

## UPDATES FROM THE FIELD

### Energy Drinks + Alcohol = 'Wide-Awake Drunkenness'

Energy drinks are supposed to give you more energy. But research shows that these beverages may imperil your health in a wide variety of ways. They are especially risky when combined with alcohol. Scientists find that when you often mix energy drinks with alcoholic beverages, you are more likely to drink an increased amount of alcohol and develop a drinking problem. A [study](http://www.personalliberty.com/2014/03/10/energy-drinks-alcohol-wide-awake-drunkenness/) at the University of Maryland demonstrated that those who consume energy drink are more likely to start drinking alcohol at a younger age and consume more alcohol at each drinking session. Research conducted by Amelia Arria, Director of the Center on Young Adult Health and Development at the University of Maryland School of Public Health, reinforces the concern that mixing energy drinks with alcohol can lead to "wide-awake drunkenness." The caffeine in energy drinks can mask the self-perception of being drunk, but doesn't reduce your boozy impairment. To view the article in its entirety visit: <http://personalliberty.com/2014/03/10/energy-drinks-alcohol-wide-awake-drunkenness/>

### April 2014 Marks the 28<sup>th</sup> Annual Alcohol Awareness Month



Alcohol Awareness Month kicks off in April and this year's theme is, "Help for Today, Hope for Tomorrow."

Started in 1987 by the National Council on Alcoholism and Drug Dependence (NCADD), the month-long initiative will feature local, State, and National events by local [NCADD Affiliates](http://www.ncadd.org/index.php/in-the-news/1012-april-marks-28th-alcohol-awareness-month). This year, the NCADD highlights underage drinking, a problem with devastating individual, family and community consequences. To view the article in its entirety visit: <http://www.ncadd.org/index.php/in-the-news/1012-april-marks-28th-alcohol-awareness-month>

## UDETc SUCCESS STORY - TEXAS

### Texas Alcoholic Beverage Commission (TABC) Shows Collaborative Efforts in Reducing Underage Drinking through their Effective Marketing Practices Awareness Program

Enforcement of underage-drinking laws in Texas is a multi-prong approach. Texas and the Texas Alcoholic Beverage Commission (TABC) have used lessons learned from their Enforcing the Underage Drinking Laws (EUDL) programming to expand their services to the public. In a 2013 effort to raise

awareness of the regulation of Marketing Practices for retailers, law enforcement and the general public, TABC embarked on the *TABC Marketing Practices Educational Project*. The collaborative efforts of the *TABC Marketing Practices Educational Project* has been successful in providing retailers, law enforcement and the general public many ways to access marketing-practices information in Texas while continuing the States multi-pronged approach to reducing underage drinking and reducing youth access to alcohol. These initiatives support TABC's efforts to implement effective environmental strategies to reduce underage drinking. To access their Success Story in its entirety, visit:

[http://www.udetc.org/documents/success\\_stories/TX0414.pdf](http://www.udetc.org/documents/success_stories/TX0414.pdf)

## UDETc NATIONAL/YOUTH WEBINAR

### "Incorporating Social Media into Your Strategic Plan"

**Date:** Thursday, April 24, 2014

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

Coalitions often feel that they need to use social media to convey their message about alcohol and underage drinking. However, simply having a social media presence isn't enough. This webinar is designed to help participants be strategic in which sites they access, what they post and what audience they target. Examples of how social media can be used to enhance underage-drinking-prevention efforts and support environmental strategies will be discussed. This webinar is intended for participants who are interested in using social media to support their enforcement and other prevention strategies to reduce underage drinking.

Register online at [www.udetc.org/audioconfregistration.asp](http://www.udetc.org/audioconfregistration.asp)

## Other UDETc RESOURCES

The UDETc's website provides valuable resources for the field. Check out the *Breaking News* section of the website for monthly updates about information on underage drinking-related topics.



To print a copy of this month's *Resource Alert*, visit [www.udetc.org/documents/ResourceAlerts/ResourceAlert0414.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0414.pdf)

Visit [www.udetc.org](http://www.udetc.org) for the latest information on underage drinking.



