



July 2005 Resource Alert

FACE, Inc., a national nonprofit organization that supports sensible alcohol policies and practices, has just released a new film titled “This Place.” The 15-minute film takes a compelling look at where kids get alcohol, how they drink it, and what the outcomes are when they drink too much, too young. It also reveals how the environment we live in contributes to kids drinking at a younger age and more frequently. The film has been nearly a year in the making and includes footage from successful efforts to stop alcohol promotion and sponsorship, curb alcohol availability, and reduce high-risk drinking in Washington, California, Nebraska, and Michigan. For more information and to view a trailer of the film, click on www.faceproject.org.

The 6th Annual National Leadership Conference promises to be a great one with special presentations by representatives FACE, the Youth Leadership Institute, and The Marin Institute. The agenda also includes several limited attendance pre-conference and conference sessions (advance registration required). The cutoff date for hotel rooms at the special group rate is Monday, July 25; for the early bird conference registration rate, Friday, July 15. The conference will be held August 18–20 at the J.W. Marriot Starr Pass in Tucson, Arizona. Visit our website, www.udetc.org, to learn more about what promises to be an exciting event.

Adolescents who own an alcohol promotional item, such as a tee shirt or baseball cap, are one and a half times more likely to try drinking alcohol than peers who don't sport such brand-imprinted items, according to a limited study by Dartmouth Medical School researchers. The study involved 2,400 middle-school youth ages 9 to 15 in Vermont and New Hampshire. You can visit <http://www.beawarenow.org/news/index.php?id=283> to read more about the study.

Researchers from the Wake Forest University School of Medicine say that students who get drunk weekly are more likely to suffer injuries or to be sexually assaulted than their peers. The researchers found that college students who reported getting drunk at least once a week were three times more likely to suffer alcohol-related injuries than those who got drunk less than once a week. Regular college drinkers also were 75 percent more

likely to be victims of sexual assault. Read more at <http://www.newswise.com/articles/view/511896/>.

This month's audio-teleconference, entitled *The Value of Youth Involvement: Successful Strategies and Approaches*, will be held on July 21. The direct involvement of youth offers benefits to youth and organizations. However, genuine and effective youth involvement requires serious commitment by an organization. This audio-teleconference will highlight successful strategies and approaches in the battle against underage drinking that were led by youth. Examples and resources from the State and local levels will be shared.

This month's *Success Stories* are from Rhode Island and New Jersey. In New Jersey, local municipalities are enacting ordinances that prohibit youth possession and/or consumption of alcohol only on public property. The measure closes a loophole in state law that prohibits underage possession and consumption of alcohol on only on public property. Over a four-year period, 56 municipalities in New Jersey have implemented this measure. In Newport, Rhode Island, administrators at Salve Regina University have implemented two policies pertaining to students' off-campus behaviors, and the city increased penalties for nuisance violations. These policy changes have curbed the use of false identification to purchase alcohol and fewer off-campus parties resulting in police calls for service.

To read this month's *Success Stories* and to print a hard copy of the Resource Alert and flyers, visit the following link:

www.udetc.org/documents/ResourceAlert0705.pdf .

Electronic Resource Alerts!!

If you would like to receive our Resource Alert electronically, just send an e-mail with “E-mail Subscription” in the subject heading to udetc@pire.org. Please be sure to include your name, organization, address, telephone number, and, of course, e-mail address.



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-**T E L E C O N F E R E N C E** Series

April 21, 2005 3:00 – 4:15 p.m. Eastern Time

What You Should Know About Alcohol Beverage Types

Alcohol is the substance most abused by young Americans. Alcohol use also plays a significant role in all three of the leading causes of death for adolescents: unintentional injury, homicide, and suicide. While there is a plethora of studies on drug-specific use by youth, little information is available regarding specific alcoholic beverage consumption patterns or the extent to which youth are using readily available household items to get drunk. This audio-teleconference will share information on this important topic.

May 26, 2005 3:00 – 4:15 p.m. Eastern Time

Party Prevention and Controlled Party Dispersal: Enforcement and Community Volunteers Working Together

This audio-teleconference will focus on underage drinking in party settings. It will provide step by step information about how to prevent parties as well as how to break-up such parties in a manner that is safe and that can lead to changes in community norms about underage drinking parties. The audio-teleconference will also share specific information about how community volunteers can be incorporated into this work so that operations proceed efficiently and without liability.

June 23, 2005 3:00 – 4:15 p.m. Eastern Time

Campaign Matters: Using Media to Maximize Success

This audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing campaigns that lead to sustainable changes in the way a community views and responds to underage drinking. Presenters will provide an overview of how core components of a campaign fit together with examples of and solutions to common pitfalls. Participants will develop a solid understanding of the importance of developing campaign timelines and media advocacy plans.

