiting colon cancer awareness
- » Online display advertising: March, April, June, July, August, October, November
- » Print advertising: March, April, June, July, August, October, November
  - Grand Forks Herald, East Grand Forks Exponent, Crookston Times, Devils Lake Journal/County Peddler, Roseau Times-Region, Cavalier Chronicle, Warroad Pioneer

## Approval and Next Steps

This update report will be shared for approval with Altru Health System's Board of Directors on December 21, 2015.

Upon approval, the update report will be available to the public as follows:

- » An electronic copy will be sent to each Advisory Committee member.
- » An electronic file will be available on Altru's website ([www.altru.org](http://www.altru.org)).
- » A copy of the report will be sent—electronically or via U.S. Postal Service—to anyone who requests it.

## Attachment 1 | Advisory Committee Membership

In addition to Altru Health System, individuals representing the following agencies/organizations make up the community-based Advisory Committee:

- » Grand Forks Public Health
- » Community Violence Intervention Center
- » United Way
- » Grand Forks Public Schools
- » University of North Dakota School of Medicine
- » University of North Dakota
- » Northeast Human Service Center
- » Grand Forks Police Department
- » Grand Forks Fire Department
- » Altru Family YMCA
- » Grand Forks Park District
- » Grand Forks Air Force Base 319<sup>th</sup> Medical Group
- » East Grand Forks Public Schools
- » Grand Forks Senior Center

## Attachment 2 | Healthy Choices Greater Grand Forks Steering Committee Membership

In addition to Altru Health System, nearly 30 individuals representing the following agencies/organizations make up the coalition's steering committee:

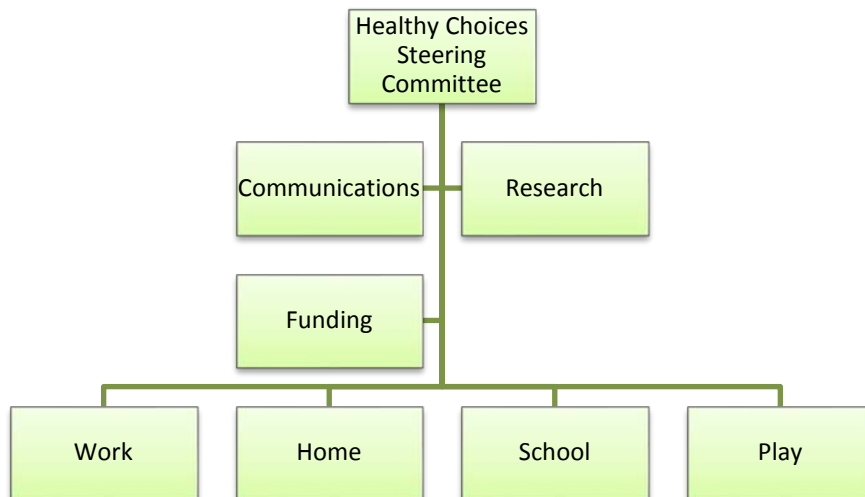
- » Grand Forks Public Health
- » Take Action
- » Grand Forks Park District
- » Grand Forks Air Force Base
- » University of North Dakota
- » Grand Forks Public Schools
- » Human Nutrition Research Center
- » Hugo's
- » Scheels
- » City of Grand Forks
- » Altru Health Foundation

## Attachment 3 | Healthy Choices Greater Grand Forks Subcommittee Roles and Structure

Subcommittee	Role
Work	Individuals often spend as much time at work as they do anywhere else. Having a workplace that supports healthy choices can reinforce good habits being developed at home and provide needed support for employees making lifestyle changes. A healthier workforce is also good for a company's bottom line. This committee will engage the business community in Greater Grand Forks and work to help them create healthy choices at work for their employees.
Home	Individuals and families can benefit from prevention programs and interventions that help them understand the importance of good nutrition, physical activity, and making healthy choices. This committee will work to create or enhance offerings in our community to give our citizens the tools and resources to make the healthy choice the easy choice.
School	Most children in Greater Grand Forks attend public or private school. Many eat at least one (if not two meals) at school. This committee will work with the schools in our community to educate kids about healthy choices for activity and nutrition and help them continue to offer healthy snacks and meals.
Play	Recreation and opportunities for physical activity should be readily accessible for all members of our community. This committee will work to enhance and/or create opportunities for "play." Another component involves making nutritious options available for snacks/meals where people spend their free time.
Communications	Helping our community understand our work and keeping them informed of everything we are doing will be critical to our success. Communication/marketing activities will need to be cohesive and organized so that all we do can be connected back to the Healthy Choices "brand." This committee will be responsible for launching our initiative to the public, helping the four core committees (work, home, school and play) with ongoing communication needs, and maintaining a website as the centralized

	public repository for everything “Healthy Choices.”
Data/Research	Knowing our community will be important in terms of program development and long-term measurement of our success. Qualitative and quantitative data will help us understand our residents and how we can most effectively work with them. This committee will be responsible for any data collection necessary to inform the work of any of the other committees or the steering committee.
Funding	Achieving our vision will take resources. This committee will be responsible to explore grant opportunities that could fund our efforts.

