The background of the slide features a stylized American flag. The top left corner shows the blue field with white stars, while the rest of the image is dominated by the red and white stripes, which are curved and draped across the frame. The text is overlaid on the right side of the flag.

**OJJDP Underage
Drinking
Enforcement
Training Center**

State Highlights



Alabama

Yellowhammer State

- ◆ During the past 12 months, 188 arrests were made for selling/providing alcohol to an underage person. In addition, 388 minor-in-possession arrests were made.
- ◆ The Alcohol Beverage Control Board filed 388 charges as a result of unlawful acts on the premises of an alcohol license holder.
- ◆ Regional traffic safety officers are establishing task forces and interagency agreements to assist in addressing underage drinking laws.

- ◆ The ABC Board investigator continues to step up his compliance checks around the State, expanding targets to include both off-premise and on-premise alcohol locations. Additionally, he has begun to incorporate shoulder taps in his repertoire of activities.
- ◆ Legislation is pending that will strengthen laws against providing alcohol to youth by imposing stiffer sanctions against adult providers who have dominion over a residence in which underage drinking occurs. This legislation is expected to become law.
- ◆ Legislation that would require the Alcohol Beverage Control Board to create a database to track the shipment of alcohol to local option communities is also moving forward. The legislation would ensure that no one exceeds the legally allotted amount of alcohol that could be imported into a "damp" community.

- ◆ The Governor's Office of Highway Safety (GOHS) was awarded a demonstration grant to develop impaired driving prevention programs for Latinos. Initial data indicate that *Pasa Las Llaves/Pass the Keys* and its interventions are showing exciting promise. Fewer survey respondents report drinking and driving, and more respondents report seeing more police enforcement of impaired driving laws since the campaign began. Additionally, the survey found a decrease in adult acceptance of underage drinking by family members (from 34 percent to 20 percent 14 months later).
- ◆ Governor Janet Napolitano themed her second Statewide Substance Abuse Conference in May "Partnerships to Prevent Underage Drinking Through Policy, Education and Enforcement." The conference brought together over 500 people from around the State to discuss the different aspects of reducing underage drinking.
- ◆ Arizona SADD, with funding from GOHS, OJJDP, and other sources, created the underage drinking campaign *Zero, Nada, None Under 21*. The campaign provides a strong, consistent, and irrefutable message that the community supports and enforces a zero tolerance philosophy. Family, friends, school administrators, teachers, businesses, civil leaders, the media, law enforcement, and judicial members all work together in this effort.



Arkansas

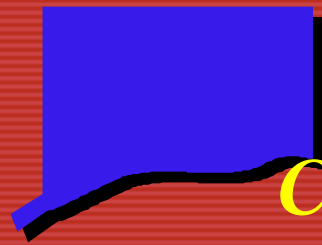
The Natural State

- ◆ Retail compliance checks were conducted at over 90 percent of the State's 3,500 permitted outlets. This enforcement activity resulted in a retail compliance rate of 86 percent, the highest rate ever recorded for the State.
- ◆ The State changed identification cards and drivers licenses for persons under the age of 21 to a vertical format. The vertical format makes it easier for servers to detect minors. Server education about this change is provided via literature, videos, and one-on-one interaction with ABC Agents.
- ◆ The EUDL program increased its multi-media school presentations to include more schools statewide. Through collaboration with MADD, youth across the State are engaged with Youth In Action, a peer-led youth group. These youth work closely with ABC Agents and local law enforcement agencies. In addition, the State has increased the number of projects aimed at influencing and including college-age students.

- ◆ From July 2006 through May 2007, California ABC (CABC) working with youth volunteers from California Friday Night Live serving as minor decoys conducted 179 minor decoy operations at 2,810 premises across the State, resulting in an overall compliance rate of 85 percent.
- ◆ From August 2006 through May 2007, the CABC working in partnership with 17 local law enforcement agencies successfully conducted 91 shoulder tap operations at 481 venues. The minor decoy solicited 3,205 individuals; of those 321 (approximately 10 percent) furnished an alcoholic beverage to the minor.
- ◆ In response to community outcry throughout the Bay area in December 2006, the board of the Bay Area Rapid Transit (BART) system reversed its recent decision to allow booze ads on the public transit system. This victory means that children will not be exposed to alcohol advertisements while on trains or on train platforms.

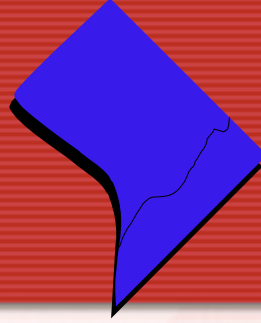


- ◆ The Statewide retail compliance rate has increased steadily from the initial rate of 53 percent recorded in 2004 to approximately 90 percent recorded for the first quarter of 2007.
- ◆ Multifaceted enforcement programs took place statewide in over 21 college communities. The programs included compliance checks, Cop-in-Shops[©], monitoring of liquor establishments, and patrolling special events such as football games and tailgating activities.
- ◆ EUDL funds were used by 4 police departments & Colorado Liquor Enforcement Division to provide education and training in college communities. Training was provided through TIPS [©] Tips for the University program, which helps students make sound choices when faced with difficult decisions about alcohol use. TIPS for the University is now under consideration as a SAMHSA Model Program.



Connecticut *Constitution State*

- ◆ Through efforts of the Connecticut Coalition to Stop Underage Drinking (CCSUD) and the Governor's Prevention Partnership (GPP), the "social host" bill became law. The law provides penalties for minors who possess alcohol at house parties, as well as adults who allow minors access to alcohol in their home.
- ◆ The GPP worked with law enforcement, the CCSUD, and trained youth volunteers to facilitate over 500 compliance-check visits to liquor outlets. This enforcement effort produced a compliance rate of 77 percent.
- ◆ The annual Statewide conference reached over 300 participants and focused on topics such as fake ID enforcement and DUI laws. The annual law enforcement conference trained police in controlled party dispersal. Youth attended and helped plan a Statewide leadership conference and a MADD Power Camp event.

