

Underage Drinking Enforcement Training Center

Monthly Resource Alert

January 2009



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

Major Victory in Caffeinated Alcohol Beverage Battle

MillerCoors LLC will stop producing and marketing caffeinated alcoholic drinks, including the current formulation of its top-selling Sparks brand, under a settlement with more than a dozen state attorneys general. Many thought that the company was allegedly targeting underage drinkers through its marketing of Sparks.

"Attorneys general from around the country are gravely concerned about pre-mixed alcoholic energy drinks because these products are dangerous and look and taste like popular nonalcoholic energy drinks," Maine Attorney General Steve Rowe said in a prepared statement. "They're popular with young people who wrongly believe that the caffeine will counteract the intoxicating effects of the alcohol." MillerCoors will voluntarily reformulate Sparks to remove the caffeine, taurine, guarana, and ginseng. Under the settlement, the company agreed to end certain marketing strategies that the attorneys general contend appealed to underage youth. They will list the ingredients that will be removed as a result of this settlement from the current contents list on the Sparks Web site.

The company will stop making and marketing Sparks in its current form by January 10. The company will make a \$550,000 payment to the States involved in the settlement to cover their legal costs. "This agreement sends a loud and clear message to anyone who still clings to the mistaken belief that it's okay to market beverages that mix alcohol and caffeine. There is no responsible way to sell these amped-up alcopops that are so popular with young people," Maryland Attorney General Douglas Gansler said in a prepared statement. To view the complete news release please visit the following webpage: <http://www.oag.state.md.us/Press/2008/121808.htm>

United Kingdom Presses for Zero Tolerance in Underage Drinking and Driving

A recommendation to make it illegal for drivers younger than age 21 to have any alcohol in their system will be presented to government officials in England, Scotland, and Wales, the [BBC](#)

Quick Fact

There were 126,704 emergency department visits by patients aged 20 and younger where alcohol was the only substance involved in the visit, according to a recent study from the Substance Abuse and Mental Health Administration. The full report can be found at <http://dawninfo.samhsa.gov/pubs/edpubs/default.asp>.

reported. The [Advisory Council on the Misuse of Drugs \(ACMD\)](#), an independent body that advises the government on drug-related issues in the UK, said the recommendation arose amid concern about impairment in young people driving within the existing drink-driving limits. The legal blood-alcohol limit in the UK is .08 percent. Government statistics show that 14 young drivers and their passengers die weekly in Britain. An ACMD working group has been reviewing current drink-driving legislation.

National Electronic Seminars

***Please Note: There will not be a January audio call.**

February 2009

School Substance Abuse Policy

Date: Thursday, February 19, 2009

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

Underage drinking by high school and university students continues to be a significant problem. Preventing the use of alcohol on campuses is an important goal of administrators because of the many negative consequences resulting from alcohol use and abuse. When schools establish alcohol policies that clearly state expectations and penalties regarding alcohol use by students, they help reinforce the unacceptability of underage drinking. This audio call will address the following questions:

Why is a substance-abuse policy important?

What should a comprehensive substance-abuse policy include?

How should a policy be communicated?

This audio call will help participants realize the importance of developing a strong policy and assist participants in reviewing, communicating, and enforcing a comprehensive policy.

Visit www.udetc.org/audioconfregistration.asp to register.

To print a copy of this month's Resource Alert visit:

www.udetc.org/documents/ResourceAlerts/ResourceAlert0109pdf

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 (UDETC) and are solely of the author/source.

Did you Know...?

The 2009 National Leadership Conference, although still in the early planning stages, is tentatively set to be held, the week of August 9th, 2008, in Dallas, Texas. We will continue to keep you informed on details as they become available!



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

2009 National Electronic Seminars Calendar

February 19, 2009 3:00 – 4:15 p.m. Eastern Time

School Substance Abuse Policy

Underage drinking by high school and university students continues to be a significant problem. Preventing the use of alcohol on campuses is an important goal of administrators because of the many negative consequences resulting from alcohol use/abuse. When schools establish alcohol policies that clearly state expectations and penalties regarding alcohol use by students, they help reinforce the fact that underage drinking is not acceptable. This audio call will address the following questions:

*Why is a substance-abuse policy important?
What should a comprehensive substance-abuse policy include?
How should a policy be communicated?*

This audio call will help participants realize the importance of developing a strong policy and assist participants in reviewing, communicating and enforcing a comprehensive policy.

April 23, 2009 3:00 – 4:15 p.m. Eastern Time

Brain Research

May 28, 2009 3:00 – 4:15 p.m. Eastern Time

MLDA Community



We want to hear from you!

Do you have a "Hot Topic" that would make a great National Electronic Seminar? Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!

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