### Healthy Choices Greater Grand Forks Committee Structure



## Attachment 4 | Behavioral Health Legislative Summary

### Executive Summary

The 2015 Legislative Session was one of the most unique sessions in North Dakota's history. Because of early perceived high revenue projections as a result of high oil production and a strong agricultural economy when the budgets were first developed by the Executive Branch, there was a lot of optimism for ample resources for existing and new programs being proposed. Among those that had hoped for enhanced appropriations were the advocates for behavioral health services in North Dakota represented by the Behavioral Health Stakeholders Group. However, those dreams were quickly shattered when a significant drop in oil prices was factored into new revenue projections.

Even though revenues were projected to be significantly lower, some strides were made in behavioral health services. Probably just as important was the awareness of many legislators of the critical needs that must be addressed by future legislative sessions when additional funds are made available. The problems that exist in the area of behavioral health did not occur overnight and as such the solutions also will take time to accomplish. Without the efforts of the Behavioral Health Stakeholders Group the successes that we did accomplish this legislative session would not have been possible.

We have provided a **Legislative Bill Summary** of bills considered during this past session impacting the four behavioral health categories that we identified during our previous meetings. After that summary is a brief **Behavior Health Bill Description** of each of the behavioral health bills identified. Finally we have provided a more detailed **Wrap-Up 64<sup>th</sup> Legislative Assembly – Behavioral Health Bills**. The Behavioral Health Stakeholders Group Steering Committee plans to have a follow up session with all interested stakeholders in the future to discuss this report and have discussions to map out strategies for the future in the area of behavior health. On behalf of the Steering Committee we want to thank all stakeholders for their past support and efforts and also encourage your continued involvement.

Our work is just beginning. One of our bills that passed (SB 2048) included a continuing study of behavioral health needs. That study is to include consideration of behavioral health needs of youth and adults and access, availability, and delivery of services. This study will include input from stakeholders including law enforcement, social and clinical providers, educators, medical providers, mental health advocates, EMS providers, juvenile court, tribal government, and state/local agencies and institutions. The study will include the monitoring and reviewing of strategies to improve behavioral health services. This study was recently approved by the Legislative Management Committee and will be studied during the 2015-2016 interim period.

## **Legislative Bill Summary**

The following summary shows which bills potentially affected the 4 categories identified by the Behavioral Health Stakeholders Group.

### **Adult Mental Health**

- HB 1035
- HB 1036
- HB 1040
- HB 1046
- HB 1048
- HB 1115
- HB 1272
- HB 1273
- HB 1396
- SB 2012
- SB 2046
- SB 2048
- SB 2049
- SB 2162
- SCR 4005
- SCR 4021

### **Children's Mental Health**

- HB 1035
- HB 1036
- HB 1040
- HB 1046
- HB 1048
- HB 1115
- HB 1272
- HB 1273
- HB 1396
- SB 2012
- SB 2046
- SB 2047
- SB 2048
- SB 2049
- SB 2162
- SCR 4005
- SCR 4021



**Substance Abuse**

- HB 1035
- HB 1036
- HB 1039
- HB 1048
- HB 1049
- HB 1115
- HB 1273
- HB 1396
- SB 2012
- SB 2045
- SB 2048
- SB 2162
- SCR 4021

**Workforce Issues**

- HB 1035
- HB 1036
- HB 1040
- HB 1048
- HB 1049
- HB 1115
- HB 1272
- HB 1273
- HB 1396
- SB 2012
- SB 2045
- SB 2046
- SB 2048
- SB 2049
- SB 2162
- SCR 4021

## **Behavioral Health Bill Description**

Some of the programs which the task force supported ended up in different bills, so the following summary provides a brief explanation of the final version of the bills reviewed.

**HB 1035** - Continues the study of the health care delivery system in ND, including Behavioral Health. This is an optional study which Legislative Management may choose for interim work.

**HB 1036** - During the 2015-16 interim, the Department of Health shall evaluate the state programs which are designed to assist health professionals, including behavioral health professionals, with a focus on loan repayment programs

**HB 1039** - concerned health insurance coverage for substance abuse treatments, and was addressed without needing legislation

**HB 1040** - authorizes nurse practitioners and physicians' assistants with specialized mental health training to participate in involuntary commitment proceedings

**HB 1046** - traumatic brain injury registry was removed with the idea that it can be included in a future health information hub; 1046 provides \$375,000 for skill services as well as \$50,000 added to coordinating services throughout ND.

**HB 1256** and **SB 2012** also includes TBI services. HCR 3005 is a study of TBI services

**HB 1048** - various licensing boards will meet to determine how to streamline reciprocity and collaboration in establishing licensing criteria.

