**Clayton County’s Success Story - Implementation**

The greatest success has been increasing the number of compliance checks while raising the awareness of their importance throughout the county. Before SPF SIG began, alcohol compliance checks were done once a year and only 38% of establishments were checked. With increased funding from SPF SIG, the coalition was able to encourage regular alcohol compliance checks done on a quarterly basis throughout the county. Once this schedule was established, the coalition focused on increasing awareness surrounding the importance of compliance checks throughout the communities. They hand delivered information on why the checks were done and what their purpose was, shared Iowa Law regarding hours of sale and age of seller, provided contacts for questions and reserving an ID Scanner if they had interest in testing one for their business. The coalition also partnered with the local prevention agency to promote Responsible Beverage Server Trainings for retailers. While there were a few setbacks and barriers along the way, the coalition continued to spread the word on compliance checks and communicate with law enforcement completing the checks. The county was happy to report 86% checked at least once and 52% checked twice on a yearly basis, a passing rate of 96%, and a decrease in reported youth access to alcohol from area retailers.