

Underage Drinking Enforcement Training Center

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

March 2004 Resource Alert

And the host site for the 5th Annual National Leadership Conference goes to . . . sunny San Diego, California! The Underage Drinking Enforcement Training Center cordially invites you and your colleagues working on underage drinking to our next National Leadership Conference to be held from August 26-28, 2004 at the Sheraton San Diego Hotel and Marina. Pre-conference activities will take place on August 25th. This year we will be “Kicking Things Up a Notch,” as we continue to move forward in implementing effective strategies to reduce youth access to alcohol. Imagine sun, sand, and hundreds of your colleagues all meeting to share ideas about what’s working out in the field. Check out our website for more information at www.udetc.org

This month’s Success Stories focus on two states that have taken prevention efforts to the next level. In Arkansas, partnerships between local and state law enforcement officials collaborated to increase the number of compliance operations, create a more efficient way of tracking those operations, and, ultimately, reduce sales to minors. In Louisiana, collaboration among a wide variety of prevention partners and advocate perseverance finally paid off when the governor signed a keg registration bill after two previously unsuccessful attempts.

The Center continues its audio-teleconference series this month with a discussion on the National Research Council and Institute of Medicine’s report, “Reducing Underage Drinking: A Collective Responsibility.” The discussion will focus on how report recommendations affect law enforcement agencies and operations to prevent and reduce underage drinking. To find out more about this audio-teleconference and how to register, and to read this month’s Success Stories, please see the attached information.

If you are working on underage drinking in college communities, two new resources may be of assistance. The Robert Wood Johnson Foundation and American Medical Association’s “A Matter of Degree” project recently published a new document entitled “Case Histories of 4 Campus-Community Partnerships Reducing High-Risk Drinking Among College Students.” To read this document, link to http://www.alcoholpolicysolutions.net/research_studies_case_histories.htm.

The Center for Science in the Public Interest recently launched a new project that seeks to reduce the amount of alcoholic-beverage advertising to underage children and young adults who tune into televised sports, especially collegiate sports. For more information about the Campaign for Alcohol Free Sports TV, please go to <http://cspinet.org/booze/CAFST/>.

Stay tuned for next month’s Resource Alert. It will include new research on the costs and consequences of underage drinking. Please be safe and we thank you all for your efforts to prevent and reduce underage drinking.

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.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

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

The most important news concerning underage drinking "hit the streets" last fall. The NRC/IOM 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.

DATE

Tuesday, March 23, 2004

TIME

3:00–4:15 p.m. ET

PRESENTERS

Dr. Joel Grube

Prevention Research Center

E-mail: grube@prev.org

Dave King, Chief of Police

City of North Myrtle Beach

E-mail: daking@n-myrtle-beach.sc.us

Sharon Guerney, Wyoming EUDL Coordinator

Wyoming Underage Alcohol Initiative

Wyoming Department of Public Health Substance Abuse Division

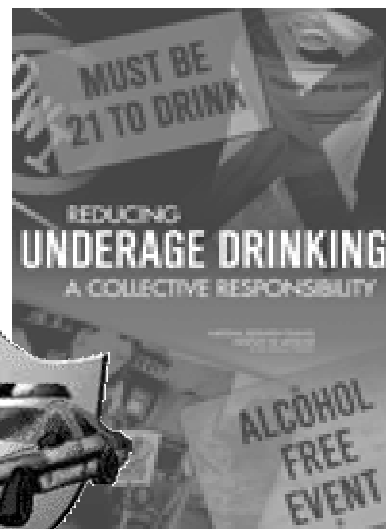
E-mail: sguern@state.wy.us

Aidan Moore, Bureau Chief

Bureau of Enforcement

New Hampshire Liquor Commission

E-mail: amoore@liquor.state.nh.us



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.



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



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

March 2004

Arkansas Enforcement Gets Rolling

The Arkansas Alcoholic Beverage Control (ABC) Enforcement Division has used the Enforcing Underage Drinking Laws (EUDL) program grant funds to breathe new life into underage drinking enforcement. As a result, the agency is witnessing significant reductions in sales to minors.

In Arkansas, as in many States, underage drinking enforcement was overlooked in the face of other drug problems. In particular, the flood of methamphetamine production and sales in Arkansas sapped enforcement resources that might otherwise be directed toward enforcing underage drinking laws.

According to Kenny Heroman, Assistant Director of the Enforcement Division, underage drinking is still a big problem in Arkansas, and it was not until 1999 that efforts to address the problem "really got rolling." With EUDL funding, the division was able to purchase video equipment, vehicles, and pay minor operatives who participate in compliance checks.