**HB 1049** - deals with loans and grants for behavioral health professionals; Bank of ND will establish a \$200,000 revolving loan fund for addiction counseling internships; if funding can be found, Center for Rural Health's AHEC can implement a structure for viable internship sites to match with students and provide oversight

**HB 1115** - related to loan repayment program and was folded into 1049

**HB 1272** - would have licensed medical psychologists in ND; failed to pass

**HB 1273** - would have had licensed social workers integrated into law enforcement; failed to pass

**HB 1396** - clarifies requirements of student loan programs. Health Council will administer newly streamlined programs, appropriation of \$700,000

**SB 2012** - Department of Human Services Appropriations Bill

1. Behavioral health services quarterly reporting all services provided or supported by DHS
2. Continues Autism Spectrum Disorder voucher program
3. Funds \$75,000 for parent-to-parent support group
4. Funds \$75,000 for family-to-family support in counties with populations less than 6000
5. Mental Health Hotline services - Legislative Management may study various emergency numbers in state with goal of consolidating under fewer, perhaps one, number.

6. Legislative Management may study autism
7. \$1.4 million increase for Autism Spectrum Disorder services
  - a. increased waiver slots by 25
  - b. increased voucher slots by 10
  - c. increased Autism Waiver from 7 years to age 10 (12 slots)

Behavioral Health-Related Increases:

1. Increased extended services for seriously mentally ill by 35 slots
  2. Increased prevocational skills for TBI by 26 slots
  3. Increased extended services for TBI by 35 slots
  4. 10 bed crisis residential unit/transitional living unit in NC region serving Minot & Williston
  5. 4 bed alternative care unit - WC region (Bismarck)
  6. 15 bed expansion Tompkins Rehab Program (11 FTE) (Addiction Treatment Program through contract with Dept. of Corrections)
  7. Telemedicine Residency program
  8. ND Cares for veterans' services
  9. Increase funding for Robinson Recovery
  10. Parent-to Parent and Family to Family Organizations (see 3 and 4 in first section above)
- Total \$4,493,195, including \$2,754.738 in general funds

Total appropriations in SB 2012 - \$3,515,609,581 including both general (state) and special funds.

**SB 2045** -established voucher system; melded into SB 2048

**SB 2046** - licensed marriage & family therapists will be eligible for Medicaid reimbursement

**SB 2047** - instead of defining "qualified mental health professional", Dept. of Human Services is directed to adopt rules concerning which professions will provide psychiatric residential treatment services for children, based on their scopes of practice as defined in current statute.

**SB 2048** -

1. Requires curriculum for teachers to include instruction in youth mental health
2. Requires teachers who seek to work in ND to be given a provisional license for 2 years during which time they must take 8 hours of continuing education on youth mental health
3. Requires teachers currently licensed in ND to take 8 hours of continuing education on youth mental health
4. Superintendent of Public instruction and Regional Education Associations will collaborate to disseminate information to school districts on youth mental health
5. DPI will provide report on programs in schools to Legislative Management
6. \$150,000 to DHS for 1 FTE to facilitate behavioral health programs and develop protocols for discharge or release of individuals with BH issues. Work must include law enforcement, health care providers, and other stakeholders. Resource support networks are to be developed to provide family support, & stabilization services.
7. \$750,000 for voucher system for substance abuse treatment
8. studies of mental health resources and behavioral health needs

**SB 2049** -Dept. of Human Services, Dept. of Health and others will study references to mental health professionals in law to determine if changes should be recommended to fully utilize professionals in their practices.

**SB 2162** - loan repayment program, replaced by HB 1049.

**SCR 4005** - calls for study of judicial issues related to behavioral health, including 24-hour holds, termination of parental rights, and court committals.

**SCR 4021** - study Institution for Mental Disease Medicaid Reimbursement exclusion impacts on ND, including impact on MA and on private and public sector providers.

**Attachment 5 | Social Host Ordinance Information**

## Social Host Ordinance Public Information and Education Campaign

### City of Grand Forks

- Issued media release
- TV Channel 2
- City of Grand Forks Website
- Grand Forks Police Department  
Issued training brief to all personnel ,  
created YouTube Video & assisted in  
distributing door hangers

### Grand Forks Public Schools

- Grand Forks Public Schools Website
- TV Channel 15
- Back-To-School Newsletter
- Disseminate information at Coaches  
Pre-Season Sports Parent Meetings

### Grand Forks Substance Abuse Prevention Coalition (SAPC) & Community and Campus Coalition To Reduce High Risk Alcohol Use (CCC)

- Door hangers (10,000)
- Billboards (2)
- Radio advertisement (30 seconds)  
Cities FM 104.3 KZLT (140 spots)  
The Forks 95.7 KGFK (140 spots)
- Grand Forks Herald & WDAZ TV  
Website advertisements

### University of North Dakota

- KNOW Campaign: Distributed  
"Nine Laws You Should Know" magnets

### Greater Grand Forks Apartment Association

- Assisted in distributing  
door hangers

GRAND FORKS HAS A NEW SOCIAL HOST ORDINANCE. BUT DO YOU KNOW WHAT A "SOCIAL HOST ORDINANCE" IS? IT'S JUST ANOTHER WAY GRAND FORKS IS SHOWING HOW MUCH WE CARE ABOUT OUR YOUNG PEOPLE, THEIR HEALTH AND THEIR FUTURE.

