



11710 Beltsville Drive ■ Suite 300 ■ Calverton, MD 20705
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April 2004 Resource Alert

A new report on alcohol marketing, a useful website for alcohol policy information, two Success Stories, and information on the 5th Annual National Leadership Conference round out this month's Resource Alert. We at the Underage Drinking Enforcement Training Center hope that you find the following useful in your work.

The **5th Annual National Leadership Conference** will be held August 26-28 at the Sheraton San Diego Hotel and Marina in San Diego, CA. If you've been involved in a successful effort to curtail social availability of alcohol to youth or if you have other information on underage drinking that you'd like to share in a conference workshop, visit our website www.udetc.org for details on how to respond to the Call for Presentations. Submissions are due April 23.

The **Alcohol Policy Information System** (APIS), a project of the National Institute on Alcohol Abuse and Alcoholism, is an electronic resource that provides authoritative, detailed, and comparable information on alcohol-related policies in the United States, at both State and Federal levels. This month, APIS added detailed information on seven new policy topics, including extensive coverage of laws pertaining to underage drinking and access to alcohol. The current update brings the total number of policy topics covered by APIS to 29. You can access all of this information at <http://alcoholpolicy.niaaa.nih.gov>.

The **Center on Alcohol Marketing and Youth** (CAMY) at Georgetown University recently released a report that estimates that nearly 700,000 minors visited alcohol-industry websites from July through December 2003. According to CAMY, these websites attract youth with features such as video games, music, e-mail gadgets, and icons. To view the report, please visit www.camy.org.

Alcohol marketing restrictions and effective evaluation are the subjects of this month's **Success Stories**. Ohio State University began prohibiting alcohol advertisements on local radio broadcasts of its athletic games on January 1st. This policy change also applies to advertisements in the university's publications. In Washington, measurable reductions in underage alcohol use were documented in a state-wide evaluation that provided regular feedback to communities throughout the state working to reduce youth access to alcohol and underage drinking problems. This feedback ensured that research-based prevention strategies were appropriately matched to clearly defined problems.

The Center continues its **audio-teleconference series** with "The Rise and Fall of Togs and Keggers: Interventions That Work." Presenters will provide innovative and creative strategies to reduce off-campus drinking-related problems, including several targeting social availability of alcohol. To find out more about this month's audio-teleconference and how to register, and to read this month's Success Stories, please visit see the attached information.

Stay tuned for next month's Resource Alert. It will include more conference information. Please be safe and we thank you 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.



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

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.

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

Alcohol Excise Tax: The Institute of Medicine, National Research Council report, *Reducing Underage Drinking: A Collective Responsibility* identifies increasing excise taxes a particularly effective strategy for reducing a variety of alcohol-related problems, including underage drinking. Speakers will discuss the research and data that supports alcohol tax increases and spotlight several States that have been successful in raising taxes. Speakers will also discuss new efforts to "roll back the beer tax."

New!!

August 10, 2004 **3:00-4:15 p.m. Eastern Time**

Compliance Check Investigations:

The Institute of Medicine, National Research Council report on reducing underage drinking recommends that states and communities "undertake regular and comprehensive compliance check programs." Research shows that such operations are the cornerstone of youth alcohol enforcement and are highly effective in limiting youth access to alcohol through commercial availability. Learn how these programs or operations work and why they are so effective in reducing youth access to alcohol.

New!!



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

The Rise and Fall of Togas 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.

DATE

Tuesday, April 27, 2004

TIME

3:00–4:15 p.m. ET

PRESENTERS

Chief Leo Sokoloski

Bloomsburg Police Department
Bloomsburg, Pennsylvania
570-784-4155

Captain Rick Younger

St. Louis University
Department of Public Safety
St. Louis, MO
dmenace@slu.edu

David Green, Campus/Regulatory Specialist

Oregon Liquor Control Commission
Eugene, OR
david.green@state.or.us



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

www.udetc.org

April 2004

Ohio State Takes Steps to Reduce Alcohol Marketing

Ohio State University may have given up its crown as NCAA Division I Football Champions, but the university has come out on top by announcing that it will prohibit alcohol advertisements on local radio broadcasts of its games in 2004.

In the wake of post-game rioting after the Ohio State vs. Michigan game in 2003, the university launched a serious effort to correct environmental factors that contributed to the problem, including the mixed messages the university communicated about alcohol use on campus. Specifically, the university disapproved of alcohol use by underage students, yet accepted funds from the alcohol industry for advertising rights during student games. In 2003, Ohio State sold advertising rights for \$1.4 million, big money in any budget.

