

# Underage Drinking Enforcement Training Center

## Monthly Resource Alert

### February 2010



11720 Beltsville Drive ■ Suite 900 ■ Calverton, MD 20705 ■ Toll Free 877-335-1287

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

#### **Announcing OJJDP's 12<sup>th</sup> Annual National Leadership Conference!**

We are pleased to announce that the 12th Annual National Leadership Conference will be held August 18<sup>th</sup>-20<sup>th</sup>, with Pre-Conference Activities on August 17th in Anaheim, CA! We are thrilled to launch this year's conference as it promises to offer exciting plenary sessions, broad reaching workshops, and cutting edge experiential learning exercises that will provide you with real-life experience, skills, and tools that can be used to enhance both local and more far-reaching efforts.

Come and learn how community leaders, government officials and other interested individual can collaborate with law enforcement to increase positive results from the best research based practices, proven environmental strategies and the newly developed techniques and tools to assist in the efforts to protect underage youth by ensuring that we lower their access to alcohol through various successful approaches.

Join us as we explore new research, discover ground breaking technology and share evolving information with a plethora of enthusiastic individuals and groups passionate about reducing underage drinking. Registration for the Conference and access to hotel reservations will be available on our website: [www.udetc.org](http://www.udetc.org) on **February 12<sup>th</sup>** by clicking on the 2010 NLC icon found at the top right hand side of the home page. We look forward to seeing you there!

#### **2010 Leadership Institute Selected and off to a Rousing Start**

At UDET we were pleased to kick off the year by hosting the newest class of leaders for the inaugural training of the 2010 Leadership Institute. Chosen from a strong field of applicants, 11 candidates representing five diverse communities: Jefferson County, IL; Lake County, OH; Mississippi's Statewide Coalition; Long Beach, NY and the "Back of Yards" neighborhood of Chicago. They examined the challenges implicit in recruiting and leading their broad constituencies into the development of comprehensive community strategies to support underage drinking laws and build a generation of youth with the assets and mindset to refrain from underage drinking.

The class explored the dynamics of collaborative leadership, held enlightened discussions on the importance of strategic

engagement through community assessment, shared media and marketing support ideas for underage drinking laws, examined the fit of specific research based policies and practices to their communities and learned ways of engaging youth and hard to reach groups. Stimulated by each other's ideas and experiences as well as presentations by UDET staff and trainers, the Institute participants act as a "think tank" for how to integrate strong practices with strategies that engage a broader community in solutions that impact the landscape of the underage drinking issue.

#### **February National Electronic Seminar**

##### **Using Social Marketing to Reduce Underage Drinking**

Date: Thursday, February 18, 2010

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

Speakers: Pete Schulberg, Oregon Partnership and Amity Chandler, Drug Free Charlotte County

"Social Marketing" has become a hot topic. The term encompasses using the strategy of using marketing techniques to influence attitudes and behaviors of the social good. Consistent messaging with longevity over time can have significant impact on community norms. This call will focus on two underage drinking prevention social marketing campaigns aimed at adults and which include an enforcement component. Participants will learn how to apply social marketing campaigns and how to craft effective messages and how to gain knowledge of evaluation results documenting campaign effectiveness.

To print a hard-copy of this month's *Resource Alert* visit:  
[www.udetc.org/documents/ResourceAlerts/ResourceAlert0210.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0210.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.*

#### **Quick Fact**

Underage drinking cost the citizens of The United States \$68.0 billion in 2007. These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from the use of alcohol by youth. This translates to a cost of \$2,280 per year for each youth in the country. You can find these newly updated state specific and nationwide costs on our website by visiting the following link: <http://www.udetc.org/UnderageDrinkingCosts.asp>



# National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

**February 18, 2010 3:00 – 4:15 p.m. Eastern Time**

## **Using Social Marketing to Reduce Underage Drinking:**

*“Social Marketing” has become a hot topic. The term encompasses the strategy of using marketing techniques to influence attitudes and behaviors for the social good. Consistent messaging with longevity over time can have a significant impact on community norms. This call will focus on two underage drinking prevention social marketing campaigns aimed at adults and which include an enforcement component. Participants will learn how to apply social marketing strategies, how to craft effective messages and gain knowledge of evaluation results documenting campaign effectiveness.*

**March 18, 2010 3:00 – 4:15 p.m. Eastern Time**

## **“Under the Influence?” The Alcohol Message in the Music**

*Research clearly indicates that in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink. A common and effective outreach to youth is through music. Youth listen to an average of nearly 2.5 hours of music per day. What are they hearing? According to a 2008 report in the Archives of Pediatrics and Adolescent Medicine-one in three popular songs contains explicit references to drug or alcohol use. Studies show that media messages have a pronounced impact on our youth. Exposure to images of smoking in movies influences a child’s risk for picking up the habit. Alcohol use in music and promotions is also linked to actual alcohol use. This audio-call will explore the role of music in promoting alcohol use while introducing some of the lyrics and messages in the music. The call will leave you with a keener ear for the messages and skills on how to decipher the Message in the Music!*

**April 22, 2010 3:00 – 4:15 p.m. Eastern Time**

## **Parties on Wheels: Responding to the Enforcement Challenges of “Booze Buses”**

*In some college communities “booze buses” sponsored by alcohol establishment corral underage drinkers from college dorms taking them to and from the downtown bars under the thin guise of a “safe ride” program. Elsewhere buses, aided by viral marketing, pick up high school and college age youth in suburban parking lots to take them to certain downtown bars where they will be served. Join us to learn how police and communities are working together to enforce underage drinking laws and the handle the challenges that “booze buses” pose.*



**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

### Using Social Marketing to Reduce Underage Drinking

“Social Marketing” has become a hot topic. The term encompasses the strategy of using marketing techniques to influence attitudes and behaviors for the social good. Consistent messaging with longevity over time can have a significant impact on community norms. This call will focus on two underage drinking prevention social marketing campaigns aimed at adults and which include an enforcement component. Participants will learn how to apply social marketing strategies, how to craft effective messages and gain knowledge of evaluation results documenting campaign effectiveness.



### DATE

February 18, 2010

### TIME

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

### PRESENTERS

Presenter 1:

**Pete Schulberg**, Oregon Partnership, Portland, Oregon  
[pschulberg@orpartnership.org](mailto:pschulberg@orpartnership.org)

Presenter 2:

**Amity Chandler**, Drug Free Charlotte County, Port Charlotte, FL  
[amity\\_chandler@ccps.k12.fl.us](mailto:amity_chandler@ccps.k12.fl.us)

### 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](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.**