ESSENTIALLY, IT MAKES IT UNLAWFUL FOR A HOST TO KNOWINGLY PROVIDE A VENUE OR ENVIRONMENT WHERE UNDERAGE DRINKING CAN TAKE PLACE. IN FACT, THE HOST DOESN'T EVEN NEED TO BE PRESENT TO BE HELD RESPONSIBLE. WE ALL KNOW UNDERAGE DRINKING IS AGAINST THE LAW, AND NOW A SOCIAL HOST CAN LOSE THE MOST. LEARN MORE ABOUT THE SOCIAL HOST ORDINANCE AND ENCOURAGING RESPONSIBLE CHOICES AT [GRANDFORKSGOV.COM](http://GRANDFORKSGOV.COM).



**A SOCIAL HOST  
CAN LOSE THE MOST**

Learn more about the Social Host Ordinance at  
[grandforksgov.com](http://grandforksgov.com).

**Attachment 6 | Amended Ordinance for Drink Specials**

## **ORDINANCE NO. 4513**

AN ORDINANCE AMENDING SECTION 21-0221 OF THE GRAND FORKS CITY CODE RELATING TO RESTRICTIONS ON SALE, SERVICE OR DISPENSING OF ALCOHOLIC BEVERAGES.

BE IT HEREBY ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND FORKS, NORTH DAKOTA, PURSUANT TO THE HOME RULE CHARTER OF THE CITY OF GRAND FORKS, NORTH DAKOTA, THAT:

### **SECTION I. AMENDING CLAUSE**

Section 21-0221 of the Grand Forks City Code relating to restrictions on sale, service or dispensing of alcoholic beverages is hereby amended to provide as follows:

#### **21-0221. - Restrictions on sale, service or dispensing of alcoholic beverages.**

- (1) Except as permitted by section 21-0205 of the Grand Forks City Code and this section, no license holder shall dispense or permit the consumption of alcoholic beverages on licensed premises after 2:00 a.m. on Sundays, before 8:00 a.m. on Mondays, or between the hours of 2:00 a.m. and 8:00 a.m. on all other days of the week, nor dispense or permit consumption on Christmas Day or after 6:00 p.m. on Christmas Eve. No license holder shall dispense off-sale after 2:00 a.m. on Thanksgiving Day.
- (2) Those license holders authorized by the city council pursuant to section 21-0205 of the Grand Forks City Code may permit the sale and/or consumption of alcoholic beverages on licensed premises between the hours of 12:00 noon on Sunday and 2:00 a.m. on Monday.
- (3) It shall be unlawful for any license holder, individually or by or through any officer, employee, or agent, to:
  - (A) Sell, offer to sell or deliver to any person an unlimited number of alcoholic beverages for a fixed price or an "all you can drink" basis except, however, this prohibition shall not apply to:
    - i. private functions or events not open to the general public such as weddings, receptions, private dances, fundraising functions or meetings;
    - ii. occasions when alcoholic beverages are included with the purchase of a meal;
    - iii. occasions when alcoholic beverages are provided as part of a contract between a hotel or a multi-use establishment and another organization for the holding of a function, event, meeting, convention or trade show at such hotel or multi-use establishment;
    - iv. events or functions involving the tasting of wines, cordials or beers where the individual servings do not exceed two fluid ounces; or



v. civic functions or events where alcoholic beverages are incidentally provided or available.

**SECTION II. EFFECTIVE DATE**

This ordinance shall be in full force and effect on and after August 1, 2015.

\_\_\_\_\_  
Michael R. Brown, Mayor

ATTEST:

\_\_\_\_\_  
Maureen Storstad, Director  
Finance & Administrative Services

Introduction and first reading: April 6, 2015  
Public Hearing: April 20, 2015  
Second Reading and Final Passage: April 20, 2015  
Approved: April 20, 2015  
Published: April 25, 2015

**Attachment 7 | Grand Forks County SPF SIG Project Update**

# What We Have Done So Far!

## Grand Forks County Strategic Prevention Framework State Incentive Grant (SPF SIG) Project

### Implementation Phase: October 2014 – December 2015

Over the last several months, participating community organizations and agencies throughout Grand Forks County employed the following strategies to reduce underage drinking and adult binge drinking in effort to improve the health and safety of our community.

**Altru Supports Reducing Binge Drinking in Greater Grand Forks**  
 February 22, 2015  
 High-risk alcoholists are a growing concern for the well-being of our entire community, not only for those participating in high-risk behaviors, but also their families, friends and neighbors. Data shows alcohol is heavily available to local youth, accessible by family or friends. In Grand Forks County alone, three DUI arrests occur every two days. Alcohol is a factor in 75 percent of the cases in which people are involved medical treatment after an assault.

**Grand Forks Council will review ordinances tonight**  
 March 6, 2015  
 Grand Forks could be first in North Dakota to regulate drink specials.  
 Police make 18 alcohol arrests  
 Grand Forks police will be looking for more evidence tonight in a week-long effort to curb underage drinking, according to Grand Forks Police Department.

**Binge drinking affects others besides drinker**  
 April 18, 2015  
 The list for nonbinging about how others are sticking their noses in other people's business about a first-time offender's arrest about the drunk driving page on women's GP's website is long.

