



**Texans Standing Tall**

Together creating healthier  
and safer communities.

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**Standing Tall  
in  
Your State**

**[www.TexansStandingTall.org](http://www.TexansStandingTall.org)**

**Making alcohol, tobacco, and  
other drugs irrelevant in the  
lives of youth.**

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Nicole Holt - Executive Director, Texans Standing Tall

Kristi Allen - Policy Chair, Texans Standing Tall  
Coalition Director, Bay Area Council on Drugs & Alcohol

# **Regional Forums: Building the Capacity of the State to Address Youth Substance Abuse**

- Idea was driven by local coalitions wanting more state-level information in their regions
- Initially we conducted 5 Regional Forums
- Today we conduct 7
- Currently considering adding an 8th



# Forum Invitations

## You're Invited 2008 Regional Forums



Bringing together state and local voices to prevent youth substance abuse.

### Why focus on underage alcohol use?

Alcohol is the number one drug of choice for Texas youth. The 2007 Surgeon General Call to Action to Prevent and Reduce Underage Drinking calls all of us to action. Research provides more reasons than ever before for parents and other adults to be concerned about the effects of underage drinking on our nation's children, and to take steps to prevent and reduce underage drinking. *Surgeon General's Report, 2007, 2011.*

### What is a Regional Forum?

Regional Forums are opportunities for communities to equip themselves with needed information and tools to effectively collaborate for change at local, regional and state levels.

Texas Standing Tall partners with community coalitions and organizations across the state to hold Regional Forums. The Forums focus on presenting youth substance abuse prevention strategies.

### How do I register?

Attendance is FREE but space is limited. Register at [www.TexasStandingTall.org](http://www.TexasStandingTall.org) for the Forum of your choice. Once registered, you will receive details about the Forum you chose.

### What can I expect?

To be equipped with tools, information, and resources to help prevent youth substance abuse by creating community change.

### Day At-A-Glance

**Morning** – State and local leaders speak on youth substance abuse trends and evidence-based prevention strategies.

**Lunch** – Community building.

**Afternoon** – Action activities for change.

Visit [www.TexasStandingTall.org](http://www.TexasStandingTall.org) for all Regional Forum information, location details, registration information, and agendas. Questions call 817-442-7301.

April 2, 2008  
EAST TEXAS REGION  
LUFKIN

Crown Colony Country Club  
900 Crown Colony Drive  
Lufkin, TX 75901

### REGIONAL PARTNERS:

- The Coalition
- Navigating Safe and Drug Free



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February 7, 2008  
NORTH TEXAS REGION  
DALLAS

East Dallas Christian Church  
829 N. Peak Street  
Dallas, TX 75246

### REGIONAL PARTNERS:

- ALDUD (Alliance on Underage Drinking)
- Greater Dallas Council on Alcohol and Drug Abuse



# Community Involvement

- ✓ 2007 Registration totaled 578 for 6 Forums
- ✓ 2008 Registration totaled 700 for 7 Forums
- ✓ More than the Usual Suspects: Midland had Foster Home transition representation; Dallas had Mentors from Texans Youth Commission; Military
- ✓ Each has had faith-based organizations and law enforcement attend
- ✓ PRC and other State Agencies and Organizations share information at resource tables





# Media Momentum

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Houston - January 24, 2008

Univision

Dallas - February 8, 2008

Univision News coverage on  
Cinco en Punto CBS Dallas

San Antonio - February 29, 2008

La Prensa

NBC- WOAI



# Media Momentum

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Lufkin - April 2, 2008

KTRE News

Lufkin Daily News- article on April 3, 2008

Midland - April 8, 2008

Midland Reporter Telegram

KWES - News West 9

KMID- TV2

KCRS 550 AM



# Media Coverage

Dallas Forum: February 8, 2008



# Media Coverage

Austin Forum: June 4, 2008



# Internet Hits

[Yahoo! Buzz](#) | [Digg](#) | [Facebook](#) | [E-mail](#) | [Print](#)

[KTRE](#)

Feb 8, 2008 10:18 pm US/Central

## 'Alcopops' The Latest Trend In Underage Drinking



DALLAS (CBS 11 News) — Energy drinks are becoming so common that many parents do not look twice when they see kids drinking them. However, child advocates are saying that adults should start paying closer attention because some of those drinks

## 04/02/08 Lufkin Statistics Show Alcohol is the Drug of Choice for Angelina County Teens

by Jessica Cervantez



When you tell a room full of East Texans that the state average of kids beginning to drink is 12.2-years-old, and in Angelina County it's even younger than that, ears perk up. That's not the only shocking statistic, Angelina County is higher than the national average in alcohol, tobacco, and marijuana.

An alcohol policy forum was held to find ways to get all facets of the

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## Policy Forum on underage drinking set for next month



Dollie and Don Whitaker, of Diboll, attended the opening reception of Museum of East Texas courtesy photo by Woodie Hicks

Texas Standing Tall, The Coalition and Nacogdoches Safe & Drug Free will sponsor a policy forum aimed at reducing underage drinking all day April at Crown Colony Country Club.

