

November 2005 Resource Alert

Tennessee Success Story

Over the past 2 years, elected officials in the City of Knoxville and Knox County have stepped up their support and commitment to reducing underage drinking. As a result, the Knox County Commission and the Knoxville City Council have passed ordinances related to mandatory photo ID checks when purchasing alcohol and increased compliance check operations. A coordinated media campaign related to underage drinking prevention also was created and has been instrumental in maintaining high levels of public support for law enforcement efforts on underage drinking.

Alcohol Advertising and Youth Study Released

PIRE's Prevention Research Center published a recent study in *the Journal of Health Communications* that demonstrated that "cute creatures" used in beer ads were appealing to youth. In the study, youth, ages 10-17, were shown the ads, which contained playful ferrets that replaced lizards as Budweiser's mascots, and 35 percent stated that they wanted to buy the advertised beer after seeing this sort of advertising. When shown advertisements that spoke about Anheuser-Busch's "Legacy of Quality," only 12 percent of youth reported wanting to purchase the product. The study demonstrates that young people *are* influenced when youth-appealing images are used in advertising, despite the fact that they are well below the legal purchase age. For the full text of the Alcohol Advertising and Youth Study, go to: <http://resources.prev.org/prcpublications.html>

What Influences Teen Drinking?

A recent study indicates that a familial history of addiction may not be the leading cause of teen drinking. The study asked 339 youth (ages 7-17) from families with addiction histories and 101 from families without addiction histories for their age when they had their first whole drink. Researchers say the study was designed to better understand what factors affect when children start experimenting with alcohol, and the results suggest that a family history of alcohol abuse or alcoholism may not play a major role in influencing age of first drink. For more information on this topic, go to: <http://www.foxnews.com/story/0,2933,172192,00.html> or <http://www.jointogether.org/y/0,2521,578447,00.html>

Beer Pong?

Beer Pong has recently become a popular drinking game for youth, particularly those in college settings. The game consists of cups of beer being set up and, using a Ping Pong ball, teams attempt to get the ball in the cups. If they successfully get a ball in, the opposing team has to drink the alcohol that is in their opponent's cups. Anheuser-Busch developed their own national promotion called "Bud Pong." The brewer had been promoting "Bud Pong" competitions since July—supplying tables, balls, and glasses to wholesalers across the U.S. After an outcry from public health groups and university officials about the high-risk drinking involved with the game, Anheuser-Busch decided to withdraw the promotion. Anheuser-Busch says the game's instructions called for water to be consumed during play, not beer. A spokesperson from the brewer stated that the company was concerned that the game was being misinterpreted. For more information, go to: www.usatoday.com/money/industries/food/2005-10-19-bud-pong_x.htm?POE=click-refer

November Audio-Teleconference Call

There are many negative and often times tragic consequences associated with underage drinking, including criminal offenses. Judicial partners play a vital role in affecting the social norms and attitudes of their communities regarding access of alcohol to minors, enforcement of the underage drinking laws, and the resulting consequences of underage drinking. Presenters for this audio-call will discuss how judicial partners can provide guidance to community organizations, enforcement officials, and other judicial leaders to create a strong social norm against underage drinking and a safer environment for youth and the communities in which they live. You can register for this month's call at www.udetc.org/Registration.asp.

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/ResourceAlert1105.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

November 17, 2005 3:00 – 4:15 p.m. Eastern Time

Judiciary Guidance in Addressing Underage Drinking in Communities:

Alcohol is the number one drug choice of youth. It's not kids just being kids, nor is it simply a rite of passage. There are many negative and often times tragic consequences associated with underage drinking, including criminal offenses. Judicial partners play a vital role in affecting the social norms and attitudes of their communities regarding access of alcohol to minors, enforcement of the underage drinking laws, and the resulting consequences of underage drinking. Learn how judicial partners can provide guidance to community organizations, enforcement officials, and other judicial leaders to create a strong social norm against underage drinking and a safer environment for youth and the communities in which they live.

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

Geographic Information Systems (GIS)-The Effective Use of Mapping:

Geographic Information Systems (GIS) is a mapping tool that can assist communities and enforcement agencies in identifying problems related to alcohol availability. Areas that have a high density of alcohol outlets or exposure have been found to generate alcohol-related problems and often affect the community's quality of life. The audio call will share the strengths, and weaknesses of GIS, when and how to apply GIS to show change over time and discuss how the results of GIS mapping can be used in strategic planning and in the support of existing environmental strategies

January 19, 2006 3:00 – 4:15 p.m. Eastern Time

Underage Drinking in College: Dry Vs. Wet Campuses:

Alcohol is a major problem on university campuses and often turns up as a factor in cases of vandalism, physical and sexual assault, and poor academic performance. A "dry campus," by definition prohibits alcohol at any university-owned property, as well as at any school-sponsored event, be it off-campus or on-campus. A conventional counter-argument to a dry campus policy has been that if alcohol is banned on campus, then students will increase off-campus consumption. The audio call will address research on Dry and Wet campuses and environmental strategies used to address their challenges and accomplishments.

February 23, 2006 3:00 – 4:15 p.m. Eastern Time

How to Effectively Defend the Minimum Legal Drinking Age (MLDA):

Recent articles have discussed the question "should the current legal drinking age (21) be changed?" In order to be able to defend the need to maintain the age limit and to revisit the reasons behind the minimum legal drinking age, adult allies working to prevent and reduce underage drinking should be able to effectively defend their position. There is viable research available that can be used to defend the age of 21 as the minimum legal drinking age and to be able to solidify the stance on underage drinking on the State and local levels. This call will share the recent research and identify successful results which effectively defend the MLDA.