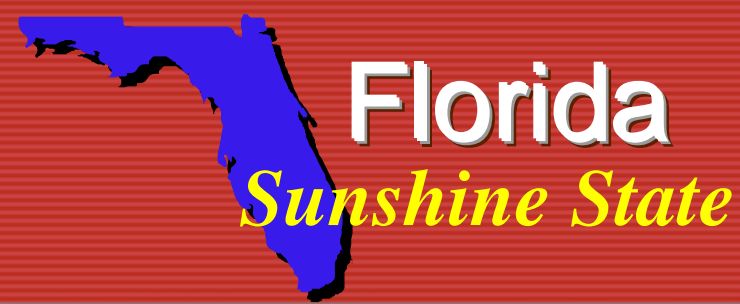


District of Columbia

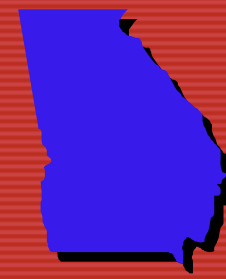
- ◆ Retail compliance checks in FY 2006 yielded an 80 percent compliance rate, up from 65 percent in FY 2005. Checks conducted since October 2006, indicate that the compliance rate continues to increase.
- ◆ The District of Columbia's Department of Alcohol Beverage Regulation (ABRA) conducted nine merchant training classes attended by more than 1,500 employees of the city's licensed establishments. Classes provided instruction in the best practices of identifying fake IDs and included the distribution of materials and equipment to assist with the checking of IDs. The training and the purchase of tools were made possible through EUDL funding.
- ◆ In addition to the above training classes, ABRA provided instruction to new ABRA investigators, metropolitan police department officers, and the youth who assist with compliance check investigations. These classes ensure a clear understanding of best practices and the adopted Standard Operating Procedures (SOP). Due to this training, sale to minor cases presented to the ABC Board have been solid; no case has ever been dismissed.



- ◆ Law enforcement worked more than 1300 hours, yielding 389 underage drinking arrests, 40 licensee violations, 11 drug arrests, 2 DUI arrests, 56 false identification confiscations, and 143 various other arrests.
- ◆ After-prom activities were supported at four area high schools, providing food and entertainment in a drug and alcohol-free environment. More than 600 students participated.
- ◆ Phoenix Mental Health has implemented Motivational Enhancement Therapy at five area high schools to provide treatment/counseling services to at-risk students. Phoenix has provided nearly 500 hours of such services.



- ◆ Identifying Contributors to Alcoholic Related-Events (ICARE) was established in August 2006 by the Florida Division of Alcoholic Beverages and Tobacco (ABT) in August 2006. This source investigation program seeks administrative and criminal action against the last source of alcohol for a minor who later caused or was involved in alcohol-related trauma. A total of 84 completed investigations have resulted in 13 arrests. In addition, the ABT's Special Investigations Unit has conducted 42 *ICARE* training classes to a total 1,426 attendees.
- ◆ The Florida Youth Prevention Delegation was established to redefine social norms about alcohol among youth. A state-wide youth empowerment organization comprised of middle and high school student-leaders, the delegation first came together at the 2006 Florida Annual Statewide Prevention Conference. The youth use new technology and innovative marketing to spread their message to other youth and parents.
- ◆ State administrators have aligned State and Federal grants across agencies to tackle underage drinking more effectively. The Enforcing Underage Drinking Laws (EUDL), Drug Free Communities (DFC), and Strategic Planning Framework-State Incentive Grants (SPF-SIG) are being used to support county-level coalitions focusing specifically on underage drinking prevention. The grants are overseen in a coordinated manner by the Governor's Office of Drug Control and the Florida Department of Children and Families.



- ◆ Sale-to-minors compliance investigations for 2006-2007 produced an 82 percent compliance rate.
- ◆ Last September, the University of Georgia strengthened its alcohol and drug policy so that any underage student found in possession of alcohol is automatically suspended for two semesters. The university, a member of the Southeastern Conference sports league, now has the strictest alcohol and drug policy in the league.

- ◆ After several years of addressing underage and hazardous drinking at the University of Hawaii, a campus coalition that included students and administrators was successful in securing the establishment of a substance-free dormitory, Hale Noelani. As a result of all of the group's activities, the office of student housing reported a 29% decrease in the number of alcohol-related incidents; from 214 in 2005-2006 to 151 the following year.
- ◆ A new "Use and Lose" law went into effect on January 1st. The law mandates a 180-day driver's license suspension for anyone under the age of 21 who illegally purchases, possesses, or consumes alcohol. If the minor is not a licensed driver, a judge would have the discretion to postpone eligibility to obtain a license for 180 days or until the person turns 17. In addition, all violators will be required to perform community service and undergo alcohol education and counseling.
- ◆ The State of Hawaii has been conducting enforcement operations to off-premise retail stores since 2000. Data for 2005 indicate an increase in compliance with the State's sales to minor law from 60 percent to 83 percent.