Enforcing the Underage Drinking Laws Program



# Success Stories

NEWS FROM THE FIELD

[www.udetc.org](http://www.udetc.org)

April 2014

## Texas Alcoholic Beverage Commission (TABC) Shows Collaborative Efforts in Reducing Underage Drinking through their *Effective Marketing Practices Awareness Program*

Enforcement of underage drinking laws in Texas is a multi-prong approach. Texas and the Texas Alcoholic Beverage Commission (TABC) have continuously used lessons learned from their Enforcing the Underage Drinking Laws (EUDL) programming to expand their services to the public. One of their enforcement strategies is to work with retailers and communities to ensure that alcohol is not promoted to those younger than the age of 21. Although done in various ways, the most current effort integrates innovative education programs and materials which allow more industry members to be reached regarding the regulation of Marketing Practices. The multi-faceted approach reaches all tiers of the industry and helps ensure that restrictions on when and how alcoholic products can be promoted are understood.

In a 2013 effort to raise awareness of the regulation of Marketing Practices for retailers, law enforcement and the general public, TABC embarked on the “*TABC Marketing Practices Educational Project*.” The purpose of the project was to use innovative methods to provide educational opportunities for alcoholic-beverage retailers and their employees, law enforcement officers and the general public regarding the alcoholic-beverage laws and penalties associated with the Marketing Practices regulations, as well as other violations of the Alcoholic Beverage Code such as selling or serving minors. Through this project the Education and Prevention Division (EPD) collaborated with other divisions in the agency to create several campaigns that supported their enforcement strategies to reduce youth access to alcohol.

TABC created the False ID Campaign which included a training video to supplement existing training programs for retailers. The video instructs employees on what to look for when checking IDs to ensure that customers are aged 21 or

older and to assist stores in staying in compliance. To address special events, TABC also created a Special Events Campaign. In Texas, there are many special events (both large and small) that use volunteers to assist them with working the venues. The Special Events Campaign includes an educational course as well as the “TABC Temporary Event” training video. The course and video focuses on the Marketing Practices regulations for temporary events as well as addressing alcoholic beverage laws such as selling or serving minors.

Last but not least, TABC created a Marketing Practices Campaign which included a training course for industry members with modules and videos for each subject area, an industry guide and other supporting materials. Available resources include a 30-second PSA regarding the hours of sales and consumption related to Happy Hour. TABC videos and PSAs can be found on the TABC YouTube channel: [www.youtube.com/tabchannel](http://www.youtube.com/tabchannel). Additionally, the resources are available to community members and the video can be used by community groups to address acceptable forms of advertising in their communities.

The collaborative efforts of the TABC’s Marketing Practices Educational Project has been successful in providing retailers, law enforcement and the general public many ways to access Marketing Practices information in Texas as well as information about other laws regarding alcoholic beverages.

These initiatives support TABC’s efforts to implement effective environmental strategies to reduce underage drinking.

For additional information please contact:  
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# NATIONAL/YOUTH WEBINARS



OJJDP

Underage Drinking  
Enforcement Training Center

**REGISTER NOW— ONLINE OR BY PHONE!**



*To register*, please visit [www.udetc.org/audioconfregistration.asp](http://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, APRIL 24, 2014**  
3:00 – 4:00 pm Eastern

## “Incorporating Social Media into Your Strategic Plan”

Coalitions often feel that they need to use social media to convey their message about alcohol and underage drinking. Simply having a social media presence isn't enough. This webinar is designed to help you be strategic in which sites you access, what you are posting and what audience is being targeted. Participants will learn the basics of how to incorporate social media into your organization's strategic plan and how to be focused on what content is being distributed by your organization. Examples of how social media is used to enhance underage drinking efforts and support environmental strategies will be discussed. This webinar is intended for participants that are interested in using social media to support their enforcement and other prevention strategies to reduce underage drinking.

## SPEAKER:

**Vicki Hebert**  
Coalition Coordinator  
Dover Youth to Youth  
Dover, New Hampshire

**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](mailto:udetc@udetc.org) and put 'NES Topic Suggestion' in the subject line!

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