**Grand Forks City Council passes alcohol ordinance banning 'extreme drink specials'**  
 April 20, 2015 at 10:04 pm  
 After a last-minute amendment, three-for-one drink deals and drinking games will be allowed to go on under an alcohol ordinance passed at the Grand Forks City Council meeting Monday evening.

**GF needs the social host ordinance**  
 February 22, 2015  
 As a UND supporter and a resident of the Grand Forks community, it is the writer's hope of the city's social host ordinance. The writer's hope is that the ordinance will be passed and that the city will be able to do more to help people who are in need of help.

**UND coalition supports alcohol ordinances**  
 March 5, 2015  
 With the intention of supporting a safe, healthy campus environment, the Healthy UNID Coalition supports the ongoing conversations on reducing high-risk alcohol consumption.

**Officers cite 29 underage drinkers at Church concert**  
 April 1, 2015  
 Grand Forks Herald  
 Here's why Grand Forks needs a social host ordinance



**Strategy #1.** To cultivate positive community norms by initiating media campaigns promoting healthy and safe behaviors.

## What we are doing to reduce underage drinking!

We have promoted Parents LEAD (Listen, Educate, Ask, Discuss) a web-based communication program designed to help parents:

- Initiate and/or continue conversations with their children about underage drinking and other difficult subjects at any age
- Role-model positive and healthy behaviors
- Monitor their children's whereabouts
- Provide support and engagement



We have endorsed Parents LEAD by placing communication and information ads:

in Grand Forks Public Schools Newsletters;

on the Grand Forks Public Schools Website;

on the Grand Forks Public Schools TV Channel 15;

in the Grand Forks Substance Abuse Prevention Coalition's Newsletter - *Understanding Your Influence*;

by promoting Parents LEAD to parents of incoming first-year students during University of North Dakota's Summer Orientation;

and by promoting Parents LEAD and distributing Parents Lead materials at:

- The Grand Forks Public Library
- Grand Forks Alley Alive Event held August 26, 2015
- Grand Cities Community Celebration Event held September 21, 2015
- Healthcare Horizons Conference held October 19 & 20, 2015 at the Alerus Center



**#ntimg**

Members of the Grand Forks Substance Abuse Prevention Coalition (SAPC) with assistance from Anchor Marketing partnered with the Grand Forks Youth Commission and held a contest to design an emoticon to be used by youth to relay the message, “I’m Good” (#IMG!) when asked by a peer to drink alcohol--in other words, a subtle way to say “I don’t care to drink”. The winning entry was designed by Youth Commission Member, Jennie Swanson. Anchor Marketing is using Jennie’s design in various messaging and advertisements in the community’s effort to reduce underage drinking in Grand Forks County. To date, the “#ntimg” (No Thanks, I’m Good) campaign consists of YouTube pre-roll advertisement, movie theater advertisements, stickers, and lanyards.



Twelve different “Effects of Alcohol” posters, “re-designed” in collaboration with members of the Grand Forks Youth Commission, SAPC and Altru Health System, were posted throughout middle schools and high schools in Grand Forks. Note: The “Effects of Alcohol” posters originated as a project for a UND College of Nursing Class targeting college students. However, due to a younger audience, the posters were tailored for use in middle and high schools.



# IMMEDIATE AND LONG-TERM Effects of Alcohol

## HEART

High Blood Pressure  
Decreased Endurance  
Decreased Energy

## STOMACH & COLON

Diarrhea  
Upset Stomach  
Vomiting  
Weight Gain  
Ulcers  
Altered Nutrient Absorption

## BLADDER & KIDNEYS

Dehydration  
Electrolyte Imbalance  
Increased Urine Volume

## MUSCLES

Fatigue  
Cramping  
Soreness  
Weakness

## BRAN

Memory  
Concentration  
Impaired Judgment  
Speech  
Vision  
Sleep  
Mood  
Confusion

## LIVER

Inflammation of the Liver  
Liver Damage

## FEET

Decreased Coordination  
Balance and Agility



altru.org





The Grand Forks Youth Commission partnered with the Grand Forks Police Department to incorporate the “No Thanks, I’m Good” message onto K-9 Trading Cards distributed by police officers when conducting demonstrations or presenting at local schools or community events.

Sponsored in part by the



Not everyone wants to drink alcohol before they turn 21, but there is a lot of pressure when someone asks you if you want a beer. It’s OK to say “No thanks, I’m good” and find another way to enjoy yourself.





KNOW the facts  
KNOW how to help  
KNOW the impact

[www.UND.edu/know](http://www.UND.edu/know)

SPF SIG funding is being used to partially support the University of North Dakota Health and Wellness Unit's "KNOW Campaign", a campaign to educate students on the effects of alcohol, laws & consequences pertaining to alcohol, and how to help others. SPF SIG funding was used to help purchase laws, consequences, and party smart informational flyers and magnets distributed by University of North Dakota Health & Wellness staff, UND Police Department and the Grand Forks Police Department to UND students living on campus and in the neighborhoods around campus. SPF SIG funding was also used to purchase KNOW coasters which were distributed to bars and restaurants located in Downtown Grand Forks.

