

## January 2005 Resource Alert

The American Medical Association (AMA) released the results of two nationwide polls that reveal the extent of underage consumption and marketing of sweet-flavored malt beverages often referred to as “alcopops.” According to the findings, approximately one-third of teen girls reported having tried alcopops, more teen girls than teen boys have had alcopops in the past 6 months, and teen girls report drinking alcopops more than other alcoholic drinks. In contrast, adult women (age 21 or older) ranked alcopops as their least-consumed alcoholic beverage. More teen girls than women 21 or older also reported seeing or hearing more alcopop advertisements on television, radio, billboards, the Internet, and in magazines. The AMA said the poll results underscore the need for physicians to counsel young patients and parents of adolescent children on alcohol use and to advocate for strategies that protect underage youth from marketing practices of the alcohol industry. The AMA created an informational poster for use in physicians’ offices. To view the press release, poster, and the results of the AMA teen-drinking survey visit [www.alcoholpolicysolutions.net/alcoholpolicymd/index.htm](http://www.alcoholpolicysolutions.net/alcoholpolicymd/index.htm).

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) released a new version of “The Cool Spot,” a website for middle-school children (11- to 13-year-olds). “The Cool Spot” uses engaging games and graphics to deliver important messages about the risks of underage drinking and ways to resist peer pressure. The new content is largely based on curriculum for grades 6 to 8 developed by NIAAA-supported researchers at the University of Michigan. The website can be accessed at <http://www.thecoolspot.gov>.

The American Public Health Association (APHA) recently passed a resolution urging support and implementation of the recommendations contained in the National Research Council and Institute of Medicine’s report entitled “Reducing Underage Drinking: A Collective Responsibility.” Visit <http://www.apha.org/legislative/policy/policysearch/index.cfm?fuseaction=view&id=1280> to view the resolution and specific recommendations endorsed by APHA.

California is the focus of this month’s *Successful Innovation*. The California Alcoholic Beverage Control (ABC) developed a program to respond to alcohol-related crashes and other incidents involving minors. ABC investigators, in cooperation with local police and the California Highway Patrol, respond immediately to incidents in order to gather evidence and information tracing how minors obtained the alcohol. This collaborative effort was introduced to ensure that law

enforcement agencies investigating alcohol-related deaths and injuries will take steps to determine the source of the alcohol and also ensure that swift prosecution and harsh penalties are imposed on businesses providing liquor to underage drinkers.

The Center continues its audio-teleconference series with *The Alcohol Policy Information System: Resource for Understanding Underage Drinking Laws*. The Alcohol Policy Information System (APIS) is a web-based resource for analyzing State and Federal alcohol laws. This audio-teleconference will highlight the information available on the APIS website that can assist in developing a better understanding of the relative effectiveness and enforceability of alcohol laws, particularly those related to underage drinking. To find out more about this month’s audio-teleconference and to register, visit [www.udetc.org/registration.asp](http://www.udetc.org/registration.asp).

Two new topics have been added to the audio-teleconference series. These topics and presenters were featured at The Enforcing Underage Drinking Laws Program’s last Annual Leadership Conference in San Diego. The topic for March is **Addressing Underage Drinking Problems on College Campuses: Using Research to Guide Practice**. In April, the Center will host a call entitled **What You Should Know about Alcohol Beverage Types**. Take advantage of this opportunity to “attend” these two very popular leadership conference sessions in the comfort of your own office or home. To register for these and other audio-teleconference, visit [www.udetc.org/registration.asp](http://www.udetc.org/registration.asp).

Visit [www.udetc.org/documents/ResourceAlert0105.pdf](http://www.udetc.org/documents/ResourceAlert0105.pdf) to print hard copies of this month’s Resource Alert and Successful Innovation.

### ***New Electronic Resource Alerts!!***

*UDETC is proud to announce that we now offer our monthly Resource Alert via email! If you would like to receive our Resource Alert electronically, just send an e-mail with “Email Subscription” in the subject heading to [udetc@pire.org](mailto:udetc@pire.org). Please be sure to include your name, organization, address, telephone number, and, of course, email address.*



# National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

**January 20, 2005 3:00 – 4:15 p.m. Eastern Time**

## **The Alcohol Policy Information System: Resource for Understanding Underage Drinking Laws**

The Alcohol Policy Information System (APIS) is a web-based resource for analyzing State and Federal alcohol laws. This audio-teleconference will highlight the information available on the APIS website that can assist in developing a better understanding the relative effectiveness and enforceability of alcohol laws, particularly those related to underage drinking.

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

## **Reducing Underage Drinking Among Middle and High School Athletes**

Student athletes are often at higher risk of substance use than non-athletes. In response, States have committed resources to address and reduce alcohol and drug use by student athletes. Presenters will discuss how to implement successful programs, and how these programs affect student behaviors. The role of parents and other athletic program stakeholders will be highlighted.