The added resources have allowed compliance checks to become a more prominent enforcement mechanism used by the ABC Enforcement Division. The division began its first round of compliance checks in late 1999, completing 356 checks. Agents completed 1,046 checks in 2000, 1,286 in 2001, 1,242 in 2002, and 1,447 in 2003. With 5,500 licensed retailers in the State, agents are checking just under 25% of their outlets every year. Most checks are conducted at random, but some are conducted in response to complaints about outlets.

Last year's increase in the number of compliance check investigations is attributed to two developments. Local law enforcement agencies joined forces with ABC due to their involvement with EUDL mini-grants. These mini-grants were awarded to local communities in order to engage local law enforcement in retail-oriented enforcement. Thus,

more officers were available in 2003 to conduct investigations. The second factor contributing to the recent increase involves an institutional policy change regarding the process for tracking compliance check results. In 2002, the ABC implemented a state-of-the-art database that allows enforcement agents to enter data on laptop computers while out in the field. This has streamlined the follow-up tasks associated with compliance check investigations and reducing the time and resources needed to process information.

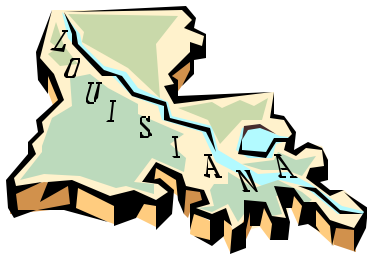
As a result of the increase in the number of compliance check investigations conducted throughout the State, the division has observed a significant drop in noncompliance rates.

The noncompliance rate in 1999 was 46.6%. Noncompliance rates dropped steady in subsequent years with the division reporting noncompliance rates of 41.3% in 2000, 35.6% in 2001, and 29.5% in 2002. In 2003, the noncompliance rate was 24.7%, close to half the initial rate in 1999!

In just a few years, the Alcoholic Beverage Control Board and its Enforcement Division have made great strides in enforcing Arkansas's underage drinking laws. The grant has also generated greater awareness about the problem of underage drinking. None of this would have been possible without the EUDL grant. "I'd give direct credit for that to the grant," said Heroman.

For more information, please contact Kenny Heroman, Assistant Director of the Alcoholic Beverage Control Enforcement Division, at Kenny.heroman@dfa.state.ar.us or 501-682-8174.

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



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

March 2004

Third Time Is A Charm for Keg Tracking in Louisiana!

Keg tracking legislation in Louisiana has been a goal of youth and adult underage drinking prevention advocates for years. One stumbling block in their efforts rested in State law. Legislation such as keg tracking can only be introduced in odd-numbered years. After two unsuccessful attempts in 1999 and 2001, advocates' tenacity finally paid off. SB 140 Keg Tracking was signed into law by Governor Mike Foster on June 5, 2003. This legislation requires that kegs be tagged with an identification number and that retailers collect and maintain information about the keg purchaser (e.g., number of photo identification card issued to the keg purchaser) for not less than six months.

Members of the Louisiana Alliance to Prevent Underage Drinking (LAPUD), a Statewide coalition comprised of government agencies and volunteer organizations, kept keg tracking a priority for seven years. Student clubs, law enforcement, and other concerned citizens throughout the State also supported and publicized the need to enact this measure to reduce access to alcohol.

For three consecutive years, keg tracking was also one of the top recommendations of high school students attending the annual Louisiana Youth Summit to Prevent Underage Drinking. Funded by the Louisiana Highway Safety Commission and the Office of Alcohol and Tobacco Control, the summit convenes students from across the State to study the problem of underage drinking and suggest strategies for combating it.

To close the 2003 Summit, student delegates held a media event at the Louisiana State Capitol in order to release their recommendation for keg tracking legislation to the press. Following the press meeting, youth delegates met with legislators

from their respective districts. These legislative meetings and the press release at the capitol were significant in raising awareness about underage drinking in Louisiana.

The Governor's Drinking While Intoxicated (DWI) task force voted to recommend this policy to the governor for his support. Members of the task force include: legislators, criminal justice professionals, and advocacy groups. With its widespread support, the task force was optimistic that legislation would pass even though previous legislative attempts had failed.

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

In 2003, the Office of Alcohol and Tobacco Control (OATC) succeeded in providing an important fiscal note that generated even greater support. OATC Commissioner Murphy Painter took the lead on getting the keg tracking policy through committees and signed into law.

Three important lessons learned from the keg tracking experience are evident:

- Policy work takes a long time—don't give up!
- Advocates need skill sets that can apply to various issues.
- Youth are effective advocates.

For more information, contact Murphy Painter, Commissioner, Louisiana Office of Alcohol and Tobacco Control at 225-925-4041, Sharron Ayers, Director of the Louisiana Alliance to Prevent Underage Drinking at 225-216-0910 or Cathy Childers, Executive Director, Mothers Against Drunk Driving at 225-926-080