**9 LAWS YOU SHOULD KNOW**

**PUBLIC DRINKING**  
Consumption of alcoholic beverages prohibited on public streets or alleys  
NONCRIMINAL BREACH OF PEACE  
AND ORDER: Up to \$1,000 fine

**SERVING MINORS**  
Purchase or procurement of alcohol beverages for minors prohibited  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

**FAKE ID**  
Possession and manufacture of false identification  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

**SOCIAL HOST**  
Hosting or providing a venue for a gathering where persons under 21 will attend  
PUNISHMENT: Noncriminal Offense  
Up to \$1,500 fine.

**DISORDERLY CONDUCT**  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

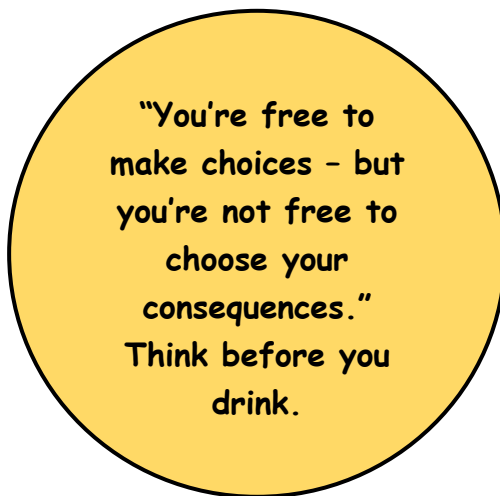
**NOISY PARTY**  
Violation: noisy party or gathering  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

**TRESPASSING**  
It is unlawful for any person to intentionally trespass in, on, or upon the property of another.  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine and/or up to 30 days in jail

**MARIJUANA**  
Possession of marijuana  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

**21+ UNDER 21?**  
Purchase or procurement of alcohol  
PUNISHMENT: Criminal Offense\*  
Up to \$1,000 fine or up to 30 days in jail

\*Criminal Offense: Shall be punished by a fine not to exceed one thousand dollars (\$1,000.00) or by imprisonment not to exceed thirty (30) days or by both such fine and imprisonment in the discretion of the court.  
NOTE: The above information is condensed from the original Grand Forks City Ordinances and Penalties. To read the full city ordinances and penalties go to [UND.edu/know](http://UND.edu/know).



Wording used on coasters.



# What we are doing to reduce adult binge drinking!

The “Drink Different Grand Forks” Campaign is a creation by the talented staff at Anchor Marketing. The campaign was first implemented by placing informational posters in restrooms at various restaurants and bars throughout Grand Forks County. Since then, the campaign has expanded to additional venues such as the Grand Forks Air Force Base.

## Drink Different Grand Forks

2/1/15 – 9/30/16

- Albatross
- Southgate
- Applebee’s
- Shotgun Sally’s
- Boardwalk
- Texas Roadhouse
- Bonzers
- Whitey’s
- Green Mill
- Wild Hogs
- Ground Round
- Paradiso
- Red Ray Lanes

*These advertisements were placed in the restrooms of the establishments listed above.*





Heat activated urinal sticker.

**Objective:**

Reduce adult binge drinking.

**Strategy:**

We leveraged our existing Drink Different Grand Forks slogan to promote a message unique to GFAFB airmen. The message “The best wingmen protect and serve one another” is positive, prevention-based and promotes wingman responsibility. Inter-unit tactics will leverage the relationship

airmen have with their peers, encourage team collaboration, and inspire them to co-create and share their own experiences. Traditional tactics are being utilized to increase overall awareness.

**Details:**

**Peer Award:** Anchor Marketing designed and produced a collector’s coin used as an Inter-unit Peer Recognition Award. Based on award criteria (crafted by the GFAFB), airmen from each unit will nominate a fellow airmen for helping them to think differently about drinking. The selected recipient will receive a Number One Wingman “NOW” coin. The arrangement is that one to two coins will be awarded quarterly.

**Outdoor Billboard:** To advertise the NOW Campaign, Anchor Marketing produced a billboard in a high-traffic location just outside of the GFAFB main entrance (on County Road 3). Anchor Marketing prepared two creative executions (each execution will be posted for 18 months).

**Urinal Advertising:** Anchor Marketing produced a urinal sticker to increase awareness and generate buzz. The sticker is heat-activated so when GFAFB men urinate on the graphic, the heat from their urine will reveal a hidden message/image.





SPF SIG Funding is benefiting the Community and Campus Committee To Reduce High Risk Alcohol Use (CCC) by providing financial support for a graduate student to assist the CCC in building capacity and the implementation of prevention strategies. The person in this part-time position was very helpful in CCC efforts to enact two alcohol ordinances in Grand Forks.

CCC Co-Chairs, Dr. Lori Reesor and Ken Vein along with several CCC members were instrumental in collaborating with the City of Grand Forks, the University of North Dakota, the Grand Forks Police Department, the University of North Dakota Police Department, the Grand Forks Park District and local businesses to reduce/eliminate the high-risk drinking associated with Springfest by:

- Adding activities on campus for students who are looking for other ways to celebrate spring.
- Increasing education for students, reminding them to be safe and encouraging them to make smart decisions for themselves and their friends.