The forum will be from 8 a.m. until 3:30 p.m. and is free but space is limited. There will be presentations by local and state level leaders on youth alcohol use prevention. The forum is open to all who care about youth.

Please register at [www.TexasStandingTall.com](http://www.TexasStandingTall.com) by Friday, March 28. Lunch will be sponsored by The C

Parents concerned about alcoholic energy drinks | [Home](#) | [About Us](#)

**WFAA-TV**

**Maile Jepson**  
 Columnist / WFAA-TV

## Parents concerned about alcoholic energy drinks

By MAILE JEPSON / WFAA-TV

Parents are concerned about alcoholic energy drinks. The beverages — with brand names like 5-Hour Energy, Rockstar's generic category, and Scream or Monster rebranded — are sold in convenience stores, dispensing them close to their own alcoholic content.

Five parents can tell the difference at a glance, but look below what they're looking for.

"They do look like things that we do," said Nicole Hall of Texas Standing Tall, a statewide coalition focusing on the dangers of youth alcohol use. "They just don't have the same reputation as do. They don't get the same marketing, but when you mix caffeine in it, the same parents get worried or already recognize something."

**WFAA-TV**  
 Reporters may find it hard to distinguish between alcoholics and non-alcoholic energy drinks.

Also check out [Texas Standing Tall](#)

...e things we're trying to  
 ...t when you change the

...ontain alcohol.

...uch caffeine as six cokes and  
 ...s get awake, but are also  
 ...ik more and more. And they  
 ...County."

...nderestimate the problem.  
 ...inks teenagers are

...kids are drinking an eight

...statistics show that by tenth

**Texas Standing Tall**  
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# Forum Demographics

## Ethnicity:

53.8% - White

25.3% - Hispanic

14.5% - African American

1.3% - Asian American

1.3% - Native American



# Forum Demographics

## Education:

4% - High School

18.5% - Some College

41% - College degree

35.2% - Advanced degree



# Forum Demographics

## Age:

1.9% 11-20

15.3% 21-30

23.7% 31-40

27.2% 41-50

21.5% 51-60

9.1% 60+

## Gender:

30.6% Male

68.8% Female



# Forum Breakout Groups

## **Houston** - January 18, 2008

Report Card 2007 Presentation  
Legislative Interim Study  
Alcoholic Energy Drinks  
UPPL

## **Dallas** - February 4, 2008

Report Card 2007 Presentation  
Legislative Interim Study  
Alcoholic Energy Drinks  
Six Flags/Hurricane Harbor Protest

## **South Central Texas** - February 29, 2008

Report Card 2007 Presentation  
Legislative Interim Study  
Alcoholic Energy Drinks



# Forum Breakout Groups

## **East Texas Region** - April 2, 2008

Report Card 2007 Presentation  
Legislative Interim Study  
Alcoholic Energy Drinks  
Tobacco Free Ordinance

## **West Texas** - April 8, 2008

Report Card 2007 Presentation  
Legislative Interim Study  
Alcoholic Energy Drinks  
Tobacco Prevention and Cessation

## **Southwest Texas Region** - May 8, 2008

Report Card 2007 Presentation  
Alcoholic Energy Drinks  
Failure to Supervise  
& Social Host Strategies

## **Central Texas Region** - June 4, 2008

Report Card 2007 Presentation  
Alcoholic Energy Drinks  
Developing Communication Channels  
for Social Marketing Messages  
Finding Your Worker Bees  
- Recruiting Youth to Implement Stings

# State Representatives

- State Rep. Craig Eiland
- State Rep. Frank Corte, Jr.
- State Rep. Jim McReynold
- State Rep. Donna Howard

## Their Responses:

### **Rep. Eiland:**

Will be sponsoring a bill repealing the UPPL Code.

### **Rep. McReynolds:**

Is becoming a champion for keg registration.



# Results

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- Action-focused break out groups
- Development of a TST Strategy Action Team
- Report Card presentation
- More cohesion across State
- Building of the drum beat
- Law Enforcement Specialized Session - Afternoon
- Improved skill sets
- Raised awareness - public schools vs. private schools; City Council action
- Increased capacity locally and statewide

2008 Report Card Available in September

# TST Report Cards

**R E P O R T  
C A R D**

*Making alcohol,  
tobacco and  
other drugs  
**irrelevant in the  
lives of youth.***

**T C A R D  
2 0 0 7**

...ore what alcohol is doing to  
...se consequences of underage  
...ing and include academic  
...avior, injuries and even death...  
...a call to **every American** to  
...General in a national effort  
...drinking early, continuously,  
...nan development."  
...tsugu, M.D., M.P.H.

Substance Abuse Issues: Research and Legislation.

**Texans Standing Tall**  
The national coalition to prevent youth  
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# **Vision Statement:**

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**Making alcohol, tobacco,  
and other drugs  
irrelevant in the lives of  
youth.**



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**Presentation Presented By:**

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