

Underage Drinking Enforcement Training Center

11710 Beltsville Drive ■ Suite 300 ■ Calverton, MD 20705
877-335-1287 ■ www.udetc.org

February 2004 Resource Alert

The Center for Enforcing Underage Drinking laws proudly announces the publication of our new document, “Schools & the Community Alcohol, Tobacco & Other Drug Environment: Opportunities for Prevention.” It’s a long title, but it contains a lot of ideas on how schools can develop and implement environmental strategies for substance abuse prevention. The publication is available on our website: www.udetc.org/documents/SchoolsCommunities.pdf

We are also excited about sharing with you two *Success Stories* from the States of Georgia and New Hampshire. They illustrate how partnership, leadership, and political will can lead changes in enforcement practices and retailer behavior, and, ultimately, in retail compliance rates.

The Center continues its audio-teleconference series this month with a discussion on alcohol advertising. Do marketing practices increase the appeal of alcohol to underage people? If so, what can prevention advocates do to limit exposure? Answers to these questions and many others regarding alcohol advertising and sponsorship will be discussed. To find out more about this call and how to register, please see the attached updated audio-teleconference schedule.

And finally, we know that many of you often have questions about specific laws in your state. A great resource for answering some of these questions is the National Liquor Law Enforcement Association’s “Alcohol Beverage Control Enforcement: Legal Research Report.” The document was completed by the Pacific Institute for Research and Evaluation (PIRE) under contract with the National Highway Traffic Safety Administration. The report provides an analysis of twelve policies that pertain to alcohol beverage control enforcement in the areas of underage drinking and impaired driving. This is a “must read” for enforcement officers and advocates alike. You can access the document at www.nllea.org/reports.htm.

Stay tuned for next month’s Resource Alert. It will include information about the 5th Annual National Leadership Conference. Please be safe out there, and thank you all for your efforts to prevent and reduce youth access to alcohol.

New Electronic Resource Alerts!!

The Center is proud to announce that we now offer our monthly Resource Alert via email! If you would like to receive our Resource Alert electronically, just send an e-mail with “Email Subscription” in the subject heading to udetc@pire.org. Please be sure to include your name, organization, address, telephone number, and, of course, email address.



National Electronic Seminars Enforcing Underage Drinking Laws Program



The OJDP Audio-TELECONFERENCE Series

February 24, 2004 3:00-4:15 p.m. Eastern Time

Alcohol Advertising: Is What You See, What You Get?:

The Institute of Medicine, National Research Council report *Reducing Underage Drinking: A Collective Responsibility* draws attention to the widespread exposure of alcohol advertising to youth as well as the substantial appeal of alcohol advertising to youth. In light of this exposure, it is reasonable to assume widespread misperception among youth about effects of alcohol use. Speakers will discuss the nature of alcohol advertising and sponsorship and how it reaches youth, and provide examples of successful local initiatives to limit youth exposure to alcohol promotion.

March 23, 2004

3:00-4:15 p.m. Eastern Time

Overview of the Institute of Medicine, National Research Council's report *Reducing Underage Drinking: A Collective Responsibility* and Its Impact on Law Enforcement:

The most important news concerning underage drinking "hit the streets" last fall. The IOM/NRC report recommends action on a number of fronts. Speakers will address the report's recommendations concerning law enforcement operations to prevent and reduce underage drinking, including implementing comprehensive compliance check programs, enforcement programs to deter third party provision of alcohol, and "party patrol" enforcement.

April 27, 2004 3:00-4:15 p.m. Eastern Time

The Rise and Fall of Togs and Keggers:

Interventions that Work: Animal House and Old School made us laugh at college partying, but those of you who have to deal with off-campus drinking know that these problems can drain a city's resources. Speakers for this call will provide some innovative and creative strategies to reduce off-campus drinking-related problems, including several targeting social availability of alcohol.