July 21, 2005 3:00-4:15 p.m. Eastern Time

The Value Of Youth Involvement: Successful Strategies and Approaches

Genuine and effective youth involvement requires serious commitment by an organization. The direct involvement of youth offers benefits to both youth and the organization. This audio conference will highlight successful strategies and approaches led by youth in the battle against underage drinking. Examples and resources from the State and local levels will be shared. The presenters will also share successful programs and initiatives where youth involvement has been the catalyst for effective community change.

August 9, 2005 3:00 – 4:15 p.m. Eastern Time

Leveraging Underage Drinking Resources

Underage drinking prevention efforts can seem overwhelming at times. How do communities get started or breathe new life into current efforts? What resources are available and how can they aid communities in achieving their goal to limit youth access to and consumption of alcoholic beverages? Join this call to expand your knowledge about available resources and how to leverage these resources effectively. Remember, you're not alone. We're all in this together.



For audio-teleconference 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

The Value Of Youth Involvement: Successful Strategies and Approaches

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Thursday, July 21, 2005

3:00– 4:15 p.m. Eastern Time

Eric Rowles
Youth Leadership Institute
Senior Director of Training and Consulting Services
San Rafael, CA
(415) 4551676

Youth Representative
Youth Leadership Institute

Internet users will be able to log on to our conference web page to view presentation slides and interact with other participants.

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

February 2005

Ordinance Picks Up Steam in New Jersey

According to the 2001 New Jersey Youth Risk Behavior Survey, 83 percent of students in grades 9 through 12 had at least one drink of alcohol during their lifetime. Further, 56 percent were current drinkers (defined as having a least one drink on at least one occasion in the past 30 days), and 33 percent had five or more drinks on one occasion in the past 30 days. In an effort to address what is recognized as unacceptable drinking behavior within the State, advocates began to press for changes in the State's underage drinking laws several years ago.

Advocates recognized that New Jersey State law contained a loophole that consumption of alcohol *only* on public property. They pressed for expansion of the law to include private property as well. Ultimately, compromise won. In June 2000, former Governor Christine Whitman signed into law statute S-692 that permits municipalities to enact ordinances that prohibit minor possession and/or consumption of alcohol private property. Under this law, violators would be subject to a \$250 fine for the first offense and \$350 for any subsequent offenses. Courts also would have the discretion to suspend or postpone the violator's driving privileges for 6 months. The message Governor Whitman sent with the signing the law was that underage drinking anywhere in New Jersey carries serious consequences.

The next step was for municipalities to adopt the ordinance. Bergen County was the first county in which communities organized to act. The suburban county consists of 70 municipalities, and the Bergen County Board of Chosen Freeholders passed a resolution in November 2000 urging all municipalities to adopt the ordinance. Community-based advocates from the Council on Alcoholism and Drug Abuse of Bergen then reached out to local police departments, town councils, and elected officials to educate them further about underage drinking problems in the county and how the new ordinance would combat them. Local media also played a big part in educating the public about the measure. This collaborative effort has thus far resulted in 47 of 70 municipalities in the county adopting the ordinance. Work is continuing in the remaining 23 municipalities.

Seeing the positive results, the Sussex County Coalition for Healthy and Safe Families, a program of the Center for Prevention and Counseling, sought to adapt the Bergen County model for their communities. Located in the northwest corner of New Jersey, Sussex is a rural county with 24 municipalities, half of which do not have local police departments. The coalition worked to improve community awareness and readiness to support the measure through a "Town Hall" meeting, letter writing to elected officials and media outlets, and educational messages (e.g., an alcohol awareness poster contest). Where local police departments did not exist, the coalition reached out to the State police.

The first communities in Sussex County to adopt the ordinance were Newton and Hopatcong. Local enforcement officers have reported positive results now that they had a tool for shutting down underage drinking parties that also provides concrete consequences to youth. In Andover (another Sussex County town that has passed the ordinance), Police Chief Phillip Coleman stated that the ordinance gave the department "real teeth" when trying to address a real and longstanding problem.

The underage drinking ordinance has been adopted in 9 of the 24 municipalities in Sussex County. The coalition continues efforts elsewhere in the county. Three townships are close to adopting the ordinance while the ordinance is pending in two others. Advocates are confident that slowly but surely the measure will be passed in all the municipalities within the county.

With dedication, persistence, and creative thinking, it is not hard to believe that advocates in Bergen and Sussex Counties will achieve their goals. In fact, the other affiliates of the New Jersey Prevention Network are implementing similar efforts throughout the state, assuring that underage drinking on private property ordinances will soon be adopted by municipalities Statewide.

For more information contact: Sussex County Coalition for Healthy & Safe Families, Barbara Adolphe at 973-383-4787 or barbara@centerforprevention.org, and Becky Carlson, 973-383-4787 or becky@centerforprevention.org



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