

Underage Drinking Enforcement Training Center

Monthly Resource Alert

April 2006



11710 Beltsville Drive ■ Suite 300 ■ Calverton, MD 20705 ■ Toll Free 877-335-1287

Please visit www.udetc.org for the latest information on underage drinking enforcement, prevention, and reduction.

April is Alcohol Awareness Month!!

Alcohol Awareness Month began in 1987 and a primary focus has been on underage drinking and the devastating effects it can have on youth. An integral part of Alcohol Awareness Month has been Alcohol-Free Weekend, which takes place on the first weekend of April (April 7-9). Alcohol-Free Weekend is designed to raise public awareness about the use of alcohol and how it may be affecting individuals, families, and businesses. National Alcohol Screening Day is April 6. For more information visit www.ncadd.org/programs/awareness/aamk2006.html and www.AlcoholScreening.org.

The 7th Annual National Leadership Conference

Don't forget to visit www.udetc.org to register and book a hotel room for the National Leadership Conference! Although rooms at the host hotel are currently sold out, rooms are available at the overflow hotel. Please visit our website for more information on overflow hotels. This year, the conference will be held in conjunction with the National Liquor Law Enforcement Association's 20th Annual Conference in Baltimore, MD on August 24-26. Debuting at this year's conference will be a youth track that promises to be informative and exciting! In addition, there will be experiential exercises for law enforcement and prevention professionals (must pre-register in order to participate).

National Leadership Conference Call for Presentations

Call for Presentation brochures have been sent out and all proposals are due April 10! Please submit proposals online at www.udetc.org.

Is Spring Break Broken?

Spring Break and alcohol, unfortunately, seem to go hand-in-hand. The American Medical Association (AMA) conducted research that demonstrated that sexual assaults increase during Spring Break. Locations considered "hot spots" for Spring Breakers report major increases in alcohol-related deaths, injuries, sexual

assaults, and arrests during this time. A study conducted by the AMA regarding Spring Break tour companies have yielded results that suggest college women support restricting how the companies promote their trips (i.e., "tons of free alcohol"). For more visit www.policyimpact.com/dailydigestpdfs/IIAA/March2006/IIAA3mar8.pdf.

National Audio Call: April 20 from 3:00-4:15pm (ET)

Strategies for High Risk Events: Prom and Graduation

April's Audio Call will address issues surrounding underage drinking during high risk times. Prom and graduation seasons are a time of celebration, but have a history of being a time of risk for youth drinking. Speakers from Florida and Texas will speak to their experiences in dealing with these celebratory times and the inevitable consequences of youth consuming alcohol. To register visit www.udetc.org/Registration.asp.

Success Stories: Kentucky and Iowa

Kentucky: The Richmond City Commission passed a Keg Registration law, which was enacted in February 2004. Richmond is home to Eastern Kentucky University, which was once well-known throughout the State as a location for wild parties. The Success Story notes that the ordinance has proven to be an effective tool for law enforcement and has created a safer community for all.

Iowa: Story County, one of the most populated counties in the State and home to Iowa State University, unanimously passed Keg Registration in January 2006. Currently, Iowa is working toward legislation which would require Keg Registration statewide. One step at a time, Iowans are working to make this happen.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0406.pdf

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UDETC Wants to Know!!

Please take our online survey at www.udetc.org. Click the button that says "How Are We Doing? Click Here and Let Us Know." We value your opinion and we want to make sure that our web-based technical assistance is meeting your needs.

Helpful Website Information

The UDETC website has been undergoing some exciting changes! The new and improved site will debut in early to mid-April. Be sure to check it out at www.udetc.org. Users will find many more resources organized by topic all in one web location. We hope you find it helps you in your work to prevent underage drinking.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Strategies for High Risk Events - Prom & Graduation:

Proms and graduations should be marked as joyous occasions for youth, parents and other adult allies. These events are highlights of young lives and can produce memories that last a lifetime. However, there are risks that are involved when prom and graduation, youth and alcohol are mixed--whether it be the prom party that leads to a deadly car crash or "first week" at the beach, where an alcohol-induced party creates an at-risk environment. Strategies can be implemented in an effort to make these events safer. Knowing the risks that, unfortunately, do come with proms and graduations can help communities plan effectively for safer celebrations. We encourage adults and youth to participate in this National Electronic Seminar. If you know of a parent who will be sending their child to a prom or graduation party, please invite them to as well!



She's dying to go to Prom. Sadly, 48 will.
Over one million teenagers die each year from alcohol-related injuries. All because of the great choice to use alcohol or drugs, or to ride with someone who does.