- ◆ A server training pilot project for downtown Boise was successful in training 79 alcohol service personnel representing over 40 businesses. The project was able to identify, gather, and motivate a unique blend of key stakeholders to create a model strategy for other communities.
- ◆ The Idaho Regional Alcohol Drug Awareness Resource (RADAR) Network Center recorded 39,696 persons viewing the videos from their video lending library from July through December of 2006. Of the almost 40,000 viewers, 31,696 were youth and 8,271 were adults. The very popular Underage Drinking collection contains 175 titles.
- ◆ Treasure Valley Alcohol Drug Coalition, in collaboration with EUDL and the Idaho Liquor Dispensary, launched a statewide multi-media parent/adult/youth education campaign on the effects of alcohol on the developing adolescent brain. Newspaper ads, billboards, and public service announcements on television and radio were included in the campaign – in both English and Spanish.

- ◆ EUDL Rural Initiative communities (Dewitt County, Amboy, and West Carroll County) have participated in a variety of environmental strategies designed to reduce underage drinking. Compliance checks, DWI enforcement patrols, Shoulder Tap operations, and Party Patrols have resulted in multiple arrests for underage drinking related offenses. Compliance checks cover all alcohol outlets in the communities, and they produced a 90 percent compliance rate.
- ◆ EUDL funding supported the Illinois State Police to conduct bar ID checks, saturation patrols, and covert surveillance details in areas and at events where high school and college students were likely to consume alcohol. A total of 452 arrests were made for drug and/or alcohol violations. Funding also helped to underwrite the Chicago Police Department's 3,000 compliance checks.
- ◆ The State of Illinois, through the Illinois Liquor Control Commission, launched TRAIL (Tracking Alcohol in Illinois). TRAIL is a source investigation program that is implemented whenever underage drinking results in a traffic crash, alcohol poisoning, or any other incident in which public safety or individual health has been seriously compromised. Originally operated in four counties, it has now expanded to eight, and has the support of the Governor.



Indiana

Hoosier State

- ◆ In efforts to raise parents' awareness and accountability concerning underage drinking, members of the Point of Youth (POY) program wrote letters to newspaper editors and legislators about social host liability and underage drinking. This group of high school students from across the State work as advocates on issues affecting youth such as underage drinking.
- ◆ The Indiana State Excise Police revised its Standard Operational Procedures based on law enforcement best practices, which are integrated with the best practice regulations governing the Alcohol and Tobacco industries. This revision provides clearer direction and support for officers in the field as they conduct compliance checks.
- ◆ The Indiana State Excise Police Agency continues to work closely with other law enforcement and criminal justice agencies to develop better partnerships in investigating and enforcing the laws and regulations that are related to the use, distribution, sales, and pricing of alcoholic beverages.

- ◆ Iowa Governor Chet Culver signed a Statewide keg registration law in April. Retailers must now record a keg purchaser's name, address and driver's license number in a log book along with the identification number of a sticker that is placed on the side of the purchased keg. Registration information for each keg must be kept for a minimum of 90 days and made available to law enforcement officers upon request during the store's normal business hours. The new law went into effect on July 1st.
- ◆ A State-level coalition on underage drinking, the Underage Alcohol Prevention Planning Group, was established to bring together underage drinking prevention strategies in all areas of State and local government. The coalition is made up of representatives from the state departments of Health, Education, the Division of Criminal and Juvenile Justice Planning, ABD, the Governor's Office of Drug Control Policy, the Iowa Collaboration for Youth Development, and a Statewide alliance of community coalitions, 4CAC.
- ◆ Underage drinking issues will be one of the focus areas of the Governor's 6th Conference on Public Health: Barn Raising VI. The conference will be in October 2007, and it will bring together 700 to 800 health professional from across the State.

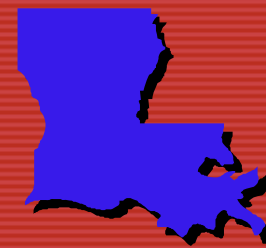
- ◆ The Johnson County STOP Underage Drinking coalition's multi-media presentation, "Wrong of Passage," was delivered 15 times to 2,100 youth and adults in 2006. The coalition also sponsored a prom essay/scholarship contest which garnered 55 entries, and hosted middle and high school leadership summits which attracted over 200 youth.
- ◆ Code Black, sponsored by the Sedgwick County Sheriff's Office, draws 1,400 to 1,700 high school juniors and seniors bused from 12 Wichita-area schools to a program on the dangers of drinking and driving. Presenters range from parents to perpetrators to victim's spouses. "Code Black" is a radio code alerting emergency responders to a crash scene that a fatality has occurred.
- ◆ Winning entries in the first "Sobriety Rocks" song-writing contest were "Ended in Red," "Numb the Pain" and "I Won't Give In." The contest, which awarded three \$1,000 scholarships, is part of an effort to promote interest among young artists in reducing underage drinking.



Kentucky

Bluegrass State

- ◆ The Enforcement Division of the State Office of Alcoholic Beverage Control (ABC) reported a record number of compliance checks in 2006 completing 2,021 compared to 882 in 2005. The 2006 figure represents a 129 percent increase over the previous year's rate. The retail compliance rate for the state also increased four percentage point to 86 percent for 2006.
- ◆ Kentucky ABC also realized an 85 percent increase in the number of persons attending S.T.A.R.. (Server Training in Alcohol Regulations) training. A total of 4,552 servers were trained in 2006 compared to 2,056 people in 2005. The increase in the number of servers trained is perceived to have contributed to the higher retail compliance rate.
- ◆ The Bluegrass Regional Prevention Center's underage drinking public awareness campaign, *Keep It Real*, received video and poster entries from over 500 students within their 17-county region. The winning videos have been aired as 30-second commercials throughout the State, and the posters have been printed and distributed to middle schools throughout the state.

