

Underage Drinking Enforcement Training Center

Monthly Resource Alert

September 2007



11720 Beltsville Drive ■ Suite 900 ■ Calverton, MD 20705 ■ Toll Free 877-335-1287

Please visit our enhanced website at www.udetc.org for the latest information on underage drinking.

9th Annual National Leadership Conference Follow-Up

This year's conference attracted more than 1,600 attendees, and if you were one of them, we'd love to hear from you. Please complete our online survey at:

http://www.surveymonkey.com/s.aspx?sm=pNeEi1uJEIpmPcelXI0HHg_3d_3d . This will help us plan for next year's

conference. The 10th Annual National Leadership Conference will be held in Nashville, Tennessee at the Gaylord Opryland Resort and Convention Center, August 21-23, 2008!

Debate Regarding Decreasing the Minimum Legal Drinking Age Intensifies

Within recent months the debate to lower the minimum legal drinking age from 21 to 18 has increased nationally. Opposition to the proposal remains strong from federal safety officials and researchers using actual data that shows that death rates are lower since the laws outlawing underage alcohol sales and possession were first instituted in the mid 1980's.

Success Stories: California, Iowa and Florida Model Social Host Laws Apply Civil Penalties in Ventura County

Ventura County, California has experienced widespread adoption of Social Host liability ordinances at the county and municipal levels. These accomplishments date back to 2005 when the Alcohol and Drug Prevention Division of the Ventura County Behavioral Health Department (VCBH) launched Ventura County Limits (VCL), a community partnership for promoting responsible alcohol policy and practices. This Success Story shares how the collaborative efforts of key stakeholders, local citizen coalitions and national media attention resulted in positive outcomes!

Through Persistence, Iowa Passes a State Keg Registration Law

In April 5, 2007, Iowa's Governor signed into law that all beer kegs be registered and labeled with an identification number. The law, which took effect statewide on July 1, 2007, is intended to combat underage drinking by giving law enforcement officials a tool to track the sources of alcohol to minors. The success story describes the new law and highlights the positive effects of persistence—starting with the State's

first countywide keg registration ordinance, which became effective in Keokuk County on January 7, 2003, and continuing through the passage of a statewide law in July 2007.

Sarasota, Florida Bans Youth from Bars and Clubs

This success story highlights Florida's Sarasota County's ordinance prohibiting persons aged 18 to 20 from entering bars/clubs. Support for the ordinance began in October 2005 in the city of Bradenton and after successful passage of the city ordinance; the push continued for a county ordinance. In May 2007, the Sarasota County Commission voted unanimously to prohibit youth from entering bars/clubs. The decision made Sarasota County the third jurisdiction in the region to prohibit minors from entering bars. Continuing their efforts, the Tampa Alcohol Coalition is also working on developing an ordinance in additional counties.

September National Electronic Seminar: Sustainability

Date: Thursday, September 20, 2007

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

Speaker: Diana Conti, Executive Director, Parca, and Sgt. Scott Friedlein, Champaign, Illinois Police Department

Coalitions and enforcement agencies across the country are making great strides in implementing environmental strategies to reduce and prevent underage drinking. However, many are faced with the challenge of sustaining efforts without EUDL funding. This session will identify key elements necessary for sustaining coalitions and underage drinking enforcement with or without funding; explore various options for alternative structures to continue the work; and offer options for innovative ways to find necessary funds as needed. Visit www.udetc.org/audioconfregistration.asp to register.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0907.pdf

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Did you Know....?

28 State Attorneys General are requesting Presidential assistance in helping abolish marketing of alcoholic energy drinks that they believe targets youth with potency claims.

Quick Fact:

94% of high risk teens (12-17) have tried alcohol and 54% of them say they get drunk at least once a month according to a new study conducted by the National Center on Addiction and Substance Abuse at Columbia University.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

August 2007

Model Social Host Laws Apply Civil Penalties in Ventura County

The past 18 months have brought major changes to Ventura County, California. The county has experienced widespread adoption of Social Host liability ordinances at the county and municipal levels, and social norms regarding the acceptability of adults providing alcohol to youth have changed.

These accomplishments date back to 2005 when the Alcohol and Drug Prevention Division of the Ventura County Behavioral Health Department (VCBH) launched Ventura County Limits (VCL), a community partnership for promoting responsible alcohol policy and practices. VCL pulled together key stakeholders in county and municipal governments, police departments, and educational institutions, finding unanimous support among them to address alcohol use by minors. Local citizen coalitions were drawn into the county-wide discussion as well. All agreed that the way to create change needed to begin with a needs and resource assessment to acquire accurate information about local problems. What they learned was alarming:

- Binge drinking among high school students was higher than the State average.
- Rates of youth reporting impaired driving and riding with an impaired driver were also higher than the State average.
- Private homes were overwhelmingly cited as the "place of last drink" among DUI offenders aged 20 and younger.

