

★ Visit www.udetc.org for the latest information on underage drinking. ★

April is National Alcohol Awareness Month

Alcohol Awareness Month was founded and sponsored by the National Council on Alcoholism and Drug Dependence (NCADD) to increase public awareness of how alcohol use may affect individuals, families, businesses and communities. Every April since 1987, NCADD and its National Network of Affiliates have reached out to Americans at the community level, providing information about alcohol and alcoholism. This year's chosen theme is: *"Healthy Choices, Healthy Communities: Prevent Underage Drinking"*. An integral part of NCADD Alcohol Awareness Month is Alcohol-Free Weekend, which takes place on the first weekend of April (April 6-8, 2012) to raise public awareness about alcohol use and the importance of preventing underage drinking. During Alcohol-Free Weekend, NCADD extends an open invitation to all Americans to engage in three alcohol-free days.

New Webzine Featuring Underage Alcohol Research

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) has recently released *Spectrum*. This electronic publication is NIAAA's first-ever webzine with engaging feature articles, short news updates, and colorful graphics. NIAAA Spectrum offers accessible and relevant information on NIAAA and the alcohol research field for a wide range of audiences. Each issue includes feature-length stories, news updates from the field, articles and photo essays, and an interview with an NIAAA staff member or alcohol researcher. NIAAA Spectrum is published three times a year. To view this new resources visit: <http://www.spectrum.niaaa.nih.gov>

SUCCESS STORIES: SOUTH CAROLINA

Clemson University: Reducing Underage Students' Access to Alcohol and Impaired Driving

Underage student access to alcohol is a problem for many Universities and their surrounding communities. Often student violators claim that they "didn't know" the policies and are confused about enforcement because of the multiple law enforcement jurisdictions surrounding the campus. Clemson University worked on alcohol policies, consistent campus adjudication and increased alcohol-free events (both on- and off-campus students) supported by law enforcement, off-campus property managers and campus/community liaisons. This success story shows the value of collaboration, consistent enforcement and that a school's commitment can result in positive results. See this Success Story in its entirety by simply visiting the weblink below: http://www.udetc.org/documents/success_stories/sc0412.pdf

NATIONAL ELECTRONIC SEMINARS

Alcohol Trends and Research Updates

Date: Thursday, April 19, 2012

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

Speakers: Jim Mosher, JD

Our special guest speaker is James F. Mosher, JD: Alcohol Policy Specialist. Mr. Mosher's pioneering work in alcohol policy has brought him international acclaim. His expertise spans numerous topics, including underage drinking prevention, alcohol marketing, community prevention strategies, alcohol law, dram shop liability, and social host liability. Jim Mosher has completed a new case study of alcohol marketing to young people, *Joe Camel in a Bottle: Diageo, the Smirnoff Brand, and the Transformation of the Youth Alcohol Market*, which was published by the American Journal of Public Health in its January 2012 edition. The case study documents the dramatic shift in beverage preference of America's youth from beer to distilled spirits during the last decade and examines the role of distilled spirits marketing in challenging beer's dominance of the youth market. Mr. Mosher will discuss this case study and its implications for underage drinking prevention policy.

Visit www.udetc.org/audioconfregistration.asp to register.

UDETC RESOURCES Spotlight: Monthly Resource Alert

The UDETC offers this monthly document that feature brief summaries and references to the most up-to-date research findings and breaking news. In addition Success Stories, Legal Summaries and other helpful information geared toward the enforcement of underage drinking laws and the reduction of youth access to alcohol are highlighted. If you would like others to be able to enjoy the Resource Alert Summary by email each month please ask them to send us an email request to: udetc@udetc.org.

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

www.udetc.org/documents/ResourceAlerts/ResourceAlert0412.pdf

Quick Facts

On average, youth who begin drinking by age 13 are about five times more likely to develop alcohol dependence at some point, compared with people who start at age 21 or older (Masten et al., 2009, Grant & Dawson, 1997). In addition, drinkers who begin younger are more likely to develop dependence by age 25 and to have chronic, relapsing forms of dependence (Hingson, 2006). More on this data and its sources can be found by visiting the below link here: <http://www.spectrum.niaaa.nih.gov/by-the-numbers/Default.aspx>



April 2012

Clemson University: Reducing Underage Students' Access to Alcohol and Impaired Driving

Approximately 14,000 underage students attend Clemson University, and 60 percent live off campus or commute. Underage student access to alcohol and consumption are issues that the university and surrounding community are working to address with the aid of a 2008 Enforcing Underage Drinking Laws (EUDL) College Discretionary grant. The most common response from student violators was the claim that they "didn't know" the policies and were confused about enforcement because of the multiple law enforcement jurisdictions surrounding the campus.