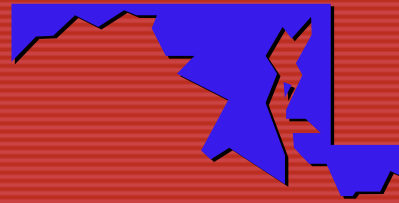


Louisiana

Pelican State

- ◆ The Louisiana Office of Alcohol and Tobacco Control (ATC) conducted over 10,000 compliance checks during FY 06-07 and continued to achieve compliance levels above 90 percent. As a residual effect, tobacco sales compliance rates have also increased to well above 90%.
- ◆ Louisiana ATC's tracking program tracks all compliance checks within the State and captures unprecedented data on each check. This data can be reported by location, zip code, area, region, date, etc. within moments. This system not only accurately supplies data, but it assists with determining areas needing additional attention.
- ◆ ATC has continued our Project FOCUS (Fighting Off Campus Underage Sales), our Alcohol Baseline study, and our Marshalling the Forces Youth education programs with continued success. The Louisiana Youth Summit continues to grow each year with record attendance of students from every parish within the State.

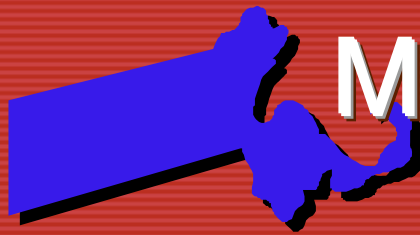
- ◆ Retail compliance checks in Maine resumed in September 2006. We currently have eight police departments receiving mini-grants for underage drinking prevention.
- ◆ In partnership with the Higher Education Alcohol Prevention Partnership (HEAPP), we will be piloting a retailer training that targets managers/owners with liquor licenses. The effort will complement HEAPP's existing work with 21 of the State's 24 colleges/universities.
- ◆ Maine held a press conference to address the Surgeon General's Call to Action. The conference was supported by the First Lady of Maine, the Attorney General, the Office of Substance Abuse Director, the Maine CDC Director, the State's chapter of the American Academy of Pediatricians, and Maine youth.



- ◆ Eight new *Communities Mobilizing for Change on Alcohol* programs were started across the state.

- ◆ Special outreach to youth included:
 - Caroline County's creation of a youth council with the goal of empowering the youth to create and implement approaches to curb underage drinking and drug use among peers.
 - Talbot County's advertising campaign prior to prom and graduation that promoted adult responsibilities with the following themes: "Parents Who Host, Lose the Most", "Hey Dad, why can't we drink at my party?", and "Hey Mom, why can't I have beer?"

- ◆ Prevention advocates participated in liquor board hearings and monthly meetings with retailers to aid in training new employees and offer incentives to continue to decrease and eliminate the sale of alcohol to minors.



Massachusetts

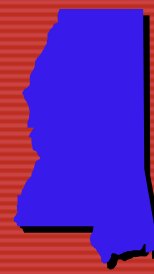
Old Colony State

- ◆ In late FY 2005, Governor's Highway Safety Bureau (GHSB) allocated EUDL funding to 10 colleges and universities to support initiatives to reduce underage drinking and prevent impaired driving. These efforts ran through the spring of 2006 and reached approximately 20,000 students and 2,000 parents. GHSB funds were also used to enable the Massachusetts ABCC and seven college and municipal police departments to conduct underage drinking and liquor law enforcement in the surrounding communities. MADD assisted these law enforcement efforts by recruiting underage decoys to participate in undercover law enforcement operations.
- ◆ The GHSB actively supported the implementation of Melanie's Law, which was adopted in October 2005. This legislation strengthens the Commonwealth's drunk driving laws, especially those relating to repeat offenders by mandating jail time for repeat offenders and granting judges greater discretionary powers to impound or order the sale of vehicles owned by drunk drivers.
- ◆ A Massachusetts MADD Power Summit was held with GHSB support in Boston in June 2006. The summit aimed to support high school and college age students who are making positive, healthy lifestyle choices. Community teams were recruited and 60 youth and 20 adult advisors from 20 communities throughout the State came together for four days of learning, project planning, community-building, and issue-based dialogue.



- ◆ Agencies in over 40 Michigan counties participate in a multi-tiered approach to high-visibility enforcement in order to increase the perception of risk among minors who drink. Enforcement includes party patrols, third party provision enforcement, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors.
- ◆ The Michigan Coalition to Reduce Underage Drinking (MCRUD) and the Prevention Network (PN) provided extensive resources, technical assistance, and coverage for a series of Town Hall Meetings on youth and alcohol usage. An Alcohol Awareness packet with sample policies, program ideas, and best practices was given to Town Hall planners, and grants totaling nearly \$40,000 were awarded to 17 counties to address underage drinking.
- ◆ The Michigan-based Courageous Persuaders program went nationwide, with 840 teams submitting to video competition via e-mail. Michigan teams participating in the event increased from 125 in 2005 to 215 in 2006. Three of the seven winners were from Michigan, and FOX-TV aired the winning PSAs. They can be viewed at www.couragefirst.com.

- ◆ The State's "training of trainers" approach to meeting the needs of communities continues to expand across the State. Over 100 law enforcement and public health educators can provide training to servers and sellers of alcohol at establishments and "special events".
- ◆ Freeborn County is experiencing tremendous success with its Zero Alcohol Provider (ZAP) Project. The ZAP Project focuses on adult providers of alcohol and includes enforcement activities, sanctioning, and informational outreach. Since it was started in the Twin City Area in 1999, it has expanded to several counties throughout the State.
- ◆ The court system in the Twin Cities employs restorative justice practices and a graduated scale of punitive sanctions to hold adult and youth violators accountable for violating underage drinking laws.