May 18, 2004

3:00-4:15 p.m. Eastern Time

Out of Control: The Link between Alcohol and Riots:

Win an important game? Have a riot! Lose an important game? Have a riot! Unfortunately, this has been the experience in many college communities, and the results have been costly for everyone involved. According to law enforcement officials, the common denominator in many of these incidents is alcohol. Find out which interventions can be effective in preventing violent incidences from occurring.

June 22, 2004 3:00-4:15 p.m. Eastern Time

How Can Law Enforcement Engage Parental Involvement in Addressing Youth Access Issues?:

The Institute of Medicine, National Research Council report, *Reducing Underage Drinking: A Collective Responsibility*, recognizes the role parents play in conveying messages about the underage alcohol use. Experience also indicates that parents seem to be in denial about youth alcohol use and its associated harms and risks. Getting parents to become engaged with this issue can be quite challenging. Learn how law enforcement can engage parental involvement in preventing and reducing underage drinking in communities.

**Underage Drinking Enforcement
Training Center**

For registration information, please visit www.udetc.org

All programs provide opportunities for presentation, discussion, and sharing information. Telephone dial-in instructions and accompanying materials will be mailed to registrants two weeks before the audio conference.

To register for any of these free electronic seminars by phone, call toll-free 1-877-335-1287 extension 230



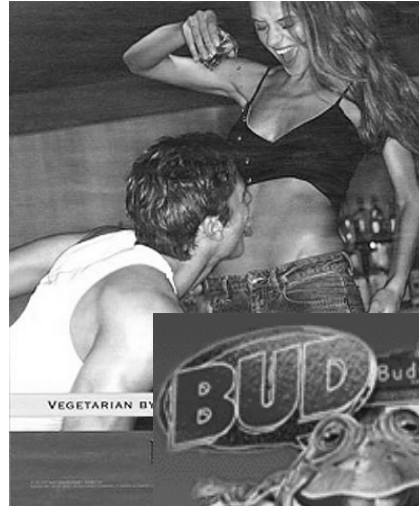
Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Alcohol Advertising: Is What You See What You Get?

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DATE

Tuesday, February 24, 2004

TIME

3:00–4:15 p.m. ET

PRESENTERS

Julia Sherman

The Center on Alcohol Marketing and Youth
info@camy.org

Jovita Juarez

Cinco de Mayo Con Orgullo Campaign
Social Advocates for Youth
jovi59@hotmail.com

WEB ENHANCED



Internet users will be able to log on to our conference web page to view presentation slides and interact with other participants.

REGISTER

Please register by using one of our automated options:

- **To register on our website**, please visit www.udetc.org and complete the online registration form, or
- **To register by phone**, please call our toll-free number, 1-877-335-1287, extension 230, and follow the prompts.

Telephone dial-in instructions and accompanying materials for the audio conference will be mailed one (1) week before the call.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

February 2004

www.udetc.org

Greater Cooperation Results in Increased Enforcement & Compliance

Georgia's problem of illegal alcohol sales to minors in the mid-1990's was marked by an extremely high rate of noncompliance among alcohol-licensed establishments. Alarmed by this reality, the State was quick to respond.

In the fall of 1997, the Department of Revenue – Alcohol & Tobacco Division (DOR-ATD) partnered with volunteers and staff from the Georgia Alcohol Policy Partnership (GAPP) to develop a plan for conducting compliance investigations throughout the State. GAPP agreed to conduct Statewide public awareness efforts and assist with the recruitment and training of youth enforcement teams. Georgia DOR-ATD agents implemented a plan to increase compliance investigations systematically over time and to develop an initial framework for what is now the Underage Alcohol Investigative and Compliance Operations Group.

Initially, the group conducted approximately 500 compliance checks. Of the alcohol-licensed establishments investigated, more than half were found noncompliant with the State's minimum purchase age law.