**March 24, 2005 3:00 – 4:15 p.m. Eastern Time**

## **Addressing Underage Drinking Problems on College Campuses: Using Research to Guide Practice**

Underage and high risk drinking behavior on college campuses and in college communities can have a variety of negative effects on individuals and quality of life. The Prevention Research Center (PRC) in Berkeley, California has conducted a wide range of research relevant to the prevention of problem drinking behavior in college communities. This audio-teleconference will feature information from PRC on strategies for preventing underage and high risk drinking among college students as well as information from individuals in college communities who have worked to implement the prevention strategies discussed.

**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.



**For audio-teleconference registration information, please visit [www.udetc.org](http://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

#### The Alcohol Policy Information System: Resource for Understanding Underage Drinking Laws

The Alcohol Policy Information System (APIS) is a web-based resource for analyzing State and Federal alcohol laws. This audio-teleconference will highlight the information available on the APIS website that can assist in developing a better understanding the relative effectiveness and enforceability of alcohol laws, particularly those related to underage drinking.

*NOTE: APIS is a project funded by the National Institute on Alcohol Abuse and Alcoholism. It is recommended that you have web-access to be able to view the APIS website while the presenter is speaking. However, if you cannot access the web while on the call, the information will still be valuable to your work.*



### DATE

Thursday, January 20, 2005

### TIME

3:00–4:15 p.m. Eastern Time

### PRESENTER

**Jim Mosher**

*Pacific Institute for Research and Evaluation*

*Senior Policy Advisor*

Felton, CA

[jmosher@pire.org](mailto:jmosher@pire.org)

### REGISTER

Please register by using one of our automated options:

- **To register on our website**, please visit [www.udetc.org](http://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.*



# Successful Innovations

NEWS FROM THE FIELD

Enforcing the Underage Drinking Laws Program

www.udetc.org

January 2005

## California Department of Alcoholic Beverage Control Develops an Innovative Liquor Law Enforcement Program—TRACE—to Enforce Underage Drinking Laws

For the last several years, investigators at the California Department of Alcohol Beverage Control (ABC) have noticed an increase in alcohol-related incidents involving minors. Consequently, they developed a program for the immediate investigations of collisions, assaults, and other incidents where underage alcohol use is suspected.

The Target Responsibility for Alcohol Connected Emergencies (TRACE) protocol represents a unique partnership with local law enforcement and the California Highway Patrol to address underage drinking. It provides these agencies with ABC officers to help determine where and how the alcohol was obtained. It also may result in legal consequences for persons who sold or furnished alcoholic beverages to minors and administrative sanctions for liquor establishments involved in the selling/furnishing of the alcohol. When commenting on the strength of the program, ABC director Jerry Jolly noted that the program "...will further efforts to hold liquor licensees and others accountable when selling or serving alcohol to minors who are later involved in serious crashes or other tragic incidents." Other incidents include alcohol poisonings, alcohol overdoses, and assaults perpetrated by intoxicated minors, as well as intoxicated minors who are the victims of assault.

TRACE was developed by a task force convened by Attorney General Bill Lockyer after meeting with Lynne Goodwin, the mother of Casey Goodwin—a young woman killed in March 2003 by an 18-year-old drunk driver. Members of the task force included Lynne Goodwin and representatives of the Attorney General's Office, the ABC, the Office of Traffic Safety (OTS), the California Highway Patrol, the California Police Chiefs Association, the California State Sheriffs' Association, and Mothers Against Drunk Driving (MADD). At the 4-day "Teenwork 2004" annual youth conference on April 9, Lockyer joined other State law enforcement agencies unveiling the new investigative protocol aimed at reducing deaths and injuries caused by underage drinking. This

protocol focuses on liquor stores, restaurants, and bars that serve alcohol to individuals younger than age 21. This collaborative effort was introduced to ensure that law enforcement agencies investigating alcohol-related deaths and injuries will take steps to determine the source of the alcohol and that businesses providing liquor to underage drinkers face swift prosecution and harsh penalties, including the loss of their liquor licenses.

The protocol requires law enforcement officers to determine where youths obtained or consumed alcohol before the event and to notify the ABC if the alcohol was purchased or consumed at an ABC-licensed business establishment. If the incident involving underage drinkers results in death or injury, the ABC will be notified immediately to take the appropriate enforcement action.

The California ABC has sent TRACE reference cards to all Chiefs of Police, Sheriffs, and Highway Patrol Officers. More than 20,000 "wallet cards" have been printed for officers to use in the field. Additionally, the California ABC is working with officers to produce two videos: one for law enforcement training and one to inform community groups about the protocol.

Thinking "outside the box" to address underage drinking through enforcement and environmental change.

As of December 2004, ABC was conducting 41 active TRACE investigations involving 25 deaths and 30 serious injuries. Eight arrest/warrants have been issued, and eight administrative actions have been filed against ABC licensees. The department supports new legislation that would strengthen criminal sanctions when deaths or serious injuries result from selling or furnishing alcoholic beverages to minors. The work of the TRACE program has received recognition from the National Highway Traffic Safety Administration and the National Liquor Law Enforcement Association. Clearly, this innovative approach for addressing underage drinking problems is a model worth adapting for other States.

**For further information contact Judy Matty, District Administrator, CA Alcoholic Beverage Control at (562) 467-8400 or [judy.matty@abc.ca.gov](mailto:judy.matty@abc.ca.gov)**



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