Beginning this year, Ohio State will not allow alcohol advertising in the local contracts it controls or in any of its publications. In an article from *The Cincinnati Post*, Ohio State Athletic Director Andy Geiger said, "We can be accused of hypocrisy if we're sending one message at one level and doing something else at another."

For now, Ohio State cannot ban advertising on its nationally televised games since it belongs to the Big Ten Conference, and the Big Ten is responsible for selling television advertising rights. The current contract runs through 2006. However, Ohio State is making a real statement to other institutions of higher education by its latest announcement about local radio advertising.

Ohio State University President Karen Holbrook and Geiger are among a growing list of university presidents and athletic directors who back the idea of restricting all alcohol advertisements during nationally televised games. This effort is being led

nationally through the Campaign for Alcohol-Free Sports TV, an effort organized by the Center for Science in the Public Interest (CSPI). Geiger has discussed this idea with other Big Ten universities in hopes of convincing his peers to take similar measures.

Along with the university's announcement of the ban on alcohol advertising during local radio broadcasts, Ohio State is taking other significant steps toward changing the campus culture. In October 2003, President Holbrook and Ohio State served as host for a nation conference on celebratory riots. The event examined the impact of alcohol use on campus communities. The university also worked with the State of Ohio's Department of Alcohol and Drug Addiction Services (ODADAS) and Ohio Parents for Drug Free Youth to host the "Power of the Press: Focus on Advertising" conference that discussed the relationship between alcohol advertising and alcohol-related problems.

Our Point:
Communities, institutions, and States are successfully changing laws, ordinances, and policies to reduce underage drinking.

The university's efforts to address underage drinking have not gone unnoticed. In December 2003, President Holbrook was given an award from the ODADAS for her "courageous leadership in alcohol and drug prevention."

For more information on Ohio State's efforts, contact:
Holly Zweizig, Ohio Parents for Drug Free Youth, 6185
Huntley Road, Suite P, Columbus, OH 43229.
Telephone: (614) 540-9985 or email:
hzwewizig@ohioparents.org

For more information on the Campaign for Alcohol-Free Sports TV, visit <http://cspinet.org/booze/CAFST/>



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Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

April 2004

Meaningful Evaluation Documents Reductions in Youth Alcohol Consumption

Environmentally based alcohol prevention strategies work to reduce availability through policy change and enforcement. The ultimate goal, however, is to reduce alcohol consumption and related problems among youth. In order to track effects on availability, consumption, and problems, meaningful evaluation is critical. But, getting a good evaluation off the ground, and getting its recommendations implemented, often requires much more than just adequate funding.

The recently completed cross-site evaluation of Washington State's Reducing Underage Drinking (RUAD) program not only provided a required document for contract and audit purposes, but it also provided a starting point for improving State management of Enforcing Underage Drinking Laws (EUDL) grant funding. The development of this evaluation provides a good example of how meaningful evaluation incorporating on-going feedback can effect change.

Prior to beginning the evaluation process, the evaluation team, headed by Patricia Fabiano, Ph.D., of Western Washington University, held a workshop for past and present contractors, their coalition members, and other State-level stakeholders. The workshop highlighted how data would be used to regularly inform existing programs. As the evaluation was underway, preliminary evaluation findings were used to suggest improvements, showcase program strengths, and examine factors behind successful and unsuccessful efforts.

The regular feedback from evaluators led to willingness among contractors and coalitions to adopt recommended changes. Among the most important recommendations addressed and implemented were:

- Identification of a *specific* problems to be addressed within communities; and
- Application of *effective* and *appropriate* environmental strategies for addressing the identified problems.

Significant progress in reducing underage drinking in Washington over the past 4 years is evident in the results of state student surveys conducted since 1988. The most recent survey, conducted during the fall of 2002, included responses from more than 137,000 students in 752 schools. Results indicate that the number of students reporting alcohol consumption, at least once in the 30 days before the survey, declined significantly across all age groups:

Percent decrease in recent alcohol use since 1998:

- 6th grade – 42 percent
- 8th grade – 20 percent
- 10th grade – 22 percent
- 12th grade – 9 percent

The number of students reporting binge drinking also declined significantly for 8th and 12th graders.

Percent decrease in binge drinking (five or more drinks in a row) since 1998:

- 8th grade – 33 percent
- 12th grade – 14 percent

These results are consistent with the national trend as reported in the 2002 *Monitoring the Future* survey, although Washington results indicate greater reductions than the national average. With continued collaboration between the evaluation team and the EUDL grant recipients, there is hope that the downward trend in alcohol consumption among youth in the State of Washington will continue.

For more information, contact Aaron Starks at (360) 438-8212 or starkaj@dshs.wa.gov



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