DATE

Thursday, April 20, 2006

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

Lieutenant Christine Guerra
Texas Alcoholic Beverage Commission (TABC)
c.guerra@tabc.state.tx.us

Ellen Snelling
Vice Chair, Tampa Alcohol Coalition
er.snelling@verizon.net

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.



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

March 23, 2006 3:00 – 4:15 p.m. Eastern Time

A Global Look at Youth Drinking:

There is a commonly held perception among Americans that youth in the U.S. drink more frequently and experience more alcohol-related problems than do their counterparts in other parts of the world. This perception is often utilized as argument for changes in U.S. alcohol policies and prevention initiatives, including elimination of the minimum drinking age laws and development of programs that teach "responsible" drinking. Presenters will provide data and discuss whether youth in other parts of the world drink less and experience fewer problems than their American counterparts.

April 20, 2006 3:00-4:15 p.m. Eastern Time

Strategies for High Risk Events - Prom & Graduation:

Proms and graduations should be marked as joyous occasions for youth, parents and other adult allies. These events are highlights of young lives and often produce memories that last for a lifetime. However, there are risks that are involved when prom and graduation, youth and alcohol are mixed- whether it be the prom after-party that leads to a deadly car crash or "first week" at the beach where an alcohol-induced party creates an at-risk environment where youth, strategies can be implemented in an effort to make these events safer. Just knowing the risks that, unfortunately, do come with proms and graduations can help communities plan effectively for safer celebrations. We encourage adults and youth to participate in this National Electronic Seminar. If you know of a parent who will be sending their child to a prom or graduation, please invite them to as well!

May 18, 2006 3:00 – 4:15 p.m. Eastern Time

Mobilizing Native American Communities to Confront Underage Drinking:

This audio-call will assist Native American communities with a process to mobilize the various segments of the community (business, school, religious, media, families, and other community members) to plan and implement strategies to confront underage drinking. Participants will develop an understanding of why mobilizing requires community ownership of the process and why data gathering is necessary to identify local priorities.

June 15, 2006 3:00 – 4:15 p.m. Eastern Time

Using Media to Maximize Success :

This audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing media campaigns that lead to sustainable changes in the way a community views and responds to underage drinking. Presenters will provide an overview of how core components of a campaign fit together with examples of and solutions to common pitfalls. Participants will develop a solid understanding of the importance of developing campaign timelines and media advocacy plans.

July 20, 2006 3:00 – 4:15 p.m. Eastern Time

Engaging Resident Assistants (RAs) in Reducing Underage Drinking:

Colleges and universities play a vital role in affecting the social norms and attitudes about alcohol use within campus environments. Most campuses are challenged with a large portion of their student body being comprised of youth under the legal drinking age of 21 and easy access to alcohol. Join us in learning how residential life systems can engage and empower their residential life staff in fostering a healthier, safer, and legal campus environment.

September 21, 2006 3:00 – 4:15 p.m. Eastern Time

Action Through the Eyes of Youth:

In the prevention of underage drinking, in order to be effective, we must include the voices of Youth and understand the problem through their eyes. There are a number of youth groups and coalitions working towards changing the environment that invites and sustains underage drinking. There are many examples of successful youth taking the lead and making positive changes in the social, legal and economic environments where young people make decisions about alcohol. In this audio-call you will hear from YOUTH who will share their accomplishments and challenges with these efforts. Through this audio call the audience will understand that in working through a solution to prevent underage drinking we must recognize the Action through the eyes of youth!

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



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

April 2006

www.udetc.org

Iowa Continues: One Step at a Time Keg Registration Spreads

In January 2004, Keokuk County passed a Keg Registration ordinance. Since then, four other Iowan counties—Mahaska, Kossuth, Hancock, and Pottawattamie—have passed similar ordinances. Story County, one of the most populated counties in the State and home to Iowa State University, unanimously passed Keg Registration in January 2006. Currently, a bill is before the Iowa State legislative body which would require Keg Registration statewide. One step at a time, Iowans are working to make this happen.

Those involved in developing and promoting the passage of the Keg Registration in Story County, including the Story County Prevention Policy Board, held a series of eight “community conversations” throughout the County in June 2004 and prioritized Keg Registration as an initiative upon which they would focus. In addition to the Board of Supervisors, many county and city law enforcement agencies, as well as the Youth and Shelter Services, Inc. of Ames, now support the Keg Registration ordinance.

Initially, the ordinance met with some resistance from a group of Iowa State University students and a few others. In response, the Story Board of Supervisors convened two forums in which these citizens could speak about their concerns. The supporters of the Keg Registration ordinance viewed its implementation as an aid for law enforcement in investigating instances of underage drinking.