Armed with this information, VCBH worked with outside consultants to develop a model Social Host Liability Ordinance. This document was circulated among the VCL partnering agencies and the staffs of the County Attorney and City Attorneys. Each office and the command staff of local law enforcement agencies adapted the model ordinance draft to their jurisdiction's specific needs.

Several prominent leaders who were engaged in this effort championed the adoption of new laws. Among these leaders were Chief Deputy Geoff Dean of the Ventura County Sheriff's Department, County Supervisors Kathy Long and Steve Bennett, and then Mayor of Ojai, Rae Hanstad. Their

message was consistent and clear: "underage party hosts must be held accountable."

VCL was persistent in its use of media advocacy to promote policy change. Every time key leaders spoke out about the issue, media coverage was generated. But the use of media advocacy did not end with an explanation of the problem. By advocating for ordinance passage, policy champions also raised awareness about solutions. The media advocacy strategy also included pitching articles, writing editorials and letters to the editor, and arranging television and radio interviews.

Very soon, civic leaders and the community-at-large accepted that underage drinking parties needed to be addressed. Once viewed as an inevitable rite of passage with little risk, drinking parties became probable settings of tragedy and crime. Opposition to the county ordinance was negligible.

The first Social Host ordinance was passed in early 2006, six additional jurisdictions adopted a policy later that year, and in early 2007, two cities also adopted a policy. The policy is under consideration in the one remaining city that has not yet adopted the ordinance.

The ordinances have received national media attention from the *Los Angeles Times* and *USA Today* for the widespread community support and the imposition of civil rather than criminal penalties. According to Kathy Staples, Alcohol and Drug Prevention Division Manager for VCBH, the Social Host ordinances have changed the high-risk party landscape in the county because they hold youth, adults, and property owners accountable. "Its main purpose is deterrence," she noted. "It's not an attempt to stop all parties, just the ones where underage drinking occurs. And with fines up to \$2,500, would-be party hosts know that we are very serious."

For more information about the Social Host ordinances in Ventura County, contact Kathy Staples at the Ventura County Behavioral Health Department at (805) 981-9005, or Dan Hicks, Ventura County Limits Project Coordinator, at (805) 981-9577.

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Success Stories

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NEWS FROM THE FIELD

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August 2007

Through Persistence, Iowa Passes a State Keg Registration Law

On Thursday, April 5, 2007, Iowa's Governor Chet Culver signed into law House File 650. The law requires that all kegs of beer be registered and labeled with an identification number. The law, which took effect statewide on July 1, 2007, is intended to combat underage drinking by giving law enforcement officials a tool to track the sources of alcohol to minors. Perhaps equally as important, the law serves as a deterrent to adults and social hosts who may otherwise provide kegs of beer to persons aged 20 and younger.

The identification sticker must be placed on each keg of beer before it is sold. Retailers are required to keep a record of the name and address of the purchaser and the number of the purchaser's driver's license, non-operators identification card, or military identification card. The information must be retained for at least 90 days and shall be available for inspections by any law enforcement officer during normal business hours. Over the last several years, 27 Iowa communities have adopted local keg registration ordinances. In fact, Keokuk County's passage of its county ordinance was a highlighted Enforcing Underage Drinking Laws (EUDL) Success Story for being the first county in Iowa to pass similar legislation.

The statewide keg registration program preempts local ordinances and will be run by the Iowa Alcoholic Beverages Division. The division provides the stickers and has notified licensed brewers and licensed beer importers about the type of sticker they must use. Each sticker must contain a number and the following statement: *"It is unlawful to sell, give, or otherwise supply any*

alcoholic beverage, wine, or beer to any person under legal age. Any person who defaces this sticker shall be guilty of criminal mischief punishable pursuant to section 716.6 and shall cause the forfeiture of any deposit, if applicable." Any licensee who fails to put the sticker on the keg when the keg is sold or who defaces or fails to record a keg identification sticker is guilty of a simple misdemeanor punishable by a \$1,500 fine, and the fine for an employee of a licensee or permittee is \$500.

This story highlights the positive effects of persistence — starting with the State's first countywide keg registration ordinance that became effective in Keokuk County on January 7, 2003, and continuing through the passage of a statewide law in July 2007.