**FOR IMMEDIATE RELEASE**

**Grand Forks Public Health Awarded Substance Abuse Prevention Funding**

Grand Forks, ND, October 29, 2015-- Due to the Grand Forks Public Health Department's successful use of a 2014 federal grant to educate area residents about the harmful effects of underage and adult binge drinking, a second round of federal funding has been awarded via the North Dakota Department of Human Services. These additional federal dollars will be used to extend current prevention campaigns in an effort to increase the health and safety of the Grand Forks area by educating residents about the harmful consequences and risky behaviors associated with underage and adult binge drinking.

The Grand Forks Public Health Department partnered with Altru Health System and the University of North Dakota to coordinate these efforts through several grassroots organizations, including the Grand Forks Substance Abuse Prevention Coalition and the Community and Campus Committee To Reduce High Risk Alcohol Use.

**Strategy #2.** Reduce access to alcoholic beverages by those under the age of 21 through social means such as friends, relatives, and house parties by:

- Enacting a Social Host Ordinance in the City of Grand Forks



## What we are doing to reduce access to alcoholic beverages by youth!

Through the efforts of the Community and Campus Committee To Reduce High Risk Alcohol Use (CCC) and numerous community members, on April 20, 2015, the Grand Forks City Council voted in favor of enacting a Social Host Ordinance making it against the law to provide an environment or venue for an underage drinking party regardless of who supplied the alcohol.

Currently, members of the Grand Forks Substance Abuse Prevention Coalition (SAPC) and the Community and Campus Committee To Reduce High Risk Alcohol Use (CCC) are collaborating with Anchor Marketing, the City of Grand Forks, the Grand Forks Police Department, the University of North Dakota, and Grand Forks Public Schools to implement a public informational and educational campaign titled, “A Social Host Can Lose the Most” to get the word out about the new Social Host Ordinance.



“A Social Host Can Lose the Most” sample radio script:

“GRAND FORKS HAS A NEW SOCIAL HOST ORDINANCE. BUT DO YOU KNOW WHAT A “SOCIAL HOST ORDINANCE” IS? IT'S JUST ANOTHER WAY GRAND FORKS IS SHOWING HOW MUCH WE CARE ABOUT OUR YOUNG PEOPLE. ESSENTIALLY, IT MAKES IT UNLAWFUL FOR A HOST TO KNOWINGLY PROVIDE A VENUE OR ENVIRONMENT WHERE UNDERAGE DRINKING CAN TAKE PLACE. IN FACT, THE HOST DOESN'T EVEN NEED TO BE PRESENT TO BE HELD RESPONSIBLE. WE ALL KNOW UNDERAGE DRINKING IS AGAINST THE LAW, AND NOW A SOCIAL HOST CAN LOSE THE MOST. LEARN MORE AT GRANDFORKSGOV.COM.”

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- Endorsing safe and healthy community events by strengthening regulations addressing the sale of alcoholic beverages.

### What we are doing to endorse safe & healthy community events!

The Grand Forks Substance Abuse Prevention Coalition (SAPC) with assistance from Anchor Marketing, partnered with the Grand Forks County Sheriff’s Department and River Cities Speedway to enhance and promote the Non-Alcohol Section at River Cities Speedway. This is being accomplished by:

**Billboard Advertising (3 signs)**  
(1 outfield sign, 1 infield sign,  
1 sign in non-alcohol section  
of the grandstand)



Online Banner Ad (Live on rivercityspeedway.com - Schedule and Results pages)



**Concession Vouchers:** Every Friday night, the Grand Forks County Sheriff's Department hands out concession vouchers to FIVE families sitting in the Non-Alcohol section of the Grandstand. Each voucher can be redeemed for \$10.00 worth of concessions



**Speedway T-Shirt Raffle Drawing:**

Every Friday night, the Grand Forks County Sheriff's Department hands out raffles tickets to individuals sitting in the Non-Alcohol section of the grandstand. The Grand Forks County Sheriff's Department then draws ONE lucky winner, who receives a T-shirt from the Speedway.





### Public Address (PA) System Announcements:

Live announcements delivered by the Speedway.



*“The River Cities Speedway and your Grand Forks County Sheriff’s Department are asking all race fans to Drink Different tonight. After all, the key to a great night out is to drink smart rather than hard. Remember, slow your pace and enjoy the race.”*

What we are doing to reduce the harms associated with underage drinking, adult binge drinking, & impaired driving!

**Strategy #3.** Reduce the harms of underage drinking, adult binge drinking and impaired driving by increasing enforcement strategies for example: DUI Checkpoints, Alcohol Saturation Patrols, and Party Patrols.



The Grand Forks Police Department and the University of North Dakota Police Department have utilized SPF SIG funding to conduct:

- Two Party Patrols resulting in 59 citations
- Four DUI Saturation Patrols resulting in 2 DUIs, 11 traffic citations and 5 criminal charges,
- One Bar Sweep resulting in 8 MIP/MIC, 8 Minor on Premises, 4 False IDs, and 2 criminal charges.

## What we are doing to reduce access to alcoholic beverages by youth!

**Strategy #4.** Reduce accessibility to alcoholic beverages from licensed alcohol establishments by those under the age of 21 by conducting or expanding alcohol regulation compliance checks.