Mississippi

Magnolia State

- ◆ The Behavioral Health Foundation of Central Mississippi (BHFCM) conducted a “sticker shock” program with local alcohol retailers. The program involved placing warning stickers on alcohol products that stated that it is illegal for persons over the age of 21 to purchase alcohol for minors.
- ◆ The Washington County Anti-Drug Community Partnership (WCADCP) conducted merchant education and training to prevent alcohol sales to minors. WCADCP also hosted a Town Hall meeting featuring local speakers and youth who developed and presented a dramatic skit about the risks and consequences of underage drinking. In addition, WCADCP created seven PSAs that aired on local commercial television and cable channels during prom season.
- ◆ DARE officers with the Harrison County Sheriff’s Department conducted programs about underage drinking with approximately 1,700 students attending six county schools. Sheriff’s deputies patrolled during Mardi Gras, prom, and graduation season, issuing over 100 citations for minors in possession.

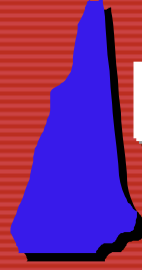
- ◆ Fifty-three grant awards were made to law enforcement agencies across the State to cover officers overtime hours dedicated to underage drinking law enforcement.
- ◆ EUDL funding was also provided for a full-time staff member at the Missouri Division of Liquor and Tobacco Control to coordinate activities and provide technical assistance specific to monitoring and enforcing laws prohibiting the sale of alcohol to minors.
- ◆ Since the awarding of grants for enforcement, law enforcement efforts have received a significant amount of local press coverage. Press releases accompanied the awarding of the grants, and local law enforcement agencies are reporting to the press on their success as they conduct various activities.

- ◆ A total of 973 compliance checks were conducted by 12 EUDL grantee agencies. The compliance rate for these jurisdictions was 78 percent. This was 238 more checks than last year. In conjunction with the compliance checks, the sub-grantees provided 86 Merchant/Server training classes reaching 1,771 attendees throughout Montana. Both the number of compliance checks and attendees participating in the training classes increased from the previous year.
- ◆ Data from the 2006 Statewide Prevention Needs Assessment indicates that youth perceive that it is more difficult to obtain alcohol (28.2% of youth in 2006 compared to 20.9% in 2000). Youth also perceive there is a greater likelihood that underage drinkers would be apprehended by the police (21.7% of youth in 2006 compared to 13.3% in 2000).
- ◆ Because of the increased compliance checks and the way the Montana Code Annotated read, State law was changed in the 2007 Legislature to allow concurrent jurisdiction for all courts specific to misdemeanor actions under the Montana Alcoholic Beverage Code. This means if a citation is written to a retailer/employee for selling alcohol to a minor, the citation will not be thrown out for non-jurisdiction of court.

- ◆ Project Extra Mile expanded its model community coalition underage drinking laws effort to four additional counties.
- ◆ The original community coalition location (Douglas/Sarpy Counties) was selected by the National Highway Traffic Safety Administration (NHTSA) as one of two national community demonstration projects combining enforcement and public information/education campaign addressing underage drinking.
- ◆ The State secured funding and tapped additional resources to provide underage drinking law enforcement training to representatives from over 75 different law enforcement agencies from around the State. It also identified the need to institutionalize annual Statewide training on this topic.



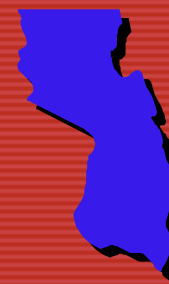
- ◆ A Mandatory Server Training Law was passed by the State legislature. The law became effective in July of 2007.
- ◆ The State passed a statute that allows private individuals to bring lawsuits against persons who serve alcohol to a minor who later, because of intoxication, hurts another individual.
- ◆ Law enforcement agencies serving over 95 percent of the population are now involved in EUDL operations.



New Hampshire

Granite State

- ◆ In May 2006, the New Hampshire General Court passed a Vertical Licensing Law that requires a vertical (rather than horizontal) orientation for drivers under the age of 21. The law goes into effect on January 1, 2008 and will make detection of would-be underage purchases easier for alcohol servers and sellers.
- ◆ A bill to lower the legal drinking age to 18 was defeated following opposition testimony from the Departments of Health and Human Services, Department of Safety, the New Hampshire Association of Chiefs of Police, the Highway Safety Agency, the Liquor Commission, New Futures, and the medical community. The bill was soundly defeated by a House vote of 243-31.
- ◆ University of New Hampshire Student Affairs Patrols worked in conjunction with the University of New Hampshire and Durham Police Departments and the Bureau of Liquor Enforcement to address underage drinking both on and off-campus. These 2-person patrols consisted of university staff and faculty members walking the campus and local streets that border the campus. The patrols passed along information to police about underage drinking parties, assisted in reducing underage drinking incidents in fraternities, assisted dozens of intoxicated students in getting proper assistance, and led to appropriate follow-up actions with students, including administrative judicial action.



New Jersey

Garden State

- ◆ The New Jersey Prevention Network launched a program, Community Coalition on Underage Drinking, that involves parents, youth, schools, and the larger community in efforts to reduce underage drinking in five counties. The program uses materials provided through the Drug Free Action Alliance program *Parents Who Host, Lose the Most*.
- ◆ The Partnership for a Drug Free New Jersey initiated "Listen Up to the Dangers of Underage Drinking," a program that challenges middle school students to create a script for a 30-second radio PSA that talks directly to parents about the dangers of underage alcohol use.
- ◆ Working with the Division of ABC, the Partnership for a Drug Free New Jersey implemented a calendar contest program that encouraged middle school students to work with their parents to create designs with the theme "Dangers of Underage Drinking." Winning messages are featured each month in a calendar, and the grand prize winning entry is also displayed on highway billboards. This initiative garnered more than 2,000 entries in 2006.

