

Underage Drinking Enforcement Training Center

Monthly Resource Alert

January 2008



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.

Binge Drinking Can Lead to Other Significant Health Problems in Youth

A study conducted by the Prevention Research Center in Berkeley, CA found that heavy binge drinking by adolescents and young adults is associated with increased long-term risk for heart disease, high blood pressure, type 2 diabetes, and other metabolic disorders. The risk is lower in people who start drinking alcohol later in life and maintain more moderate drinking patterns. The study has been accepted for publication in the *Journal of Clinical Endocrinology & Metabolism*. More information on these findings can be found at: <http://www.endo-society.org/news/press/2007/Binge-Drinking-by-Adolescents-and-Young-Adults-has-Long-term-Health-Consequences.cfm>

New Study Shows that Alcohol Use is on the Decline in American Teens

The study funded by the National Institute on Drug Abuse and designed and conducted by the University of Michigan showed clear results in a study of 8th, 10th and 12th graders nationwide. The most significant declines were found in the 8th grade students. This may reflect their reporting a significant decline in alcohol availability. More information on these particular statistics can be found at the following link: http://www.monitoringthefuture.org/data/07data/fig07_14.pdf

Success Stories: California

San Francisco's Bay Area Rapid Transit (BART) Bans Alcohol Ads on Public Transit

Working on the Alcohol Ads ban since 2006, the San Francisco Bay Area's persistence paid off with several BART board members changing their earlier position, resulting in a positive 7-2 vote in December 2007. This success story emphasizes the value of persistence and the effectiveness of strong community education and participation in moving an effective underage drinking prevention strategy forward.

Did you Know....?

That the Gaylord Opryland Hotel is accepting hotel registrations for the OJJDP 10th Annual National Leadership Conference that will be held in Nashville, TN on August 21-23, 2008? Conference attendees are eligible to receive the special discounted rate of \$107 per night, single/double (plus tax) when they call 1-866-972-6779 and mention the National Leadership Conference.

Ohio Court of Appeals Examines the Reliability of Evidence Needed to Prove an Unopened Bottle Labeled Beer Actually Contained Beer.

In November of 2007 the Court of Appeals of Ohio, Tenth District, Franklin County rendered their opinion in an appeal taken by the Ohio Liquor Control Commission (OLLC) in *True North Energy, dba True North # 339. v. Liquor Control Commission*. Slip Copy, 2007 WL 3293349 Ohio App. 10 Dist., 2007. Local police were conducting a compliance check and asked for agency action against the licensee when the store employee sold beer to the underage buyer. The Ohio Liquor Control Commission suspended the stores license but the store argued there was not sufficient proof that the liquid inside an unopened bottle, labeled beer, was in fact beer.

To read more about this case please use this link:

<http://www.udetc.org/documents/ResourceAlerts/January2008Case.doc>

January National Electronic Seminar:

A Spotlight on Effective Collaborations/Partnerships to Address Youth Alcohol Access Issues

Date: Thursday, January 24, 2008

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

Speakers: Diane Riibe, Debi MacIntyre, Thomas Meier, Bruce Kelly and Captain John Hodges

Margaret Meade once said, "Never doubt that a small, committed group of people with a good idea can change the world. Indeed, it is the only thing that ever has." Join us to learn how effective collaborations/partnerships in different communities across the U.S. have mobilized community leaders and organizations to innovatively address underage drinking in unique and proactive ways, resulting in reductions in youth access to alcohol and prevalence of underage drinking.

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/ResourceAlert0108.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 (UDEC) and are solely of the author/source.

Quick Fact:

25% of all alcohol consumed in the US is done so by youths under 21! Source: Columbia University's National Center on Addiction and Substance Abuse



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD
www.udetc.org

December 2007

San Francisco's Bay Area Rapid Transit (BART) Bans Alcohol Ads on Public Transit

On December 7, 2007, the BART Board members voted 7-2 to ban alcohol advertisements on their system, reversing their earlier decision to allow such ads on a one-year trial basis. On September 14, 2007, they had voted 6-3 to allow alcohol ads for the first time in the transit agency's history and to re-evaluate the new policy after a year. But the board decided to reconsider its position after hearing protests from the boards of supervisors in San Francisco and Contra Costa Counties and community groups.

San Francisco Public Transit

In late 2006 and early 2007, coalitions across the Bay area and the Marin Institute took on the issue of alcohol ads on transit systems in the San Francisco Bay area. They were first alerted to the problem of alcohol ads on public transit in late 2006 when the governing body for the Bay Area Rapid Transit (BART), a commuter train service, voted to overturn its longstanding policy of not allowing alcohol ads on its property. The decision to allow alcohol ads, they said, was to bring in an additional \$400,000 in revenue.ⁱ In response, a coalition of local prevention and youth groups was quickly formed to educate city officials and board members on the effects of both maintaining the advertising ban and lifting the ban. With the coalition's backing, San Francisco Supervisor Tom Ammiano introduced a resolution to the Board of Supervisors (which also serves as the city council) urging the BART board of directors to reverse its decision.