The Story County Board of Supervisors, with assistance from officials in Keokuk County and Story County Attorney, Stephen Holmes, drafted

the Keg Registration ordinance, based on what was in the best interest of the community but also considered the concerns expressed by citizens in the forums. Enacted into law in January 2006, the ordinance will be implemented countywide in March 2006. Story County’s ordinance requires a tag be issued for each keg containing more than two gallons of alcohol. During a keg sale transaction, the name of the purchaser and the seller will be logged.

One step at a time, the State of Iowa continues forward to pass Statewide Keg Registration. Youth from across the State have come to the statehouse in recent months in support of Nick’s Law that would implement Statewide Keg Registration, among other strategies for reducing tragedies that involve youth and alcohol. Other counties—Polk, Boone, and Marshall—are considering a keg ordinance but were waiting for Story County to pass the ordinance first. Story County’s size and population will make it a significant impetus for other counties to move forward with local Keg Registration ordinances. Iowa, step-by-step, is becoming safer for its youth and the State as a whole.

For further information contact: Eric Sage, Iowa Department of Human Rights, Division of Criminal and Juvenile Justice Planning at (515) 281-3995 or at eric.sage@iowa.gov

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Success Stories

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NEWS FROM THE FIELD

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www.udetc.org

Madison County Community Partnership and the City of Richmond Celebrate Keg Registration Ordinance

The Richmond City Commission passed a Keg Registration law, which was enacted in February 2004. Richmond is home to Eastern Kentucky University, which was once well-known throughout the State as a location for wild parties. Thanks to changes in local ordinances and enforcement practices over the past year, this is no longer true.

The Madison County Community Partnership works to bring together diverse groups and resources within the community for the prevention of alcohol, tobacco, and other drug abuse. In the fall of 2002, the partnership sponsored a Community Forum to share local data and statistics with youth, community members, and leaders about the underage drinking problem in the City of Richmond. Data indicated that 80 percent of residents surveyed believed that underage drinking was a serious problem in their community.

In April 2004, members of the coalition developed a work plan to form a "Local Options Committee" and recruited community leaders, law enforcement, youth, the faith community, the Alcohol Prevention Enhancement Site, the Kentucky Department of Alcoholic Beverage Control, and representatives from Eastern Kentucky University. The committee decided its first strategy would be to reduce the availability of alcohol to persons aged 20 and younger by working toward a Keg Registration ordinance in Madison County.

In November 2004, the committee met with Richmond's newly elected mayor, the city administrator, and city commissioners to ask for their support of the Keg Registration ordinance. The city leaders were very supportive and committed to the goal of having Keg Registration passed. With the information provided to them and with the help of

legal counsel, the Richmond City Commission developed an ordinance and passed it unanimously.

According to the ordinance, businesses may not sell kegs unless identification tags are affixed to them. Under the terms of this ordinance, the purchaser must provide approved identification. The date and time of the purchase will be recorded, along with the beer keg identification number and the purchaser's signature. The signature affirms that the buyer will not allow anyone younger than age 21 to consume the alcohol contained in the keg.

According to Chief Bob Stephens of the Richmond Police Department, local law enforcement is actively ensuring that the "party school" reputation does not return to town. The Local Options Committee and the Richmond Police Department are willing to share their successful strategies with other communities considering a Keg Registration ordinance, as the ordinance has proven to be an effective tool for law enforcement and has created a safer community for all. A meeting was held in April 2004 to inform alcohol retailers of the new ordinance and training sessions that would be held to assist them in implementing the new keg tags. As of January 2006, approximately 4,200 keg tags have been distributed to retailers by the City of Richmond. Another positive result worth noting is the decrease of 23 percent in alcohol-related crashes in Madison County involving drivers younger than age 21 during calendar year 2005 compared to 2004.

For further information contact: *Therese Richerson* at 502-695-6213 or therese.richerson@ky.gov

Additional source: *Kentucky State Police CRASH System*

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11710 Beltsville Drive, Suite 300, Calverton, MD 20705.
Phone: 877-335-1287. Fax: 301-755-2808



August 24-26, 2006 • Baltimore, Maryland



Presents

**THE 7TH ANNUAL NATIONAL LEADERSHIP
CONFERENCE**

**CHARTING THE COURSE:
PROMOTING INNOVATION THROUGH ACTION**

CALL FOR PRESENTATIONS!!

If you have content-related questions about a submission, please contact the Underage Drinking Enforcement Training Center at udetc@udetc.org or 1-877-335-1287

Online Proposal Submissions Due by April 10, 2006

To submit a workshop proposal, visit www.udetc.org and click on the National Leadership Conference link and complete the on-line submission form. Notification of abstract acceptances will be sent in early May.