

★ Visit www.udetc.org for the latest information on underage drinking. ★

UPDATES FROM THE FIELD

Physician Advice to Adolescents About Drinking and Other Health Behaviors

This report assessed the proportion of 10th graders in the United States who saw a physician in the past year and were asked about their drinking. 36% of the youth, averaging 16 years old, reported drinking in the past month, 28% reported bingeing, and 23% reported drunkenness. Seven percent reported being drunk and five percent reported binge drinking, six or more times a year. In the past year, 82% of tenth graders saw a doctor. Of that group, 54% were asked about drinking, 40% were advised about related harms, and 17% were advised to reduce or stop. Efforts are warranted to increase the proportion of physicians who follow professional guidelines to screen and counsel adolescents about unhealthy alcohol use and other behaviors that pose health risks. The study's findings are published in the January 28, 2013, online issue of *Pediatrics*. The documents can be read in their entirety by visiting the following links:

<http://pediatrics.aappublications.org/content/early/2013/01/23/peds.2012-1496.abstract>

UDETC SPOTLIGHT

"Distance Learning Courses"

The UDETC offers no-cost distance learning courses that share best practices and strategies for enforcement of underage drinking laws and efforts to reduce youth access to alcohol. These web-based courses are designed to provide basic information to participants and serve as a foundation for on-site training provided by the UDETC. Courses currently available include "Conducting Compliance Check Operations (4 hours)", "Environmental Strategies (2 hours)" and "Party Prevention & Controlled Party Dispersal (6 hours)". New courses in development include "Techniques for Managing Special Events" which will be available in the spring of 2013 and "Source Investigations" which will debut later in 2013. All distance learning courses can be accessed 24/7 at:

<http://www.udetc.org/distancelearning.htm>.

Contact Sr. Program Manager R. J. Elrick at 1-877-335-1287, Ext 2771 or by e-mail at relrick@pire.org with any questions regarding the distance learning initiative.

SUCCESS STORY: UTAH

Parents Empowered to Take Action on Underage Drinking

In September 2006, the National Institutes of Health (NIH) released alarming new research illustrating the effect of alcohol on the developing teen brain; showing increased likelihood of early addiction and brain impairment with early exposure. In response to these research findings a number of Utah stakeholders came forward to develop a comprehensive

approach to the problem. The collaborative effort was formalized and launched in 2006 in an initiative entitled "ParentsEmpowered.org." Parents Empowered became Utah's statewide, state-sponsored educational and community mobilization campaign designed to prevent underage drinking. An evaluation conducted in 2011 showed that the Parents Empowered Program was able to produce measurable decreases in youth binge drinking rates, 30-day use rates, and lifetime use rates among 8-12th graders since the campaign and support efforts were implemented. This Success Story describing Utah's effective programming can be read in its entirety by visiting the following hyperlink below:

link: http://www.udetc.org/documents/success_stories/UT0213.pdf

NATIONAL ELECTRONIC SEMINARS/WEBINARS

March 2013

Policies to Improve Student Health and Safety during High Risk Times of the Year

Date: Thursday, March 21, 2013

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

The prom and graduation season are celebratory events that create memories for a lifetime. Unfortunately the days prior and following these events can include tragic news stories of serious injuries or deaths resulting from poor decision making by youth while under the influence of alcohol. There are a number of successful strategies and policies that prevent youth access to alcohol and prevent underage drinking. This webinar will feature a discussion of some policy solutions being used to improve student health and safety during these high risk times of the year. Register on line at: www.udetc.org/audioconfregistration.asp

ICCPUD WEBINAR ANNOUNCEMENT

The Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD) webinar series that launched on January 30, 2013, is an opportunity for federal agencies to address how they have supported states, territories and communities in reducing underage drinking by sharing resources, examples and sustainable efforts to address underage drinking. The next ICCPUD Webinar is;

Brain Research and Underage Screening – Getting Informed, Preparing to Act

Date: Thursday, March 7, 2013

Time: 2:00-3:00 p.m. ET

To register for the webinar go to:

<http://www.niaaa.nih.gov/news-events/meetings-events-exhibits/iccpud-webinar>

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

www.udetc.org/documents/ResourceAlerts/ResourceAlert0313.pdf



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

March 2013

Parents Empowered to Take Action on Underage Drinking

In September 2006, the National Institutes of Health (NIH) released alarming new research on the effect of alcohol on the developing teen brain increasing the likelihood of early addiction and brain impairment. In response to these research findings a number of Utah stakeholders came forward to develop a comprehensive approach to the problem. Those organizations who joined together in an effort to reduce underage drinking and address the increase in binge drinking included, Department of Alcoholic Beverage Control, Department of Substance Abuse and Mental Health, Department of Public Safety, and community stakeholders such as Mothers Against Drunk Driving (MADD).

The collaborative effort was formalized and launched in 2006 in an initiative known as "ParentsEmpowered.org." Parents Empowered became Utah's statewide, state-sponsored educational and community mobilization campaign designed to prevent underage drinking. The campaign continues to use electronic media and other means of mass communication to provide parents with the knowledge and skills to actively keep their children alcohol-free. Parents Empowered encourages parents to be involved in their children's lives and to set clear rules about not tolerating underage drinking, a strategy to increase protective factors, which research indicates are linked to preventing youth alcohol use. Parents Empowered is a collaborative effort between state agencies, private companies, and local community coalitions. The media campaign is funded largely through the Utah's liquor revenues. EUDL coordinator Teri Pectol sits on the committee that reviews and approves the statewide media campaign information, and EUDL funds and coordination have been instrumental in pushing the program materials out to community coalitions and funding the law enforcement efforts to partner with the campaign.

An evaluation conducted in 2011 showed that the Parents Empowered program was able to produce measurable decreases in youth binge drinking rates, 30-day use rates, and lifetime use rates among 8-12th graders since the campaign and support efforts were implemented. In June 2011, results from the Utah Underage Drinking Campaign Survey indicated that adults also reported changes in beliefs and behaviors of the harmful effects of underage drinking. Since 2010, the percentage of parents who feel they need to talk with their

children about underage drinking once a month or more increased 8 points, from 61% to 69%. Furthermore, parents who, within the past three months, reviewed with their children rules about underage drinking increased from 52% to 61% over the past year.

In September 2012 Parents Empowered became one of only two programs nationwide selected to receive an Exemplary Award this year from The National Association of State Alcohol and Drug Abuse Directors (NASADAD). Parents Empowered received the 2012 National Exemplary Award for Innovative Substance Abuse Prevention Programs for their work in reducing underage drinking. Parents Empowered received the opportunity to showcase their work at the 25th Annual National Prevention Network Research Conference held in Pittsburgh, Pennsylvania.

A very important part of the program is called "EASY", which stands for Eliminate Alcohol Sales to Youth, a statewide compliance check program that works hand-in hand with the media campaign. The primary goal of the EASY program is to curtail the retail supply of alcohol to minors at off-premise retail locations through two complimentary methods: providing funds to local law enforcement agencies to conduct alcohol compliance checks and requiring standardized and mandatory retail employee training.

This success story highlights the impact that public and private organizations can achieve on underage drinking using strategic media with law enforcement support to engage parents in an understanding of underage drinking when working together. For more information visit ParentsEmpowered.org

For further information contact:

Ms. Teri Pectol, EUDL Coordinator
Utah Department of Public Safety, Highway Safety Office
5500 Amelia Earhart Drive #155
Salt Lake City, UT 84116
Phone: 801-580-5905 **E-Mail:** tpectol@utah.gov

The views expressed in this document do not necessarily represent the views of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDET) and are solely of the author/source.

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NATIONAL WEBINARS



OTDP

Underage Drinking
Enforcement Training Center

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To register, please visit www.udetc.org/audioconfregistration.asp and complete the online registration form, or

To register by phone, please call our toll-free number, 1-877-335-1287, and follow the prompts.



THURSDAY, MARCH 21, 2013

3:00 – 4:15 pm Eastern Time

Policies to Improve Student Health and Safety during High Risk Times of the Year

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Webinar connection instructions will be sent immediately upon electronic registration. Please be sure to save that information as it is unique to you and is not generic.

Do you have an Underage Drinking Topic that would make a great National Webinar?

Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!