

Underage Drinking Enforcement Training Center

Monthly Resource Alert

May 2007



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

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

The 9th Annual National Leadership Conference Update

The excitement surrounding this year's Conference in Orlando, Florida is building! The conference will be held from August 2-4, 2007 and for more information related to conference registration and hotel information, visit www.udetc.org and click on the 9th Annual National Leadership Conference icon. Rooms at the hotel are going quickly, so call the Rosen Centre Hotel at 1-800-204-7234 and mention that you are with The NLC for special reserved rates. Conference registration is readily available at www.udetc.org, but hurry, early bird deadline for registration is June 1, 2007.

Surgeon General's Call to Action Urges Prevention

The U.S. Surgeon General's long-awaited Call to Action on underage drinking amplifies the National Academies' Institute of Medicine's report of more than three years ago urging a national strategy to address the nation's worst youth drug problem. It is the hope that this declaration from the nation's top physician will provide a further wake-up call on the seriousness of the underage drinking problem and help inspire a sustained public effort to reduce it. To view the call to action in its entirety view the following link:

www.surgeongeneral.gov/topics/underagedrinking/calltoaction.pdf

May National Electronic Seminar

Student Athlete Codes of Conduct that Work

Date: Thursday, May 17, 2007

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

Speakers: Kathy Bartosz, Christopher Tracey, and John Underwood

Data collected by the American Athletic Institute has documented that alcohol use among student athletes surpass that of the general student population in high school. The data indicated that this problematic behavior

was concentrated in the tenth and eleventh grades and was attributed to lack of understanding about the consequences of alcohol and drug use for athletes. Codes of Conduct-Conditions for Involvement has helped nearly 800 high schools begin rewriting their codes, sending a clear message to community, youth and adults that student athlete alcohol and other drug use will not be tolerated. Call participants will learn about the purpose of alcohol codes for HS athletes, code components, and the positive results emerging from implementation of such codes. Visit www.udetc.org/audioconfregistration.asp to register.

Success Stories: Utah

This month's Success story highlights how Utah's *Eliminating Alcohol Sales to Youth* (EASY) program and Underage Drinking Campaign Committee initiated an campaign dedicated to reducing the incidence of teen alcohol and drug use. On September 28, 2006,

The committee launched www.ParentsEmpowered.org which is designed to prevent and reduce underage drinking in Utah by providing information about the harmful effects of alcohol on the developing teen brain, along with parental skills for preventing underage alcohol use. E.A.S.Y. is comprehensive and includes mandatory and standardized training for all grocery and convenience store employees, funds a statewide media and education campaign, and a statewide compliance check program for law enforcement.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0507.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 (UDETTC) and are solely of the author/source.

Did you Know...?

There are approximately 11 million underage drinkers in the United States. Nearly 7.2 million (18.8 percent) are considered binge drinkers and more than 2 million (6 percent) are classified as heavy drinkers. By age 18, more than 70 percent of teens have had a drink according to the Surgeon General's Call to Action on underage drinking.

Quick Fact:

Parents Beware!! There are currently flip flops available with 2oz flasks concealed in the heels. These shoes are widely available on the internet and in some stores, retailing for around \$45 a pair.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Student Athlete Codes of Conduct That Work

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DATE

Thursday, May 17, 2007

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

John Underwood
American Athletic Institute
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Christopher Tracey
East Hampton Middle School
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Kathy Bartosz
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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 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.



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

April 19, 2007 **3:00 – 4:15 p.m. Eastern Time**
Alcohol and Crime Among Youth

Alcohol use by youths has been linked to delinquent behaviors, such as stealing, engaging in violent behavior and illicit drug use. Research also indicates that early drinkers are more likely than nondrinkers to engage in delinquent behaviors. How strong is this relationship between youth alcohol use and criminal behaviors? Presenters for this call will discuss the relationship between alcohol and crime among youth and provide strategies for preventing alcohol-related criminal activity among youth.

May 17, 2007 **3:00 – 4:15 p.m. Eastern Time**
Student Athlete Codes of Conduct That Work

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June 21, 2007 **3:00 – 4:15 p.m. Eastern Time**
Restorative Justice & Underage Drinking

Rethinking Drinking is a restorative justice and alcohol education program model that was developed in 2005 by Employee & Family Resources, Inc., in Des Moines, Iowa, and Teaching Peace, Inc., of Longmont, Colorado. Polk County, Iowa, began implementing the program in May of that same year. Since that time, more than 1000 youth have been referred to the program with only a four percent recidivism rate reported after 11 months. The early successes of the program are largely due to excellent collaboration among law enforcement, juvenile court services, the county attorney's office, and staff at Employee & Family Resources. This session will describe the model, the integration of alcohol education with restorative justice principles, and the experiences of the program thus far.



We want to hear from you!

Do you have a "Hot Topic" that would make a great National Electronic Seminar? Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!

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

www.udetc.org

Effective Collaboration Results in the Passage of Utah's Inclusive Eliminate Alcohol Sales to Youth Program

The state of Utah, the Division of Alcoholic Beverage Control, and the Department of Public Safety are committed to reducing underage alcohol use by introducing Eliminating Alcohol Sales to Youth (EASY): one of the country's most comprehensive approach to underage drinking prevention and education. Utah's Eliminate Alcohol Sales to Youth (E.A.S.Y.) program became effective July 1, 2006. The comprehensive program includes the following:

- Limits youth access to alcohol at off-premise beer retailers.
- Requires mandatory and standard training for all grocery and convenience
- Store employees who sell beer or directly supervise the sale of beer.
- Funds a statewide media and education campaign to alert youth, parents, and
- Communities of the dangers of alcohol to the developing teen brain and increased addiction from early use.
- Funds a statewide compliance check program for law enforcement administered by the Utah Highway Safety Office.

Detailed examples of some of the components are:

The State Division of Substance Abuse and Mental Health will certify providers to conduct the required trainings. For clerks and supervisors currently employed by a convenience or grocery store, training must be completed by October 1, 2006. Any individual hired after September 1, 2006, must complete the training within 30 days.

The E.A.S.Y. program and Underage Drinking Campaign Committee also initiated a \$1.3 million contract with R&R Partners, an advertising firm, to develop an educational campaign dedicated to reducing the incidence of teen alcohol and drug use. As a result, the committee launched the

"Parentsempowered.org" campaign on September 28, 2006, during a press conference attended by Salt Lake Valley mayors, police chiefs, Utah legislators, Attorney General Mark Shurtleff, and First Lady Mary Kay Huntsman.

ParentsEmpowered.org (www.ParentsEmpowered.org) is designed to prevent and reduce underage drinking in Utah by providing information about the harmful effects of alcohol, particularly on the developing teen brain, promoting parental skills to prevent underage alcohol use. An innovative, visual part of the campaign is that visitors to State liquor store aisles will be seeing full-size silhouettes of teens saying, "No thanks. I need all the brain cells I can get." in the thought bubbles above the silhouettes' heads. A message below the teen silhouette



states: "New research shows underage drinking can cause permanent brain damage." Larry Lunt, chairman of the Alcoholic Beverage Control Commission, says that since the State is in the business of regulating liquor sales, "we have a higher duty" to get the message out to parents that they are the most influential force in their children's decision not to drink until they're 21. The silhouettes, sponsored by ParentsEmpowered.org, are being placed in all 38 State liquor stores throughout Utah. Utah's success story is an example of effective collaboration across agencies.

For further information contact Ms. Teri Pectol, Utah Highway Safety Office at 801-957-8586 or tpectol@utah.gov.

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