

Underage Drinking Enforcement Training Center

Monthly Resource Alert

October 2006



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.

7th Annual National Leadership Conference Follow-Up

This year's conference attracted more than 1,400 attendees, and if you were one of them, we'd love to hear from you. Please complete our online survey at <http://www.udetc.org/confevaluation.asp>. This will help us plan for next year's conference. The date and location for the 8th Annual National Leadership Conference will be announced in the very near future, so be on the lookout!

New Energy Drink Enters U.S. Market

A new energy drink, called *Cocaine*, has entered the U.S. market. The drink's maker, Las Vegas-based Redux Beverages, claims that 5 minutes after consuming *Cocaine*, the user will achieve a "high," which is then followed by a caffeine boost 15 minutes later. Redux Beverages also claims that *Cocaine* is 350% stronger than the leading energy drink, Red Bull. For more information, go to http://www.drinks-business-review.com/article_news.asp?guid=33BE9EE4-EE55-4DBD-BB8E-46941E9FA056.

New Use for iPods

Apple's iPod has recently topped the list of "favorites" over alcohol at U.S. colleges and universities. This is good news to the underage drinking prevention and enforcement community; however, a new use seems to have crept into the picture of which adults should be aware. A company is selling *iBreathe*, a breathalyzer that can be connected to an iPod to measure a person's level of alcohol consumption. For more information, go to <http://uk.news.yahoo.com/12092006/368/ipods-doubling-alcohol-breathalysers.html>.

Success Stories

The UDET is proud to announce that all 50 States and DC have achieved at least one Success Story since EUDL grants were implemented in 1999! We are proud this month to announce the Success Stories for Mississippi and North Dakota!

Mississippi

Agents of the Mississippi Alcohol Beverage Control recently participated in an effort to increase enforcement to address underage drinking problems at universities. The Success Story will share their effective efforts and demonstrate that increased enforcement results in increased safety, not only for those younger than 21, but for others in the community as well.

North Dakota

In Dickinson, North Dakota, the community witnessed a problem that alcohol was easily accessed by youth from local stores. Working with the Safe Communities Coalition and key stakeholders they developed a local ordinance to combat the problem. The Success Story shares their efforts and positive results.

October National Electronic Seminar

Date: Thursday, October 19

Time: 3-4:15pm

Speakers: John Underwood and Dennis O'Sullivan

Alcohol & Athletes: A Scientific Look at the Impact of Alcohol Use on an Athlete

In the wake of national news involving college athletes and high-risk behaviors, information surrounding the real-life experience within collegiate sports is hazy. College athletes drink at higher rates than their non-athletic counterparts. Colleges and universities deal with underage drinking daily, but drinking among athletes presents specific problems—not just with alcohol and dependence, but also with their athletic performance. This National Electronic Seminar will focus on examining the influence of alcohol use on college athletes.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert1006.pdf

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Did you Know...?

If a typical 160-pound male drinks 5 standard drinks over a 2 hour period, he would reach a BAC of .08, making him legally intoxicated in all 50 states and DC. Source: <http://www.niaaa.nih.gov>

Quick Fact -

Almost half of the approximately 2,200 persons who die annually in traffic crashes involving drinking drivers under 21 are persons *other than* the drinking driver. ([Hingson & Winter, 2003](#)).



Enforcing Underage Drinking Laws Program

AUDIOCONFERENCE

TOPIC

Alcohol & Athletes: A Scientific Look at the Impact of Alcohol Use on an Athlete

In the wake of national news involving college athletes and high-risk behaviors, information surrounding the real-life experience within collegiate sports is hazy. College athletes drink at higher rates than their non-athlete counterparts do. College and universities are dealing with underage drinking daily, but drinking amongst athletes presents specific problems—not just problems with the use of alcohol and dependence, but also problems with their performance as an athlete. This National Electronic Seminar will focus on examining the impact of alcohol use on the college athlete.



DATE TIME

Thursday, October 19, 2006

3:00–4:15 pm eastern

PRESENTERS

John Underwood
American Athletic Institute
President/Founder
Chestertown, NY

Dennis O'Sullivan
American Athletic Institute
Vice President for Professional and College Development
Chestertown, NY

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.

WEB ENHANCED

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



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

September 21, 2006 3:00 – 4:15 p.m. Eastern Time
Action Through the Eyes of Youth:

In the prevention of underage drinking, in order to be effective, we must include the voices of Youth and understand the problem through their eyes. There are a number of youth groups and coalitions working towards changing the environment that invites and sustains underage drinking. There are many examples of successful youth taking the lead and making positive changes in the social, legal and economic environments where young people make decisions about alcohol. In this audio-call you will hear from YOUTH who will share their accomplishments and challenges with these efforts. Through this audio call the audience will understand that in working through a solution to prevent underage drinking we must recognize the Action through the eyes of youth!

October 19, 2006 3:00 – 4:15 p.m. Eastern Time
Alcohol & Athletes: A Scientific Look at the Impact of Alcohol Use on an Athlete:

In the wake of national news involving college athletes and high-risk behaviors, information surrounding the real-life experience within collegiate sports is hazy. College athletes drink at higher rates than their non-athlete counterparts do. College and universities are dealing with underage drinking daily, but drinking amongst athletes presents specific problems—not just problems with the use of alcohol and dependence, but also problems with their performance as an athlete. This National Electronic Seminar will focus on examining the impact of alcohol use on the college athlete. The speaker, John Underwood, will provide specific science-based information on the impact of alcohol use on the college athlete.



