

# Underage Drinking Enforcement Training Center

## Monthly Resource Alert

### January 2007



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Please visit our enhanced website at [www.udetc.org](http://www.udetc.org) for the latest information on underage drinking.

**Study Reinforces Findings on Risks of Youthful Drinking** A study of U.S. Marine Corps recruits conducted in San Diego adds further weight to previous findings that early-age drinking increases the risk of problem drinking later, Med Page Today reported.

The study looked at 41,482 male recruits and found that those who had begun drinking at age 13 or earlier were 5.5 times more likely to be engaging in risky drinking. Other factors associated with risky drinking included engaging in smoking, coming from a rural or small-town community, enduring childhood sexual or emotional abuse, and experiencing alcohol abuse or mental illness in the household.

**First Major Underage-Drinking Act Signed into Law** The Sober Truth on Preventing (STOP) Underage Drinking Act, which was [initially approved](#) on a 373-23 vote in the House of Representatives on Nov. 14, passed the Senate by unanimous consent on Dec. 6 and won final approval in a slightly amended form in the House on Dec. 7. President Bush signed the bill into law on December 20, 2006.

Major provisions of the STOP Act include a \$1-million annual national media campaign on underage drinking; \$5 million in grants to help community coalitions address underage drinking; \$5 million in grant funding to prevent alcohol abuse at institutions of higher education; requiring the Department of Health and Human Services (HHS) to produce an annual report on state underage-drinking prevention and enforcement activities; establishing a federal interagency coordinating committee on underage drinking; and authorizing \$6 million for research on underage drinking.

#### **Alcohol Industry Seemingly Using Tobacco Advertising Tactic to Lure Youth to Drinking**

A recent article from the San Jose Mercury News outlined that at a time when parents, teachers, doctors and cops are trying harder than ever to convince kids to stay away from alcohol, the alcoholic beverage industry seems to be working harder than ever to entice them with drinks that don't look or taste like grown-up alcohol, but pack a punch nonetheless.

The new youth alcohol rages include: "alcopops", sweet, fruity drinks that are popular with teens that cost around \$8 per six pack, the "Wet Willy" - edible cocktails, which look like Jell-O snack packs but, according to the fine print, are 12 percent alcohol by volume. There is even chocolate beer and the Jack Daniels Black Jack Cola. Pink drinks, blue drinks, bright green drinks, drinks packed in cartoon cartons, and let's not forget the drinks packed in little purses.

Several local level alcohol policy boards have tried, with no success to get these items banned; leaving the job to parents to help their children stay away from products seemingly geared especially to them.

#### **January National Electronic Seminar Taking on Goliath: Youth vs. Advertising Messages**

Date: Thursday, January 18, 2007

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

Speakers: Youth Speakers To Be Announced

This high-energy, youth-led workshop session concerns the counter-advertising initiative of youth advocates from Dover, New Hampshire. The presenters will address the process for constructing campaign messages and designing campaign announcements. Participants will be exposed to multiple techniques for helping the public to learn to think critically about industry marketing practices, contrasting, for example, hyper-sexualized ads that connote romance and fun with the real-life consequences of alcohol use, like sexual assault.

To print a hard copy of this month's Resource Alert visit: [www.udetc.org/documents/ResourceAlerts/ResourceAlert0107.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0107.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.*

#### **Did you Know...?**

In November 2004, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) concluded that alcohol abuse and dependence are "developmental disorders."

#### **Quick Fact -**

The costs of youth drinking are an estimated \$53 billion annually, and include costs to society such as medical care costs and lost productivity, as well as costs to the young drinker such as pain and suffering and loss of income, according to The Center on Alcohol Marketing and Youth.



# 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

**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.

**January 18, 2007 3:00 – 4:15 p.m. Eastern Time**  
**Taking On Goliath: Youth vs. Advertising Messages:**

This high-energy, youth-led workshop session concerns the counter-advertising initiative of youth advocates from Dover, New Hampshire. The presenters will address the process for constructing campaign messages and designing campaign announcements. Participants will be exposed to multiple techniques for helping the public to learn to think critically about industry marketing practices, contrasting, for example, hyper-sexualized ads that connote romance and fun with the real-life consequences of alcohol use, like sexual assault.

**February 15, 2007 3:00 – 4:15 p.m. Eastern Time**  
**Music Drug Awareness:**

Music is a powerful way that today's youth are getting messages on how to act and behave in our society, including how to act vis-à-vis alcohol. This session will provide information on current alcohol and drug-related trends in music and discuss how many youth may respond to music messages. Understanding some of these issues will give professionals tools for improving how they communicate with youth.

**March 15, 2007 3:00 – 4:15 p.m. Eastern Time**  
**Working with Retailers: Self Policing Strategies and Collaborative Initiatives**

Underage drinking is a complex issue that requires commitment from all stakeholders. In many communities, public health and law enforcement work well together, but retailers are sometimes seen as a reluctant participant, if a participant at all! This presentation will, from the retail perspective, highlight the barriers to gaining participation from the retail community and provide insights into proven ways to increase retail stakeholder involvement and increase self-policing efforts to reduce underage drinking. Participants will also learn strategies for addressing retailers who do not "get on board."

**April 19, 2007 3:00 – 4:15 p.m. Eastern Time**  
**Alcohol and Crime Among Youth**

Alcohol use by youths has been linked to delinquent behaviors, such as stealing, engaging in violent behavior and illicit drug use. Research also indicates that early drinkers are more likely than nondrinkers to engage in delinquent behaviors. How strong is this relationship between youth alcohol use and criminal behaviors? Presenters for this call will discuss the relationship between alcohol and crime among youth and provide strategies for preventing alcohol-related criminal activity among youth.

**May 17, 2007 3:00 – 4:15 p.m. Eastern Time**  
**Student Athlete Codes of Conduct That Work**

Data collected by the American Athletic Institute has documented that alcohol use among student athletes surpass that of the general student population in high school. The data indicated that this problematic behavior was concentrated in the tenth and eleventh grades and was attributed to lack of understanding about the consequences of alcohol and drug use for athletes. *Codes of Conduct-Conditions for Involvement* has helped nearly 800 high schools begin rewriting their codes, sending a clear message to community, youth and adults that student athlete alcohol and other drug use will not be tolerated. Call participants will learn about the purpose of alcohol codes for HS athletes, code components, and the positive results emerging from implementation of such codes.

**For audio-conference 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

#### Taking On Goliath: Youth vs. Advertising Messages

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### DATE

Thursday, January 18, 2007

### TIME

3:00 – 4:15 p.m. Eastern Time

### PRESENTER

Youth Speakers to Be Announced

### 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.