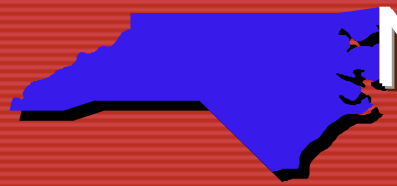
- ◆ In November of 2006, the Department of Health released the results of the 2005 Youth Risk & Resiliency Survey. Results showed that the current alcohol use declined from 50.7 percent in 2003 to 42.3 percent in 2005. Binge drinking decreased from 35 percent to 29 percent. Driving after drinking alcohol also declined from 19 percent to 12 percent.
- ◆ New Mexico First Lady Barbara Richardson helped kick off the 2007 *Sticker Shock* campaign, which involved youth distributing 60,000 stickers to 18 grocery stores, 19 gas stations, and 12 package liquor stores. Stickers were available in English and Spanish and targeted retailers across the State.
- ◆ The EUDL Rural Communities Initiative Grant came to an end June 2007. Through this initiative four rural communities were able to provide services such as education, prevention, collaboration and enforcement.



New York

Empire State

- ◆ New York's first social host ordinance was enacted in Long Beach on August 15, 2006. Since then four other cities and towns have passed legislation: Carmel, Gloversville, Patterson, and Southeast. An additional five jurisdictions have proposals pending.
- ◆ The *Statewide Underage Drinking: Not a Minor Problem* campaign expanded with a college edition designed to address college alcohol problems. Materials were distributed to over 200 colleges and universities in the State. The campaign PSA and logo theme have appeared on over 51 television stations, over 160 movie screens, 2,500 newspaper banner ads, and YouTube. Campaign materials are also available at http://www.oasas.state.ny.us/ud/OASAS_TOOLKIT_CE/index.htm.
- ◆ EUDL sub-contracts to 22 providers throughout the State resulted in 466 retail compliance checks in 10 counties yielding an average compliance rate of 80 percent. EUDL funding also enabled 269 people to receive responsible beverage server training in 8 counties. An estimated 700,000 youth and adults were exposed to media advocacy messages on underage drinking prevention. In light of the EUDL program's success thus far, Governor Eliot Spitzer made \$2 million in State funding available to support New York's Underage Drinking Prevention efforts in FY 2007-2008.



North Carolina

Tar Heel State

- ◆ Over 320 youth and 139 agencies are actively engaged in underage drinking prevention initiatives throughout the state. Funded Community Coalitions have earned media coverage over 150 times and implemented 65 innovative underage drinking enforcement activities. Other coalition activities include the BAT Mobile, media literacy education, and Safe Home Coalitions.
- ◆ Over 600 alcohol purchase surveys were conducted in 2006, yielding a 10% improvement in the overall compliance rate for the State.
- ◆ The Middle School Media Literacy Project, Media Ready, was implemented in two school districts in the state with plans forthcoming for statewide distribution.

- ◆ Trend data from the State's Youth Risk Behavior Survey of 9th through 12th graders show that between 1995 and 2005, there has been a reduction of approximately 20 percent in each of the following areas: current (past 30-day) alcohol use, binge drinking, drinking and driving, and riding in a vehicle with someone who has been drinking.
- ◆ Juvenile referral for possession/purchase of alcohol decreased from 2,086 in 2004 to 1,937 in 2005.
- ◆ The North Dakota legislature approved \$100,000 in grants to discourage drug and alcohol abuse by young people.

- ◆ An evaluation of the *Parents Who Host, Lose the Most* public awareness campaign found that from 2001 to 2006, there was a 36% decrease among youth who indicated that they had attended a party in the last two months where alcohol was served to youth, and a 42% decrease among youth who know of parents who host parties where alcohol is available or served.
- ◆ Ohio's EUDL dollars are maximized through in-kind support of the campaign from businesses. The total estimated in-kind donations from businesses for 2006 alone was \$84,947. In addition, local-level volunteers distributed approximately 100,000 fact cards and got the message out through school newsletters, billboards, banners, yard signs, and community flyers. Parent groups also worked with law enforcement to conduct compliance checks and party patrols.
- ◆ In response to *Empowering Our Future, Ohio's Recommendations to Prevent Childhood/Underage Drinking*, a report published in 2006 by the Ohio Policy Panel to Reduce Childhood / Underage Drinking, the Statewide Prevention Coalition Association has agreed to explore the feasibility of mandating seller/server training statewide.

- ◆ In an effort to reduce underage drinking and hold adults responsible for providing alcohol to underage youth, the city of Edmond passed the first Social Host ordinance in the State. Adults who host parties on private property where youth under the age of 21 are consuming alcoholic beverages face a \$500 fine and up to 60 days in jail. Since its passage, 14 individuals have been arrested for violating the ordinance, and they have appeared on the front page of the local paper. Edmond's underage drinking task force is focusing on creating additional public policies to reduce youth access to alcohol and promote changes in community norms around youth drinking.
- ◆ Established in December 2005, Governor Brad Henry's Task Force on the Prevention of Underage Drinking forwarded an extensive list of recommendations for action to alcohol consumption by youth. Recommendations included increasing law enforcement funding to allow for consistent enforcement of underage drinking laws, enhancing youth leadership efforts, and limiting accessibility of alcohol to underage youth.
- ◆ Jennifer Berry of Tulsa, Oklahoma was crowned Miss America 2006. She adopted the prevention of underage drinking and drunk driving as her platform issue, and served as a spokesperson on public service announcements (PSAs) about these topics. The PSAs were utilized extensively throughout the State and made available to all 50 States.

