

★ Visit [www.udetc.org](http://www.udetc.org) for the latest information on underage drinking. ★

### **Annual Study Shows Decline in Underage Alcohol Use**

The 2011 Monitoring the Future (MTF) survey reported that alcohol use is at an historic low among 8th, 10th and 12th graders. This year, 46,773 students from 400 public and private schools participated in the MTF Classroom Survey which is conducted annually by the University of Michigan, Ann Arbor, under a grant from the National Institute on Drug Abuse.

While underage drinking continues to be a significant concern, the 2011 data suggested a promising trend with 63.5 percent of 12th-graders surveyed reporting past year use of alcohol compared to a peak of 74.8 percent in 1997. Similarly, 26.9 percent of eighth-graders reported past year use of alcohol in 2011 compared to a peak rate of 46.8 percent in 1994. There also was a five-year decrease in binge drinking, measured as five or more drinks in a row reported "in the past two weeks", across all three grades. Binge drinking was reported by 6.4 percent of eighth-graders, 14.7 percent of 10th-graders, and 21.6 percent of 12th-graders, down from the 2006 rates of 8.7 percent, 19.9 percent and 25.4 percent respectively. An important summary point from this year's survey is that although rates have declined, alcohol is still the drug of choice for all three age groups surveyed. The study can be found in its entirety here: [www.monitoringthefuture.org](http://www.monitoringthefuture.org).

### **SUCCESS STORIES: ARKANSAS**

#### **Arkansas increases compliance checks and community engagement resulting in improved rates.**

The Conway Police Department (CPD) was receiving troubling calls about alcohol sales to minors. To be effective in preventing underage drinking, the department understood that the solution would have to be more inclusive, involving work with retailers, law enforcement, community members and the media. The media coverage also was a good way to promote the support available through the Enforcing Underage Drinking Laws (EUDL) grant program, its resources and law enforcement. Understanding the need for consistency, the CPD scheduled six rounds of compliance check operations (with the last round meeting their goal of 100% compliance)! This success story reveals the effectiveness of community support, significant media partners, and consistent compliance checks. The entire Success Story can be found by visiting this link: [http://www.udetc.org/documents/success\\_stories/AR0212.pdf](http://www.udetc.org/documents/success_stories/AR0212.pdf)

**Did you Know?** The goal of the UDET National Youth Initiative is to provide youth (ages 14-17) with effective prevention tools and strong leadership skills to support their work toward implementing successful environmental prevention? Empowerment is the core of the initiative. Join this effort by signing on to the UDET Youth listserv to receive the most current efforts from the Initiative, simply email your name and email address to Youth4UDET@pire.org.

### **NATIONAL ELECTRONIC SEMINARS**

#### **There will NOT be a webinar in February**

#### **Looking at Underage Drinking Costs Data: What Do the Numbers Tell Us?**

Date: Thursday, March 15, 2012

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

Speakers: Dr. Ted Miller, Pacific Institute for Research and Evaluation; Maryann Harakall, Maine EUDL Coordinator and Diane Riibe, Project Extra Mile

Alcohol is the most commonly used and abused drug among youth in the United States, more than tobacco and illicit drugs. Although drinking by persons under the age of 21 is illegal, people aged 12 to 20 years drink 11% of all alcohol consumed in the United States. So what costs do we as a society bear as a result of this behavior? How is this data used by states and communities to aid in their planning and resource allocation on underage drinking?

This program will look at the latest cost data to include how it is compiled and calculated and will also feature data users from the public and private sectors providing our audience with information on how important data can be for the EUDL program and how it can be used to plan and allocate. Further we will discuss how non-profit advocacy organizations can find data sources for their work and how this cost data has specifically been used successfully in Nebraska. Please join us for this most informative and useful call.

\*Visit [www.udetc.org/audioconfregistration.asp](http://www.udetc.org/audioconfregistration.asp) to register.\*

### **UDET RESOURCES Spotlight: Distance Learning Courses**

The UDET offers distance learning courses that present best practices and strategies for enforcement of underage drinking laws and efforts to reduce underage drinking. These on-line courses are designed to provide basic information to the participant and serve as a foundation for on-site training provided by the UDET at no cost. Participants can receive a certificate upon completion of one of these courses.

Currently, we have two courses available in this format:

"**Conducting Compliance Check Operations**" and "**Environmental Strategies**". In the spring of 2012 we will be launching a third course: "Party Prevention & Controlled Party Dispersal". For more information please visit <http://www.udetc.org/distancelearning.htm>.