Clemson University, the Community Coalition, and local law enforcement, working together, addressed these issues and have brought about positive changes. The EUDL grant and other collaborative efforts have resulted in the following accomplishments:

- Through increased enforcement, compliance rates have improved from 85.6 percent in 2008 to 93 percent in 2011.
- Tailgate enforcement operations increased in 2010 to address underage drinking and other alcohol-related violations during game day. The addition of 12 uniformed officers placed in problem areas initially resulted in increased minor in possession (MIP) citations (273 MIP citations in 2010 versus 46 MIP citations in 2009), but with continued visibility of enforcement and educational outreach, citations in 2011 have tapered off (163 MIP citations in 2011).
- Off-campus party patrols also increased from 8 operations in 2008 to 33 in 2011, resulting in an increase in underage drinking citations from 55 to 115 and an increase in alcohol transfer citations from 3 to 5.

Often, similar to Clemson's experience, communities find that with increased enforcement, the number of youth citations will rise at the onset of enforcement and then decrease or flatten out. For Clemson's Office of Community and Ethical Standards (OCES), the enhanced on-campus patrols and resident assistant training did result in a slight increase in freshmen alcohol-related cases from year 2 to year 3 of the grant (i.e. 530 during the 2009-2010

academic year versus 550 during the 2010-2011 academic year), followed by an overall *decrease* in the fall semester comparisons of OCES cases (337 during the fall of year 2 versus 307 during the fall of year 3.) Also noted was the reduced number of freshmen cases of alcohol-related arrests (82 cases in year 2 versus 53 cases in year 3). Highway safety checkpoints conducted by University Police and local Alcohol Enforcement Teams also resulted in an overall increase in DUI (driving-under-the-influence) cases processed (July 2010-May 2011).

Understanding the value of collaboration, law enforcement along with student initiatives through Clemson's "*Did You Know, Think Ahead*" campaign and the town gown¹ collaborations with off-campus apartment complexes remain key focus areas. Collaborative efforts regarding alcohol policies and consequences supported by off-campus property managers and campus/community EUDL liaisons, along with consistent campus adjudication and increased alcohol-free events for both on- and off-campus students, have grown as a result of these efforts. Core survey results show that students reporting that they abide with university alcohol and drug policies positively increased from 56 to 68 percent (Core surveys, 2010-2011), and reductions in self-reported drinking and driving decreased from 32% in 2009 to 22% in 2011 (Core surveys, 2009-2011).

This success story shows the value of collaboration, consistent enforcement, and a school's commitment can result in positive results.

For further information, contact:

Kathy Cauthen, Clemson University

Email: kcauthe@clemson.edu

Matt Smith, Phoenix Center,

Email: msmith@phoenixcenter.org

Amy Whiten, Anderson Oconee Behavioral Health Services

Email: amywhiten@aobhs.org

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.

¹ "town" being the non academic population and "gown" being the university community

2012 CALENDAR

REGISTER AT WWW.UDET.C.ORG

TO REGISTER BY PHONE, CALL TOLL-FREE 1-877-335-1287

THURSDAY, APRIL 19, 2012

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THURSDAY, JUNE 21, 2012

Successful Family Skills to Prevent Underage Drinking

Parents, for children to do well in school, succeed in life, and remain addiction free, you need to be well-trained in bonding, setting boundaries, and monitoring kids' activities. And kids need to learn skills like accepting "no" nicely, following instructions, and saying "NO!" to underage drinking and drugs. But where can parents and kids learn these skills? Join us as we present "Seven Simple Skills to Promote Happy Families, Healthy Brains, and Alcohol- and Drug-Free Kids." In our webinar, parents will be given seven specific skills from Jaynie and Art Brown of Utah that include communicating politely, establishing rules and routines for youth success, and using positive discipline are just some of the 7 skills that will be discussed. The Browns will also let parents know how they can start using this program to prevent underage drinking and other substance abuse in their family. This Program has been reviewed by researchers and rated as an exemplary, evidence-based program.

For webinar registration, please visit www.udetc.org/audioconfregistration.asp

Do you have an Underage Drinking Topic that would make a great National Webinars? Send us your suggestions toudetc@udetc.org and put 'Webinars Topic Suggestion' in the subject line!

All programs provide opportunities for presentation, discussion, and sharing information. Connection instructions and accompanying materials will be e-mailed to registrants one week before the audio webinar.

UDETc NATIONAL WEBINARS



UDETc Underage Drinking
Enforcement Training Center

REGISTER NOW— ONLINE OR BY PHONE!

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.



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PRESENTER

• **James Mosher, JD**
Alcohol Policy Consultations
Email: jimmosher@sbcglobal.net

Webinar connection instructions and accompanying materials will be e-mailed one (1) week before the call to registrants.

Do you have an Underage Drinking Topic that would make a great National Webinar?
Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!