The Grand Forks Police Department utilized SPF SIG funding to conduct:

- Three (3) Alcohol Compliance Checks—Officers and “under 21” volunteers checked 39 licensed establishments. Thirty-one of the 39 establishments passed resulting in a 79% compliance rate.



**Strategy #5.** Reduce accessibility to alcoholic beverages from licensed alcohol establishments by those under the age of 21 and reduce serving or selling alcoholic beverages to an overly-intoxicated person by conducting or enhancing responsible beverage server training.

## What we are doing to reduce the harms associated with underage drinking, adult binge drinking, & impaired driving!





The City of Larimore and the Grand Forks County Sheriff's Department hosted two Responsible Beverage Server Trainings training a total of 24 licensed liquor establishment employees, owners and managers. The City of Larimore is also considering enactment of a mandatory Responsible Beverage Server Training Ordinance.



### Grand Forks Responsible Alcohol Server Training

The First Reading of an amendment to the Mandatory Responsible Beverage Server Training Ordinance passed 7-0 during the November 2nd Grand Forks City Council Meeting. Amendments to the ordinance include: Adding "Drunk Driving" to the curriculum in order to comply with North Dakota "Dram Shop" liability law, eliminating the 60 day grace period for certification, and providing training, exclusively, online. On November 16th, the Grand Forks City Council passed (7-0) the amended ordinance which will take effect January 1, 2016. The Grand Forks Police Department and Grand Forks County SPF SIG Project Coordinator are collaborating with Professional Server Certification Corporation, located in Madison, South Dakota, to provide online training.

**Strategy #6.** Reduce the harms of adult binge drinking and impaired driving by initiating policies restricting extreme drink specials such as "ladies drink free" or "all you can drink for \$10".



## What we are doing to reduce adult binge drinking!

Through the efforts of the Community and Campus Committee To Reduce High Risk Alcohol Use (CCC) and numerous community members, on April 20, 2015, the Grand Forks City Council voted in favor of enacting an Extreme Drink Specials Ordinance making it against the law for a licensed liquor establishment in Grand Forks to offer an unlimited number of alcoholic beverages for a fixed price or an "all you can drink" basis.



**Extreme Drink Specials Ordinance**

AN ORDINANCE AMENDING SECTION 21-0221 OF THE GRAND FORKS CITY CODE RELATING TO RESTRICTIONS ON SALE, SERVICE, OR DISPENSING OF ALCOHOLIC BEVERAGES. BE IT HEREBY ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND FORKS, NORTH DAKOTA, PURSUANT TO THE HOME RULE CHARTER OF GRAND FORKS, NORTH DAKOTA, THAT:

**SECTION 1. AMENDING CLAUSE:**

Section 21-0221 of the Grand Forks City Code relating to restrictions on sale, service, or dispensing of alcoholic beverages is hereby amended to provide as follows:

**21-0221. - Restrictions on sale, service, or dispensing of alcoholic beverages.**

- (1) Except as permitted by section 21-0205 of the Grand Forks City Code and this section, no license holder shall dispense or permit consumption of alcoholic beverages on licensed premises after 2:00 a.m. on Sundays, before 8:00 a.m. on Mondays, or between the hours of 2:00 a.m. and 8:00 a.m. on all other days of the week, nor dispense or permit consumption on Christmas Day or after 6:00 p.m. on Christmas Eve. No license holder shall dispense off-sale after 2:00 a.m. on Thanksgiving Day.
- (2) Those license holders authorized by the city council pursuant to Section 21-0205 of the Grand Forks City Code may permit the sale and/or consumption of alcoholic beverages on licensed premises between the hours of 12:00 noon on Sunday and 2:00 a.m. on Monday.
- (3) It shall be unlawful for any license holder, individually or by or through any officer, employee, or agent, to:
  - (A). sell, offer to sell or deliver to any person an unlimited number of alcoholic beverages for a fixed price or an "all you can drink" basis except, however, this prohibition shall not apply to:
    - i. private functions or events not open to the general public such as weddings, receptions, private dances, fundraising functions or meetings:
    - ii. occasions when alcoholic beverages are included with the purchase of a meal:
    - iii. occasions when alcoholic beverages are provided as part of a contract between a hotel or a multi-use establishment and another organization for the holding of a function, event, meeting, convention or trade show at such hotel or multi-use facility:
    - iv. events or functions involving the tasting of wines, cordials or beers, where the individual servings do not exceed two fluid ounces: or
    - v. civic functions or events where alcoholic beverages are incidentally provided or available.

**SECTION II. EFFECTIVE DATE:** This ordinance shall be in full force and effect on and after the 1st day of August, 2015.

**Strategy #7.** Reduce the harms of adult binge drinking and impaired driving by expanding a state-initiated educational campaign concerning alcoholic beverage serving size.

Promote "Speak Volumes" the state-initiated educational campaign concerning alcoholic beverage serving size by incorporating informational materials into Responsible Beverage Server Trainings and Defensive Driving Courses.

**Funding for this project is provided by the North Dakota Department of Human Services: Division of Mental Health and Substance Abuse Services.**