November 16, 2006 3:00 – 4:15 p.m. Eastern Time

Governor's Spouses Address Underage Drinking:

The Leadership to Keep Children Alcohol Free, a unique coalition of Governor's spouses, Federal Agencies and public and private organizations, is an initiative to prevent the use of alcohol by children ages 9 to 15. It is the only national effort that focuses on alcohol use in this age group. Presenters for this call will discuss the work of the initiative and how people can get involved.

December 14, 2006 3:00 – 4:15 p.m. Eastern Time
State Spotlight - Native American:

Underage drinking is a pervasive problem within many Native American communities and is attributable to a host of health, social, and economic problems that negatively impact the well being of the culture. Learn how Native American communities within various states are taking a stand to prevent underage drinking within the tribal community, foster wellbriety, and promote a culture free of alcohol use/abuse.

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

August 2006

North Dakota Community Works to Strengthen Local Ordinance

In Dickinson, North Dakota, the community witnessed a problem and worked together to find a solution. Prevention professionals working in Dickinson learned that alcohol was easily accessed by youth from local stores. The Safe Communities Coalition partnered with prevention professionals and key stakeholders to develop an ordinance to address the problem of alcohol retailers selling to youth. Through consistent Compliance Checks, local law enforcement was able to solidify that a significant problem existed with alcohol outlets selling to youth.

In an effort to bring the problem into the public eye, the Southwest Safe Communities Coalition and local law enforcement went to a City Commission meeting to provide a report on the availability of alcohol as measured through Compliance Checks. Resistance arose from alcohol retailers, but through meetings and collaboration, a compromise was met and an ordinance developed. The original ordinance, passed in December 2005, was a bit weak, but was a positive start for this community in reducing youth access to alcohol through retail sales.

Local law enforcement continued to conduct Compliance Checks and it was decided that the ordinance needed to be strengthened. On August 7, 2006, the City of Dickinson passed an ordinance, which increased the penalties for stores that sell alcohol to youth. The new ordinance includes the following penalties for violations related to selling alcohol to someone under 21:

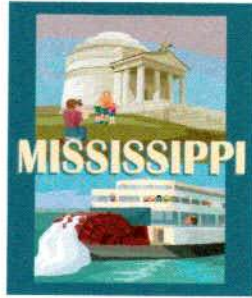
- 1st offense: A written warning if the person is in possession of a required server training card or \$500, plus a written warning if no card is in the server/sellers possession;
- 2nd offense: \$1,000 administrative penalty, plus one-day suspension of alcoholic beverage license and a mandatory hearing before the Board of City Commissioners; and
- 3rd offense: \$2,500 administrative penalty, plus a three-day suspension of alcoholic beverage license and a mandatory hearing before Board of City Commissioners.

This new ordinance is the result of the hard work and educational efforts of the City Administrator, City Attorney, local law enforcement and the Southwest Safe Communities Coalition. The Mayor of Dickinson, Dennis Johnson, stated, "If they failed two out of two Compliance Checks—that concerns me. It would indicate that they're likely to have failed more frequently."

In addition to the passage of this greatly needed ordinance, the Southwest Safe Communities Coalition will continue to provide Server Training to alcohol establishments and local law enforcement will continue consistent Compliance Checks, as well as other operations related to the prevention of underage drinking.

For further information contact: Becky Byzewski at 701-227-0131 or beckyb@dickinsoncap.org

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Success Stories

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NEWS FROM THE FIELD

www.udetc.org

August 2006

Mississippi's Targeted Enforcement Shows Increase in Underage Drinking Cases

Agents of the Mississippi Alcohol Beverage Control (ABC) have recently participated in an effort to increase enforcement to address underage drinking problems at universities. An Enforcing Underage Drinking Laws (EUDL) grant from the Office of Juvenile Justice and Delinquency Prevention, which was made possible by the Mississippi Department of Public Safety, allowed agents to target college environments during weekend sports events.

The major Southeastern Conference football teams at Mississippi State University and the University of Mississippi presented the State with many issues surrounding underage drinking and other alcohol violations. With more than 42,000 students (most of whom are underage) attending Mississippi's three major universities, the field was set for dangerous play. Local law enforcement, who are often overworked just dealing with the routine problems and maintaining regular patrols, are taxed even further when a university sporting event is held. Then, they must not only deal with the student population, but also with visitors as well as with the dangers of underage drinking. With EUDL funding, the State could provide more manpower and more focused operations during high-risk times.

ABC agents conducted surveillance of retail outlets, often spotting underage persons purchasing alcohol. Further, adults were observed providing alcohol to youth. To help curb this problem of individuals younger than 21 purchasing alcohol, the ABC agents worked with local nighttime hotspots. Agents posed either as customers to check for underage alcohol buyers or

as bouncers so they could catch those using fake identification to gain entry to a bar, restaurant, or nightclub.

As expected, these focused enforcement efforts at sporting events and local hotspots for underage drinking produced excellent results during game weekends. Reports indicated an increase of 47 percent in alcohol-related arrests during home football game weekends. Almost 25% of the individuals younger than 21 arrested for an alcohol-related violation were in possession of a fake ID.

ABC agents have arrested 450 individuals while conducting operations using funding from the EUDL grant. The Mississippi ABC has demonstrated that increased enforcement results in increased safety, not only for those younger than 21, but for others in the community as well. As a result of these efforts, local police departments around Mississippi's football games have seen a decrease in arrests for driving under the influence. The increased presence of State-level law enforcement on football game days has allowed local law enforcement to provide more coverage to the local community.

Overall, the EUDL program has benefited the State of Mississippi, and EUDL will continue to work with State agencies to keep the students of the State's universities safe during sporting events and throughout the year.

For further information contact: Chief Mark Hicks at mhicks@mstc.state.ms.us or (601) 856-1326

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