

MAKING **TRACE** HAPPEN IN YOUR COMMUNITY

(Targeting Responsibility for Alcohol Connected Emergencies)

1. Conduct a youth focus group or chapter meeting that includes the following steps:

- a. Define the setting for accessibility
- b. Define the problem
- c. Discuss ways TRACE can address the problem
- d. Prepare for outreach (develop presentation)
- e. Utilize the [TRACE Program Training Video](#)
- f. Prepare media packets

2. Identify local law enforcement agencies that could potentially adopt the TRACE protocol, such as:

- California Highway Patrol
- Sheriff's Department
- Police Department
- Probation
- Campus Organizations

3. Contact the local law enforcement agencies that you'd like to see adopt the protocol.

- Attempt to reach the chief or other head of the department.
- Find out if they currently implement the protocol.
- Set up a time to present your TRACE Training to the department.

If the department is already implementing the protocol, you can offer to provide a refresher course to officers on the importance of TRACE.

4. Inform the Community:

- Visit local merchants to educate them on TRACE, invite them to take the Retailer Pledge and encourage their support of your efforts (they could be a great potential supporter of future campaigns or activities).
- Provide an informational sheet at school and community events to inform parents and other community members.

5. Continue to brainstorm ways that in which you can reduce alcohol access to minors and promote healthy choices.