**To print a copy of this month's Resource Alert visit:**

[www.udetc.org/documents/ResourceAlerts/ResourceAlert0212.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0212.pdf)



# Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

[www.udetc.org](http://www.udetc.org)

February 2012

## Arkansas increases compliance checks and community engagement resulting in improved rates.

The Conway Police Department (CPD) was receiving troubling calls from residents about alcohol sales to minors. This was enough of an impetus for the CPD to reach out to the community and develop an effective strategy to prevent youth access to alcohol. To be effective in preventing underage drinking, the CPD's officials understood that the solution would have to be inclusive, so after doing compliance checks, its officials reached out to the retailers and offered compliance classes to the managers for each restaurant they checked. Unfortunately, none of the retailers contacted the CPD with an interest in classes.

However, the CPD knew that they had to include community education and support to have an effective operation. So the CPD contacted local media to educate the public on the restaurants' results. Each time they did compliance checks, the results would be released in the local paper. Television news stations also became interested in the compliance checks and two of the three major local news stations interviewed CPD's officials. The interviews shared information on how the compliance checks were implemented, the frequency of the operations, and the plan to broadcast the results. To get additional community support, the CPD conducted a contest with the local high school. Students were asked to create posters for the local billboards. The CPD received more than 100 drawings with the theme of preventing the service of alcohol to minors and preventing drinking and driving. The billboard campaign was published in the newspaper and broadcasted on local television stations with the top five submissions being placed on billboards in the city limits. The media coverage also was a good way to promote the support available through the Enforcing Underage Drinking Laws (EUDL) grant program, its resources and law enforcement. With the news coverage, the compliance ratings began to change noticeably.

Arkansas's CPD began compliance checks in 2011 with a 50 percent compliance rating. The CPD diligently completed a series of compliance checks, and on the second round of checks, the compliance rating increased to a 56%; on the third round, the compliance rating dropped to 33 percent, and on the fourth round, the compliance rating was

43 percent. Recognizing the impact on the community and its interest in preventing youth access to alcohol, restaurant management began contacting CPD about the compliance check classes. CPD has completed one class for all new restaurants and has scheduled three additional classes. After the education and community support, CPD completed three additional compliance check operations. The fifth round of checks resulted with a 60 percent compliance rating, the sixth round yielded a 90% compliance rating, and the last round was met with a goal of **100% compliance!**

The CPD calls its latest compliance check operation a huge success. Officers didn't write a single ticket during the operation (including to retailers that had failed checks in earlier months). "This shows us that our efforts in cooperation with those of local businesses are working," says Conway Police Chief A.J. Gary. "We appreciate the businesses for working to educate their servers on the underage drinking laws and making compliance a top priority." \* The frequent checks are made possible through a grant from the Arkansas Department of Finance and Administration's "Enforcing Underage Drinking Laws" program.

This success story reveals the effectiveness of community support, significant media partners, and consistent compliance checks. For further information on this success story, contact:

**Sgt. Angelina Loeschner**, Conway Police Department  
**Office Phone:** 501-513-9225  
**Cell Phone:** 501-733-2337

\*Source: <http://conway.todaysthv.com/news/news/81173-police-100-percent-businesses-pass-compliance-checks>

*The views expressed in this document do not necessarily represent the views of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDET) and are solely of the author/source.*



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THE UNDERAGE DRINKING  
ENFORCEMENT TRAINING CENTER  
PRESENTS

## DISTANCE LEARNING COURSES:

### BEST PRACTICES TO REDUCE UNDERAGE DRINKING

The UDETC offers **NO-COST DISTANCE LEARNING** opportunities featuring courses that present best practices and strategies for enforcement of underage drinking laws and efforts to reduce underage drinking. Funded by an OJJDP grant, these web-based, on-line courses are designed to provide basic information to the participant and serve as a foundation for on-site training provided by the UDETC. Participants can receive a certificate upon completion of one of these courses.



<http://www.udetc.org/distancelearning.htm>



#### CONDUCTING COMPLIANCE CHECK OPERATIONS

This four-hour training provides guidelines and operational information on reducing sales of alcohol to underage purchasers through compliance checks of alcohol retailers.



#### ENVIRONMENTAL STRATEGIES

This two-hour training is designed to increase the participant's skill level and understanding of environmental prevention practices and share effective strategies for States and/or communities to address AOD problems from an environmental standpoint.



**AVAILABLE SPRING 2012**

#### PARTY PREVENTION & CONTROLLED PARTY DISPERSAL

This six-hour training discusses the role of enforcement and community agencies in preventing underage drinking parties and safely dispersing them when they do occur.