



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Student Athlete Codes of Conduct That Work

Data collected by the American Athletic Institute has documented that alcohol use among student athletes surpasses that of the general student population in high school. The data indicated that this problematic behavior was concentrated in the tenth and eleventh grades and was attributed to lack of understanding about the consequences of alcohol and drug use for athletes. *Codes of Conduct-Conditions for Involvement* has helped nearly 800 high schools begin rewriting their codes, sending a clear message to community, youth and adults that student athlete alcohol and other drug use will not be tolerated. Call participants will learn about the purpose of alcohol codes for HS athletes, code components, and the positive results emerging from implementation of such codes.



DATE

Thursday, May 17, 2007

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

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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.



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

April 19, 2007 **3:00 – 4:15 p.m. Eastern Time**
Alcohol and Crime Among Youth

Alcohol use by youths has been linked to delinquent behaviors, such as stealing, engaging in violent behavior and illicit drug use. Research also indicates that early drinkers are more likely than nondrinkers to engage in delinquent behaviors. How strong is this relationship between youth alcohol use and criminal behaviors? Presenters for this call will discuss the relationship between alcohol and crime among youth and provide strategies for preventing alcohol-related criminal activity among youth.

May 17, 2007 **3:00 – 4:15 p.m. Eastern Time**
Student Athlete Codes of Conduct That Work

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June 21, 2007 **3:00 – 4:15 p.m. Eastern Time**
Restorative Justice & Underage Drinking

Rethinking Drinking is a restorative justice and alcohol education program model that was developed in 2005 by Employee & Family Resources, Inc., in Des Moines, Iowa, and Teaching Peace, Inc., of Longmont, Colorado. Polk County, Iowa, began implementing the program in May of that same year. Since that time, more than 1000 youth have been referred to the program with only a four percent recidivism rate reported after 11 months. The early successes of the program are largely due to excellent collaboration among law enforcement, juvenile court services, the county attorney's office, and staff at Employee & Family Resources. This session will describe the model, the integration of alcohol education with restorative justice principles, and the experiences of the program thus far.



We want to hear from you!

Do you have a "Hot Topic" that would make a great National Electronic Seminar? Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!

For audio-conference 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

Effective Collaboration Results in the Passage of Utah's Inclusive Eliminate Alcohol Sales to Youth Program

The state of Utah, the Division of Alcoholic Beverage Control, and the Department of Public Safety are committed to reducing underage alcohol use by introducing Eliminating Alcohol Sales to Youth (EASY): one of the country's most comprehensive approach to underage drinking prevention and education. Utah's Eliminate Alcohol Sales to Youth (E.A.S.Y.) program became effective July 1, 2006. The comprehensive program includes the following:

- Limits youth access to alcohol at off-premise beer retailers.
- Requires mandatory and standard training for all grocery and convenience
- Store employees who sell beer or directly supervise the sale of beer.
- Funds a statewide media and education campaign to alert youth, parents, and
- Communities of the dangers of alcohol to the developing teen brain and increased addiction from early use.
- Funds a statewide compliance check program for law enforcement administered by the Utah Highway Safety Office.

Detailed examples of some of the components are:

The State Division of Substance Abuse and Mental Health will certify providers to conduct the required trainings. For clerks and supervisors currently employed by a convenience or grocery store, training must be completed by October 1, 2006. Any individual hired after September 1, 2006, must complete the training within 30 days.

The E.A.S.Y. program and Underage Drinking Campaign Committee also initiated a \$1.3 million contract with R&R Partners, an advertising firm, to develop an educational campaign dedicated to reducing the incidence of teen alcohol and drug use. As a result, the committee launched the

"Parentsempowered.org" campaign on September 28, 2006, during a press conference attended by Salt Lake Valley mayors, police chiefs, Utah legislators, Attorney General Mark Shurtleff, and First Lady Mary Kay Huntsman.

ParentsEmpowered.org (www.ParentsEmpowered.org) is designed to prevent and reduce underage drinking in Utah by providing information about the harmful effects of alcohol, particularly on the developing teen brain, promoting parental skills to prevent underage alcohol use. An innovative, visual part of the campaign is that visitors to State liquor store aisles will be seeing full-size silhouettes of teens saying, "No thanks. I need all the brain cells I can get." in the thought bubbles above the silhouettes' heads. A message below the teen silhouette



states: "New research shows underage drinking can cause permanent brain damage." Larry Lunt, chairman of the Alcoholic Beverage Control Commission, says that since the State is in the business of regulating liquor sales, "we have a higher duty" to get the message out to parents that they are the most influential force in their children's decision not to drink until they're 21. The silhouettes, sponsored by ParentsEmpowered.org, are being placed in all 38 State liquor stores throughout Utah. Utah's success story is an example of effective collaboration across agencies.

For further information contact Ms. Teri Pectol, Utah Highway Safety Office at 801-957-8586 or tpectol@utah.gov.

The views expressed in this document do no necessarily represent the views of the Office of Juvenile Justice for Delinquency Prevention (OJJDP) or he Underage Drinking Enforcement Training Center (UDETC) and are solely of the author/source.

