

Underage Drinking Enforcement Training Center

Monthly Resource Alert

October 2007



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

Virginia Underage Drinking Prevention Campaign

Message: Stop It!

The exercise, known as "sticker shock" and run by the Virginia Department of Alcoholic Beverage Control, is the kickoff event for a task force that is taking an aggressive approach to curbing illicit drinking and drug use among Alexandria teens. A collaboration between them, the Substance Abuse Prevention Coalition of Alexandria and area Alexandria students hopes to convince other students, parents and school officials that drinking and drug use among teenagers can only cause harm. They will go to participating grocery stores and other retailers and affix red stop sign-like stickers that say "Prevent underage drinking!" to thousands of packages of beer, wine coolers and other alcoholic beverages, warning that anyone 21 or older who buys or provides alcohol for minors faces up to a year in jail according to the Washington Post.

Study shows despite decreased alcohol ads, youth population is still getting the message

Alcohol industry spending on radio advertising decreased by 38 percent between 2001 and 2006, but more than a third of alcohol radio ads in 2006 were still more likely to be heard by underage youth than adults on a per capita basis, according to a monitoring report released today from the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University. One revealing finding was that more than half (58%) of youth exposure to alcohol advertising on the radio came from advertising placed on programming that youth were more likely to hear than adults. The report can be viewed at: <http://camy.org/research/radio0907/>. In 2003, the National Research Council and Institute of Medicine recommended that alcohol companies move toward a 15% threshold for youth audiences, this is roughly the proportion of youth in the general population.

Did you Know....?

that we will have a new addition to our Resource Alert? It will give you current legal rulings and opinions from Courts around the county on alcohol related topics. This section will be composed by UDET, Senior Program Manager, Aidan Moore, Esq. and will begin monthly in November 2007!

Binge drinking prevention measures being implemented by colleges

Articles published in the *Des Moines Register* and the *Philadelphia Daily News* report that colleges are beginning to offer more Friday classes and exams to curb student binge drinking on Thursday nights. The U.S. Surgeon General's *Call to Action To Prevent and Reduce Underage Drinking* called on college officials to "reinstate Friday classes to shorten the elongated weekend." The articles refer to a University of Missouri study of "weekend-like drinking behaviors beginning on Thursday," which surveyed 3,341 students on their drinking habits over 4 years. The study found that students who did not take Friday classes drank twice as much alcohol on Thursday as did students with early-Friday classes. About two-thirds of the students who drank on Thursdays engaged in binge drinking if they had late or no Friday classes.

October National Electronic Seminar: Reducing Alcohol-related Incidents During the Holiday Season

Date: Thursday, October 18, 2007

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

Speaker: Gloria Souhami, Program Director of the Travis County Texas (Austin, TX) Attorney's Office

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. 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/ResourceAlert1007.pdf

The views expressed in this publication do not necessarily represent the views of the Office of Juvenile Justice for Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDET) and are solely of the author/source.

Quick Fact:

According to a recent survey by the National Center of Addiction and Substance Abuse, a recent survey revealed that at least once a week on their school grounds, more than four million students see other students drunk.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Reducing Alcohol-Related Incidents During the Holiday Season

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DATE

October 18, 2007

TIME

3:00–4:15 p.m. EDT

PRESENTERS

Gloria Souhami, Travis County Texas Attorney's Office, Austin, TX
gloria.souhami@co.travis.tx.us

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-TELECONFERENCE Series

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

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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