At a December 2006 hearing, coalition members presented information about the research connecting alcohol advertising and youth drinking. Local youth spoke passionately about BART's responsibility to keep alcohol ads off of the trains and stations. As a result of this outpouring of community opposition, several BART board members changed their position

and voted to reverse the previous decision and maintain the ad ban. San Francisco gives a two-day warning and leads the way in tough enforcement in its new contract with Clear Channel, requiring \$5,000 per day per violation of advertising codes. The victory shared in this success story was won through swift action, a well-coordinated coalition, supportive local political leadership, and strategic use of the media. This success story also emphasizes the value of persistence and the effectiveness of strong community education and participation in moving an effective underage drinking prevention strategy forward.

Contact Information:

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ⁱ Sabatini J. BART alcohol ads rile supes, *San Francisco Examiner*, October 14, 2006.

Additional Sources:

1. <http://abclocal.go.com/kgo/story?section=local&id=4833000>
2. Marin Institute's Report; *The End of the Line for Alcohol Ads on Public Transit*, November 2007 available at: http://www.marininstitute.org/alcohol_industry/transit_report.htm

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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

January 24, 2008 3:00 – 4:15 p.m. Eastern Time

A Spotlight on Effective Collaborations/Partnerships to Address Youth Alcohol Access Issues

Margaret Meade once said, "Never doubt that a small, committed group of people with a good idea can change the world. Indeed, it is the only thing that ever has." Join us to learn how effective collaborations/partnerships in different communities across the U.S. have mobilized community leaders and organizations to innovatively address underage drinking in unique and proactive ways, resulting in reductions in youth access to alcohol and prevalence of underage drinking.

February 21, 2008 3:00 – 4:15 p.m. Eastern Time

Engaging and Working with ABC Boards and Liquor Control Agencies

Are you engaging or collaborating with those that license and control alcohol in your state or community? Learn about the important role ABC Boards and Liquor Control Agencies play in the control of alcoholic beverages in your community.

March 20, 2008 3:00 – 4:15 p.m. Eastern Time

Preventing Underage Drinking During Graduation Events: Effective Strategies

Graduation should be a special and positive experience. Graduations and proms are often the highlight of young lives and can produce lifelong memories. Yet there are risks involved when proms and/or graduations are mixed with alcohol - whether it is the prom after-party or "senior week" events. This audio-call will focus on graduation and/or prom events strategies which can be implemented in an effort to make these events safer. We encourage adults and youth to participate in this National Electronic Seminar. Participants will develop an understanding of the importance of prevention by implementing consistent and inclusive strategies to prevent underage drinking during these events.

April 17, 2008 3:00 – 4:15 p.m. Eastern Time

Prosecutors: Their Role, Limitations and Challenges

The justice system is one component in a comprehensive effort to reduce underage drinking and DUI. Prosecutors play a crucial role within the system in the administration of justice, and rules concerning the performance of their important responsibilities. Generally a prosecutor's responsibilities include determining appropriate charges, discussions with defense counsel, preparing witnesses for court, examination and cross-examination of witnesses and presenting arguments respecting conviction and sentence.

What role does the prosecutor hold in addressing the harms that are part of underage alcohol problems? How can a prosecutor assume a leadership role within their community on the complex issues? Our panel of experienced prosecutors will discuss these issues and listeners will be provided a valuable insight into the world of the prosecutor. Participants will be able to ask questions of our panelists to help them establish strategies and how to build relationships with prosecutors from their own community.

May 22, 2008 3:00 – 4:15 p.m. Eastern Time

"Rite" of What? Alcohol Enforcement Successes of "Busting the Binge" in College Environments

Underage and hazardous drinking on/off college campuses are often viewed as normal "rites of passage", yet present serious public health and safety issues. Learn how local enforcement agencies can partner with campus and community leaders to change community norms, and adapt traditional enforcement strategies to successfully "bust the binge."

June 19, 2008 3:00 – 4:15 p.m. Eastern Time

On-Premise Enforcement and Retailer Training Opportunities

When people think of underage alcohol problems they often think about the role of the licensed retailer and most frequently the convenience store or liquor store. The on-premise retail licensees make up nearly half of all the licensed businesses throughout the country. Depending on the laws of each jurisdiction people under the age of 21 may be lawfully allowed inside these businesses to socialize, but not consume alcohol. Retailer promotions and popular music make the on premise licensee a popular destination for those under the age of 21.

How does law enforcement police the on-premise licensee? What role does the licensee assume in responsibility for underage alcohol problems in a community? What initiatives are available to the on-premise retailer to assist them in responsible sales, service and safety to their customers and the community? Our panel will discuss the role of the retailer in this process, what tools are being used by law enforcement to improve safety and what makes up a retailer training program that can demonstrate measurable success. Listeners will gain information on innovative law enforcement strategies in the community and hear how one community created a very successful training program for retailers.

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



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

A Spotlight on Effective Collaborations/Partnerships to Address Youth Alcohol Access Issues

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DATE

January 24, 2008

TIME

3:00–4:15 p.m. EST

WEB ENHANCED

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

PRESENTERS

Presenter 1:

Diane Riibe, Executive Director,
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Presenter 2:

Debi MacIntyre, Safe Climate Coalition of
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Presenter 3: - Three representatives from Westchester County, New York

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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.