



Organization: Troy Community Coalition in Troy, MI

Contact: Anne Comiskey

Q: What did you change a law, a regulation, an ordinance, a policy or other?

A: The City of Troy adopted an ordinance to restrict the sale of alcohol to supervised areas. The ordinance reads, "No person shall display spirits, containing an alcoholic content over 21 percent by volume in an area that is open. Such displays shall be behind a counter or similar fixture."

Q: Where did the idea to make the change originate?

A: The idea was the result of a 1991 comprehensive needs assessment indicating that alcohol was available and accessible to our youth.

Q: What elected or other government officials did you meet with to accomplish this change? And at what point(s) in the process did you meet with them?

A: We met with the city council, city attorney and mayor

Q: What materials did you use to make your case that the change was necessary and would produce the desired results?

A: We used needs assessment data and anecdotal police data.

Q: Through what system/process did you make your change?

A: This change was made through the city council.

Q: Who were your allies in making this change?

A: Our allies were coalition members, who are school district personnel, law enforcement officers, the medical community, youth and parents.

Q: Who opposed this change?

A: The Meijer Store in a neighboring community has not adopted the closed shelving policy. The issue was taken to the National Corporate office without success.

Q: Did you testify in front of local boards or state governing bodies?

A: Coalition members appeared before the city council and at a joint meeting of the Liquor Advisory Council.

Q: Did you participate in media advocacy to make your change?

A: After the ordinance was adopted it was promoted in the local media outlets and to other coalitions in the state.

Q: Please describe in detail the outcome of your change.

A: As a result of the ordinance, alcohol is less visible and less accessible to Troy youth. Alcohol use rates continue to go down in most grades. The coalition hopes that this ordinance will be adopted throughout the state.