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

A Global Look at Youth Drinking:

There is a commonly held perception among Americans that youth in the U.S. drink more frequently and experience more alcohol-related problems than do their counterparts in other parts of the world. This perception is often utilized as argument for changes in U.S. alcohol policies and prevention initiatives, including elimination of the minimum drinking age laws and development of programs that teach "responsible" drinking. Presenters will provide data and discuss whether youth in other parts of the world drink less and experience fewer problems than their American counterparts.

Happy Thanksgiving



From All of Us Here at the UDETC

Underage Drinking
Enforcement Training Center

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

AUDIO CONFERENCE

TOPIC

Judiciary Guidance in Addressing Underage Drinking in Communities:

Alcohol is the number one drug choice of youth. It's not kids just being kids, nor is it simply a rite of passage. There are many negative and often times tragic consequences associated with underage drinking, including criminal offenses. Judicial partners play a vital role in affecting the social norms and attitudes of their communities regarding access of alcohol to minors, enforcement of the underage drinking laws, and the resulting consequences of underage drinking. Learn how judicial partners can provide guidance to community organizations, enforcement officials, and other judicial leaders to create a strong social norm against underage drinking and a safer environment for youth and the communities in which they live.



DATE

Thursday, November 17, 2005

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

Judge Linda Chezem

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and Alcoholism (NIAAA)
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WEB ENHANCED

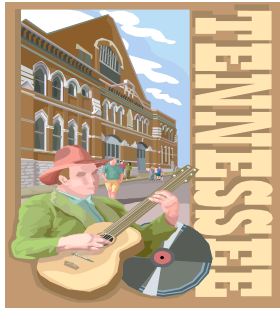
Internet users will be able to log on to our conference web page to view presentation slides and interact with other participants.

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.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

November 2005

www.udetc.org

Knoxville Finds a Marketing Campaign That Makes a Difference!

The Metro Drug Commission-Policy (MDC), a private, non-profit organization, is a partnership of private- and public-sector leadership dedicated to the prevention of illegal substance abuse in the Knoxville/Knox County community. Formed in 1986, MDC has been sustained for nearly 20 years through the community support of local businesses and individuals, as well as through the joint resolution of the City of Knoxville and Knox County that established the MDC as the area's primary agency addressing substance abuse issues. Through the Enforcing Underage Drinking Laws (EUDL) grant, the MDC formed the Underage Drinking Policy Panel, comprised of 25 of Knoxville's elected officials, law enforcement, legal counsel, Sessions and Juvenile Court Judges, and the Knox County District Attorney General Randy Nichols. The policy panel has been diligent in identifying juvenile justice issues that need to be addressed and/or enforced more stringently. The panel also was divided into work groups to more effectively address curbing underage drinking.

Strategic use of Knoxville's MDC EUDL Marketing Campaign is part of a community-wide prevention strategy to discourage underage alcohol use and enforce underage drinking laws. Because of these marketing efforts, they have strengthened relationships with City Council and County Commission. Through the media exposure, they see underage drinking as "newsworthy" and feel the pressure from both the media and their constituents to address it. One part of the marketing efforts is a professional phone polling (SURVEYUSA), which documented that the community overwhelmingly (79%) reported that underage drinking was a problem that needed to be addressed. These survey results gave them the power to advocate for positive changes. Results of the efforts include:

- On December 20, 2004, the Knox County Commission passed a sanction for mandatory photo ID checks.
- On March 29, 2005, City Council passed on first reading an ordinance entitled "Alcoholic Beverages" to require identification of each beer purchaser.
- On April 12, 2005, City Council forwarded a resolution urging the State legislature to create and

adopt statutes that would require all sellers of beer or alcoholic beverages to obtain identification from all purchasers.

Because of these efforts, they have been able to reach over 258,000 viewers on the number-one-rated television station in east Tennessee, WBIR Channel 10 News (their largest reach and most consistent audience). A total of 24 television interviews on underage drinking and substance abuse issues have been featured on WBIR Channel 10, WVLT Channel 8, and WATE Channel 6. Efforts published through the Knoxville News Sentinel reach over 123,000 households and Citadel Broadcasting has the number one radio station in the county, WIVK. Realizing the need for an inclusive strategy, the media campaign also was a factor in law enforcement efforts, and collaboration with the Knoxville Police Department and Knox County Sheriff's Office has improved tremendously. Results of the marketing efforts include:

- 10% increase in compliance checks
- Beer packets given to new permit holders at each City and County Beer Board meeting
- 150 businesses cited for selling alcohol to a minor were contacted and then sent free materials; almost half the cited businesses requested information packets after receiving the letter

The community *wants* to combat the underage drinking problem—the marketing campaign, along with increased enforcement and significant policy changes, are important aspects of their prevention efforts. Knoxville's MDC EUDL Marketing Campaign is a significant tool and leads the way for a strong collaboration of agencies that have effectively moved positive public policy efforts and enforcement activities. Their strategic use of the Marketing Campaign has increased positive relationships and supported sustainable efforts!

For additional information, Contact: Ms. Tameka Wellington, Commission on Children and Youth at (615) 741-2633 or tameka.wellington@state.tn.us

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



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