

Underage Drinking Enforcement Training Center

Monthly Resource Alert

March 2009



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

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

Recent Study finds link between Alcohol-Branded Apparel and Underage Drinking

Teens who own merchandise promoting alcoholic beverages are more likely to start drinking and become binge drinkers, a new study asserts. The study conducted by researchers at Dartmouth Hitchcock Medical Center surveyed 6,522 youths aged 10 to 14 about their drinking behaviors and drinking susceptibility, including peer pressure and other indicators. The number of these adolescents who owned alcohol-branded merchandise ranged from 11 percent at the 8-month survey to 20 percent at the 24-month survey.

The most common products were clothing (64 percent), hats (24 percent) and other items such as jewelry, key chains, shot glasses, posters, and pens. Seventy-five percent of the brands featured were beer. The report is published in the March issue of the Archives of Pediatrics & Adolescent Medicine.

Military Binge-Drinking Findings Released in New Survey

A just-released survey shows that 43 percent of active-duty military personnel engage in frequent binge drinking, this survey, published in the March 2009 issue of the *American Journal of Preventive Medicine*, included findings on underage soldiers.

The survey of 16,037 military personnel by researchers at the University of Minnesota, commissioned by the U.S. Department of Defense, found that 67.1 percent of binge-drinking episodes were reported by active-duty personnel aged 17 to 25, with about a quarter of those surveyed reportedly between the ages of 17 and 20. About 20 percent of those surveyed were classified as heavy drinkers and were more likely to report alcohol-related work problems, drunk driving, and criminal-justice involvement.

State and Federal Government Unite to Decrease Underage Drinking

The acting U.S. Surgeon General brought some sobering news to Maryland—don't wait to talk to your kids about the perils of underage drinking. "If you wait until [your children

are in] middle school, I think it's too late," Rear Adm. Steven K. Galson said. "We should begin as soon as they can be communicated with." Although some progress has been made, Galson continued, there is more to do. Galson, along with Maryland's first lady, Katie O'Malley, announced the creation of the Prevention of Underage Drinking Coordinating Council, a subcommittee under the Maryland State Drug and Alcohol Abuse Council. The goal is to get parents and other members of the community to talk to children early and to build a culture more aware of the dangers of underage drinking. More on this story can be found at this link: <http://www.dhnh.state.md.us/pubrel/html/2009/pr022609.htm>

National Electronic Seminars

Please Note: There will not be a March audio call.

April 2009

Adolescent Development and Alcohol: Brain, Body, Behavior and Cultural Context

Date: Thursday, April 23, 2009

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

In part two of our look at the interaction between alcohol and the developing adolescent brain, we will discuss not only the latest research on the pre-adolescent and adolescent brain, but also other aspects of adolescent physiology and psychosocial development and how they interact in response to alcohol exposure. This information can help enhance work with law enforcement, parents, communities and decision makers. Given developmental determinants, the question of how teens would be expected to interpret conflicting environmental messages underscores the need to be even more focused on environmental strategies. Join us on the cutting edge of research as it applies to your prevention and enforcement efforts.

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

To print a copy of this month's Resource Alert visit:
www.udetc.org/documents/ResourceAlerts/ResourceAlert0309.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:

The average student drinks three times as much during spring break as he or she would during a normal weekend according to Dr. S. Walters of The University of Texas School of Public Health.

Did you Know...?

Children who start drinking before 15 are four times more likely to become alcohol-dependent, seven times more likely to be in a car accident, and 11 times more likely to be involved in alcohol-related violence later in life than people who wait until 21 to start drinking? Source: David H. Jernigan, Johns Hopkins Bloomberg School of Public Health

Enforcing Underage Drinking Laws Program

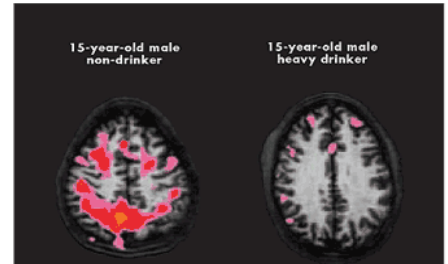
AUDIO CONFERENCE

TOPIC

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The brain images below show how alcohol may harm teen mental function. Compared with a young non-drinker, a 15-year-old with an alcohol problem showed poor brain activity during a memory task. This finding is noted by the lack of pink and red coloring.



DATE

April 23, 2009

TIME

3:00–4:15 PM EST

PRESENTERS

To Be Announced

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.

WEB ENHANCED

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