- ◆ Oregon's statewide media campaign, "Face it, Parents," was broadcast on radio stations across the State. The campaign circulates three messages: "One in three Oregon 8th graders drinks. Your child could be one."; "All children need rules against underage dinking."; and "Alcohol harms young minds." Messages were developed and recorded by youth.
- ◆ Oregon has focused on the increasing drinking rates among young females by developing a pilot program with Girls, Inc. "Friendly PEERsuasion" is an evidence-based program that has been implemented in three counties with the highest 30-day use rates among 8th and 11th grade females.
- ◆ EUDL funds are supporting underage drinking prevention efforts in 10 Oregon communities. Activities include minor decoy operations, party patrols and controlled party dispersal operations, community mobilization, targeted media advocacy, and the gender-specific Friendly PEERsuasion program.

- ◆ From 2005 to 2006 the membership in the Indiana Senior High SADD club almost tripled due to the interest generated from activities supported by the EUDL Rural Communities Initiative Discretionary Grant's local Collective Action Against Underage Drinking (CAAUD) Coalition.
- ◆ The Rural Community Initiative's Grant Coordinator in Honesdale developed and is executing a combined education and enforcement project to address the underage drinking problem generated by affluent summer camps in Wayne County. Camp directors, staff, and counselors (many from European countries) will be educated on local laws and cautioned about the legal consequences of underage drinking in Pennsylvania. This will be accompanied by heightened enforcement efforts by local and State police departments.
- ◆ The Pennsylvania Liquor Control Board (PLCB) continues emphasizing its law enforcement focus by increasing professional skills through training. The PLCB employs a "training of trainers" model to reach law enforcement officers throughout the State. Training topics include Party Prevention and Controlled Party Dispersal and False ID Recognition.

- ◆ The retail compliance rate for the State for FY 2006 increased from 83 percent to 90 percent.
- ◆ The EUDL Lead Agency formed a partnership with the Office on Highway Safety's Law Enforcement Liaison. This partnership has resulted in increased participation of local police departments in EUDL initiatives.
- ◆ The EUDL Lead Agency partnered with the Municipal Police Training Academy to conduct compliance check trainings for police officers. The partnership is now working on integrating other EUDL-specific trainings into the Police Academy's core training curriculum for new officers.



- ◆ In June, Governor Mark Sanford signed the "Prevention of Underage Drinking and Access to Alcohol Act 2007," which establishes keg registration, allows minors to buy alcohol during police stings of bars and convenience stores, requires repeat DUI offenders to pay for an ignition interlock system to be installed in their cars, and increases fines and penalties for underage-drinking offenses.
- ◆ The EUDL grant funded four counties to strengthen underage drinking prevention efforts through the award-winning Alcohol Enforcement Team model. The sites are mentored by two experienced sites, and they will soon conduct compliance checks and merchant education, and implement an additional environmental strategy.
- ◆ Since June of 2006, *The State*, South Carolina's daily newspaper from the capital city of Columbia, has published over 60 articles to highlight the issue of underage drinking. This includes an eight-page article titled, "Under the Influence: Fighting Underage Drinking in the Midlands."



South Dakota

Mount Rushmore State

- ◆ The South Dakota Youth Risk Behavior Survey recorded reductions between 2003 and 2005 in current alcohol use among high school students (64% to 45%), and among middle school students (28% to 16%). Reductions were also observed for youth reporting driving after drinking alcohol (23% to 17%), and youth reporting riding in a car with someone who had consumed alcohol (36% to 32%). Many attribute these reductions in part to school-based programs that reach over 55,000 students in grades K – 12.
- ◆ More universities are offering alcohol interventions coordinated with a Safe Ride program. Approximately 17,000 students utilized the Safe Ride Program, and 64 percent of these student reported they would have driven after consuming alcohol in the absence of the program.
- ◆ The State Teen Court Association has adopted statewide policies that require expansion of teen court services and include alcohol assessments for students entering the teen court system on alcohol or drug related offense. The policies also require an evaluation component to measure program success.

- ◆ The Tennessee Responsible Vendor Act of 2006 went into effect on July 1, 2007. The law contains two key components: 1) a requirement that *anyone* purchasing beer for off-premise consumption present valid identification; and 2) establishment of the Responsible Vendor Program. The program is administered by the State's Alcoholic Beverage Commission (ABC), and it assigns "responsible vendor" status to any retailer that requires all clerks to complete a server training course approved by the ABC. Civil penalties for alcohol sales to minors will be less severe for responsible vendors who have not mandated training for their clerks.
- ◆ STAND (Students Together Allowing No Drugs) added another component to the Alcohol Awareness, Control and Treatment Initiative (AACTI), a program that focuses on raising alcohol awareness among students in Grades 4 through 12, business establishments, law enforcement professionals, juvenile court staff, and the community. STAND Public Service Announcements feature Governor Phil Bredesen.
- ◆ The Memphis City Schools EUDL Initiative incorporated the *Class Action* curriculum, a school-based prevention curriculum for Grades 9 through 12 that seeks to delay the onset of alcohol use, reduce use among youth who have already tried alcohol, and limit the number of alcohol-related problems experienced by young drinkers. Peer leaders have been trained on the curriculum, and 95% have discussed, presented or debated case study examples.



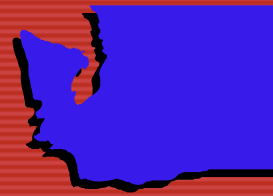
- ◆ The 5th Annual College Symposium was held in October 2006. The event provides teams comprised of senior-level college administrators the opportunity to develop tailored, evidence-based strategic plans for fostering healthy and safe environments for students. Since 2003, CORE survey data show reductions in consumption, binge drinking, and alcohol impaired driving among athletes, freshmen, and Greek fraternity members at institutions that have participated in the Symposium.
- ◆ Governor Rick Perry signed into law HB1138, which mandates that all student organization members and advisors at public and private institutions of higher education attend a risk management program that must address possession and use of alcoholic beverages and illegal drugs, including penalties that may be imposed for possession or use; hazing; and sexual abuse and harassment.
- ◆ Phase I of a two-year pilot program to address underage drinking was completed. The program includes training in schools, media campaigns, and partnerships with local coalitions, health organizations, and other key stakeholders. Phase II, the implementation phase, will begin in the 2007-2008 school year.