Over the past three years, the number and frequency of investigations have increased, as have locally coordinated investigations. This has resulted in more than 6,000 compliance checks conducted in the State and a reduction in illegal sales by almost 50 percent. In 2003, the overall rate of compliance among alcohol-licensed establishments in Georgia was 78 percent, although compliance rates in several communities were even higher!

Law enforcement, community leaders, and youth all play an important role in the State's successful efforts. Youth participate in compliance checks, lead advocacy efforts, and are key spokespersons in educational and media campaigns designed to inform lawmakers about the problems of underage drinking and youth access to alcohol. As a result, strong support exists for Georgia's law enforcement efforts to reduce illegal sales of alcohol to minors.

Our Point:
Communities and States are successfully changing laws, ordinance regulations, and enforcement practices to reduce underage drinking.

Community leaders, Georgia PTA, MADD Georgia, Family Connection of Georgia, and community-based coordinators of local efforts to reduce underage drinking provide critical influence by encouraging other local and State organizations to support alcohol policy and enforcement strategies that reduce youth access to alcohol.

For more information contact, Clarise Jackson-Hall – Children & Youth Coordinating Council @ (404)508-6574; Ronald Johnson – GA Dept of Revenue – Alcohol & Tobacco Division @ (404) 656-4252; Joel Hardy – GA Alcohol Policy Partnership @ (770)239-7442; or Cathy Finck – Cobb Underage Drinking Task Force @ (770)640-8862.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

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February 2004

Regular Enforcement and Tougher Penalties Produce Changes in Concord

Several years ago, residents in the City of Concord, New Hampshire expressed concern that underage drinking was a problem that needed attention. While the causes of the problem were somewhat unclear, community desire for action was not

In 2001, the Concord City Council convened an ad hoc committee to study the problem of underage drinking. This group consisted of representatives from criminal justice system, the faith community, schools, businesses, and parents. After a process that included public hearings, the ad hoc committee produced a report with two main recommendations: (1) Create a position within city government to manage programs and activities for youth, and (2) Change regulatory policies regarding underage drinking.

One of the policy-related deficiencies noted by the group was the lack of appropriate penalties imposed on outlets that failed compliance checks. Clerks who sold to minors usually faced criminal charges, but license holders received only minimal penalties. One store—"the poster child for bad business," says Concord's Chief of Police Jerome Madden—failed five straight compliance checks and kept its license.

Armed with the committee's report, Concord Mayor Michael Donovan, Judge Michael Sullivan, and Chief Madden asked the State Liquor Commission for a meeting to discuss the lack of appropriate penalties for violations of the minimum purchase age law. The Commission, in turn, asked them to recommend new penalty guidelines.

The city leaders agreed that a fine and a license suspension should be imposed for a first offense.

Ultimately, they won the Commission's approval for the following penalties:

- First offense: 3-day suspension and \$250 fine.
- Second offense within 3 years: 5-day suspension and \$500 fine.
- Third offense: 10-day suspension and \$750 fine.
- Fourth offense: 30-day suspension and \$1,000 fine.
- Fifth offense: revocation for the balance of the license year, or at least 6 months.

The Commission adopted the penalties on a trial basis in August 2002, and the Concord Police Department believes the combination of regular law enforcement activity and stiffer penalties is directly responsible for the increase in retail compliance. Concord compliance rates in December 2003 for on-premise establishments were 100 percent and 96 percent for off-premise establishments. For the year 2003, compliance rates for on-premise and off-premise establishments averaged 96 percent and 87 percent, respectively.

Our Point:

Communities, states, and law enforcement are successfully changing laws, regulations, and enforcement practices to reduce underage drinking.

Looking back on the year, Judge Sullivan notes that community support has been "wonderful." The stiffer penalties generated greater awareness about one of the primary causes underage drinking: easy access through retail sources. Even more importantly, it led to dramatic changes in retailer behavior.

For more information, contact Chief Aidan Moore of the New Hampshire Liquor Commission at 603-271-3930 or amoore@liquor.state.nh.us