Contact:

Mr. Eric Sage

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Division of Criminal and Juvenile Justice Planning
Des Moines, IA 50319

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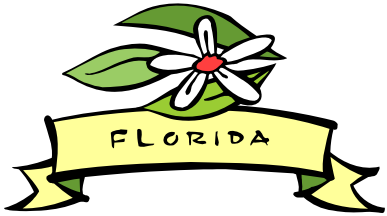
Sources:

1. Bill summary:
<http://www.iowahousedemocrats.org/summary/KegRegistration.pdf>
2. http://www.iowaabd.com/alcohol/misc/keg_registration.jsp
3. Jason Clayworth; *Des Moines Register*; April 6, 2007

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Sarasota, Florida Bans Youth from Bars and Clubs

Florida's Sarasota County Commission voted unanimously in favor of an ordinance prohibiting persons aged 18 to 20 from entering bars/clubs. Support for the ordinance began in October 2005 when a young person died after being stabbed at a nightclub in Sarasota, and was further reinforced 2 months later when two teenagers were shot at a nightclub in nearby Bradenton.

At that time, a local nightclub promoter/community activist asked government officials to help stop the nightclub violence. To curb the violence, he recommended that Sarasota ban 18- to 20-year-olds from bars to lower their risk of victimization and violence. The promoter/community activist called the media outlets and wrote to newspapers about the need for banning 18- to 20-year-olds from Sarasota's bars. He effectively advocated for an ordinance banning 18- to 20-year-olds from bars in the City of Sarasota in 2006.

After successful passage of the city ordinance, he approached Sarasota County Commissioners and asked them to follow suit. The collaborative effort included the county attorney who wrote the ordinance and revised it based on the county commissioners' advice and on input from the Tampa Alcohol Coalition (TAC), MADD Florida, and others. On May 23, 2007, the Sarasota County Commission voted unanimously to prohibit youth from entering bars/clubs. The decision made Sarasota County the third jurisdiction in the region to prohibit minors from entering bars.

Commissioners set a fine of \$250 for the first offense and \$500 for second and subsequent offenses. The same fine(s) applies to underage patrons and bartenders and establishments that serve minors. The county may impose additional penalties. For example, patrons who violate this law could face up to 60 days in jail, and businesses in violation could have their licenses suspended or revoked.

The ban applies 24 hours a day. The ban must be enforced by "any premises devoted during any time of operation predominantly or totally to serving alcoholic beverages," according to county records. The Sarasota County Commission will review this issue later this year and may modify the ordinance to include restaurants that stop serving food late at night, thus becoming bars or dance clubs. Continuing their efforts, the Tampa Alcohol Coalition is also working on developing an ordinance that bans 18- to 20-year-olds from bars in Hillsborough County.

For more information contact:

Ellen Snelling

Co-chair, Tampa Alcohol Coalition

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813-983-1939

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National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

September 20, 2007 3:00 – 4:15 p.m. Eastern Time
Sustainability

Coalitions and enforcement agencies across the country are making great strides in implementing environmental strategies to reduce and prevent underage drinking. However, many are faced with the challenge of sustaining efforts without EUDL funding. This session will identify key elements necessary for sustaining coalitions and underage drinking enforcement with or without funding; explore various options for alternative structures to continue the work; and offer options for innovative ways to find necessary funds as needed.

October 18, 2007 3:00 – 4:15 p.m. Eastern Time
Reducing Alcohol-related Incidents During the Holiday Season

The holiday season is a common time to increase law enforcement operations, especially those focused on impaired driving. How does underage drinking enforcement fit into the equation? This teleconference will discuss how community groups, youth, and law enforcement agencies can successfully combine their holiday enforcement efforts to reduce alcohol related incidents.



November 15, 2007 3:00 – 4:15 p.m. Eastern Time
Social Host

State and local communities across the nation are working to implement statutes and ordinances that address the complex issues surrounding underage drinking. One of the most progressive approaches adopted involves strategies surrounding the issue of social hosting or people who provide the setting for gathering of underage drinkers. While the problems are quite similar, the strategies adopted by the various communities widely differ. This session will explore the differences between criminal strategies and civil strategies, and examine how effective each approach has been in the various adopting jurisdictions. Listeners will have the opportunity to question presenters on their initiatives and ask "if you could do it all again would you take the same approach?"

December 18, 2007 3:00 – 4:15 p.m. Eastern Time
Parental Involvement in Preventing Underage Drinking

Alcohol is a drug. Alcohol is also the number one drug of choice for teens. Clearly, parents can play a vital and proactive role in addressing underage drinking. Too often underage drinking is discounted as a "right of passage." Parents can be effective in reducing the use of alcohol by youth under 21 by using a number of environmental strategies, such as preventing access of alcohol to youth, creating clear, consistent no-use messages, as well as partnering with local and state key stakeholders to address the issues related to underage drinking. The presenters on the call will share resources and effective strategies that can be duplicated in your community.

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



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Sustainability of Environmental Strategies to Prevent Underage Drinking

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DATE

September 20, 2007

TIME

3:00–4:15 p.m. EDT

PRESENTERS

Diana Conti, Executive Director, Parca, Burlingame, CA
dianac@parca.org

Sgt. Scott Friedlein, Champaign Police Department, Champaign, IL
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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.