- ◆ A mechanism was established to generate overtime funding for the EASY (Eliminate Alcohol Sales to Youth) Program, a Statewide program that enables law enforcement to conduct retail compliance checks at all retail alcohol outlets in Utah. Funding for this program is generated from the State's excise tax on beer.
- ◆ The EASY program implemented a Statewide media campaign, Parents Empowered, that targets information about underage drinking to parents. Funding for the media campaign is also generated from the State's excise tax on beer.
- ◆ 11 multi-jurisdictional Youth Alcohol Drug Enforcement Task Forces were established around the State to increase enforcement of underage drinking laws in urban and rural areas. Enforcement activity is centered on underage drinking party patrols.

- ◆ Our Underage Drinking Task Force met to examine the recommendations of the IOM report, and determine Vermont's status vis-à-vis the recommendations. We found we were substantially in compliance with most of the IOM recommendations, but developed a plan establishing 34 actions for the State to implement to move ahead on this issue.
- ◆ Our EUDL programs and the Underage Drinking Task Force are being integrated into Vermont's Strategic Prevention Framework State Incentive Grant from SAMHSA. Bringing all these efforts together in a coordinated fashion will help us further integrate the EUDL work with other Statewide and community-based prevention efforts, thereby strengthening the potential of our work to produce more lasting positive effects.
- ◆ The State added a course on underage drinking and controlled party dispersal techniques in the basic law enforcement training curriculum at our State Police Academy.



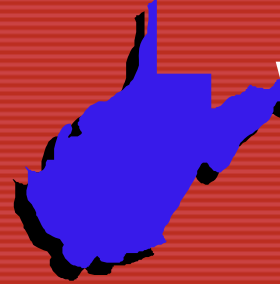
- ◆ Since 2006, the Virginia Department of Alcoholic Beverage Control has partnered with the Department of Criminal Justice Services to support underage drinking prevention activities involving School Resources Officers, Counselors, Adult Sponsors, College Interns, and High School Students during the Annual Youth Alcohol and Drug Abuse Prevention Project (YADAPP) conference.
- ◆ Through the State EUDL program we continued to offer our Community Coalition and Operation Undergrad grants. These grants have played a vital role in our state as our ABC stores and retail licensees have achieved record high compliance rates. Our ABC stores have a compliance rate of 97 percent while our retail licensees achieved a rate of 89 percent.
- ◆ We have also used these funds to revise our Youth Advisory group, Virginia P.E.E.R.S., which engages youth throughout the Commonwealth to address issues associated with alcohol and other drug use. Some activities include creating materials (e.g., DVDs, Posters) that address underage drinking and driving.



Washington

Evergreen State

- ◆ Youth use of alcohol continues to decline. Since 2000, EUDL and other prevention programs have helped to drive down alcohol use among 8th graders by 31 percent, among 10th graders by 13 percent, and among 12th graders by 10 percent. Binge drinking is also down by 42 percent among 8th graders, 15 percent among 10th graders, and 18 percent among 12th graders.
- ◆ The State Coalition endorsed, and EUDL funded, a media campaign for TV and radio. *Start Talking Before They Start Drinking* and *Family Celebrations* appeared on network and cable channels. Radio ads in Spanish were aired on four stations, reaching six communities with large numbers of Hispanic residents.
- ◆ A campaign-related underage drinking website for parents, StartTalkingNow.org, was launched. The website is mentioned in campaign ads, and it provides parents and caregivers with information and opportunities to get involved in community efforts to prevent underage drinking.



West Virginia

Mountain State

- ◆ EUDL funds have allowed local law enforcement agencies to conduct underage drinking law enforcement through compliance check operations. Law enforcement and others have also been engaged in aggressive advertising/media campaigns and education of youth on the dangers of underage consumption.
- ◆ Local EMS agencies and area law enforcement have collaborated to conduct "mock accidents" during prom and/or graduation season. Law enforcement has facilitated classes on the dangers of underage drinking, as well as attended many school extracurricular activities. It is their belief that through preventive education and visibility among youth, youth can be deterred from drinking.
- ◆ Key State and local agencies have formed a coalition to help address the issues of underage consumption. The goal of this coalition is to formulate a comprehensive plan to utilize State resources better in its effort to fight underage drinking.

- ◆ The 2006 compliance check program recorded a 78 percent compliance rate. About 1,937 enforcement officers throughout the State made 2,357 underage contacts.
- ◆ Demonstrating their commitment to enforcing underage drinking laws, law enforcement agencies issued over 1,500 citations for underage drinking in 2006.
- ◆ Efforts to address underage and hazardous drinking among college students resulted in collaboration and action in one college community. Officials in the City of La Crosse, local community organizations, and colleges and universities joined forces with the police department to conduct widespread compliance check operations.

- ◆ The State EUDL program has worked with the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP), and the Wyoming First Lady's Initiative (WFLI) to implement several projects, including the Wyoming Alcohol Use Issues Survey 2006.
- ◆ The Youth for Justice Conference took place in January 2007. This annual conference was a tremendous success.
- ◆ Prevention advocates were engaged in developing Wyoming's response to the IOM/NAS report. They developed recommendations that were Wyoming-specific and offered assistance with how to implement the recommendations at both the State and local levels.