



June 2005 Resource Alert

Early last month, the National Commission Against Drunk Driving issued an alert about a national clothing company's new line of t-shirts that celebrated the pursuit of drunkenness. Over the next couple of weeks, several national prevention organizations and public health advocates responded to a call by urging underage drinking prevention advocates to contact the company to inform them that the new product line was both irresponsible and insulting. By May 19, the teen-popular retailer removed the t-shirts from its stores and online catalog. The quick action taken by many of you on this issue highlights the power we have in making a difference! To read more about this victory, please visit <http://www.policyimpact.com/dailydigestpdfs/IIAA/may2005/iaaa10may23.pdf>.

According to a recently released guidance paper produced by the Prevention Research Center at Pacific Institute for Research and Evaluation, when bars, liquor stores, and other businesses that sell alcohol are located close together in neighborhoods, more assaults and other violent crimes occur in those neighborhood. This reality makes alcohol outlet density an important area of focus, particularly in the communities surrounding colleges and universities. To read the paper in its entirety, please visit <http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>.

This month's UDETC audio-teleconference is titled *Media Matters: Using Media to Maximize Success*. The audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing 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. You can register for the call at <http://www.udetc.org/Registration.asp>.

Things are moving forward with the 6th Annual National Leadership Conference. The preliminary agenda, now available online, includes several limited, "advance-registration-required" sessions that may be of interest to you. Visit our website, www.udetc.org, to find out more

about what promises to be an exciting event. By way of reminder, the conference will be held August 18–20 at the J.W. Marriot Starr Pass in Tucson, Arizona. Rooms are going quickly, so don't delay in registering!

The effects of underage drinking on problem behaviors were recently documented in two national surveys. Persons who were binge drinkers during adolescence are more likely to be binge drinkers in early adulthood, according to an analysis of data from the National Longitudinal Survey of Youth. One-half of males who were binge drinkers at ages 17 to 20 were also binge drinkers at ages 30 to 31, compared to slightly less than one-fifth of those who were not adolescent binge drinkers. Similar results were found for females. For more details, download the PDF file at www.cesar.umd.edu/cesar/cesarfax/vol14/14-19.pdf.

Youths aged 12 to 17 who reported heavy alcohol use in the past month were the most likely to have participated in delinquent behavior, according to a report based on data from the National Survey and Drug Use and Health (NSDUH). The NSDUH report, *Alcohol Use and Delinquent Behaviors among Youth*, can be printed from <http://oas.samhsa.gov/2k5/alcDelinquent/alcDelinquent.htm>.

This month's *Success Stories* comes from Indiana and Nebraska. After advocating for mandatory server training for over three years, the Indiana Coalition to Reduce Underage Drinking (ICRUD) is celebrating the passage of Senate Bill 382. The bill requires all alcohol servers and sellers who work in off-premise locations or in a liquor store to receive server training. In Nebraska, municipal leaders of the town of Fremont acted to end a longstanding tradition of "bring your own booze" on city property. Municipal leaders proposed and passed a new set of guidelines for consuming alcohol on city property. These guidelines include a special designated liquor license for all events held on city property, the hiring of security by event holders, and a refundable deposit based on the number of people expected at the event.

To read this month's *Success Stories* and to print a hard copy of the Resource Alert and flyers, visit the following link: www.udetc.org/documents/ResourceAlert0605.pdf.



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

April 21, 2005 3:00 – 4:15 p.m. Eastern Time

What You Should Know About Alcohol Beverage Types

Alcohol is the substance most abused by young Americans. Alcohol use also plays a significant role in all three of the leading causes of death for adolescents: unintentional injury, homicide, and suicide. While there is a plethora of studies on drug-specific use by youth, little information is available regarding specific alcoholic beverage consumption patterns or the extent to which youth are using readily available household items to get drunk. This audio-teleconference will share information on this important topic.

May 26, 2005 3:00 – 4:15 p.m. Eastern Time

Party Prevention and Controlled Party Dispersal: Enforcement and Community Volunteers Working Together

This audio-teleconference will focus on underage drinking in party settings. It will provide step by step information about how to prevent parties as well as how to break-up such parties in a manner that is safe and that can lead to changes in community norms about underage drinking parties. The audio-teleconference will also share specific information about how community volunteers can be incorporated into this work so that operations proceed efficiently and without liability.

June 23, 2005 3:00 – 4:15 p.m. Eastern Time

Campaign Matters: Using Media to Maximize Success

This audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing 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 21, 2005 3:00-4:15 p.m. Eastern Time

The Value Of Youth Involvement: Successful Strategies and Approaches

Genuine and effective youth involvement requires serious commitment by an organization. The direct involvement of youth offers benefits to both youth and the organization. This audio conference will highlight successful strategies and approaches led by youth in the battle against underage drinking. Examples and resources from the State and local levels will be shared. The presenters will also share successful programs and initiatives where youth involvement has been the catalyst for effective community change.

August 9, 2005 3:00 – 4:15 p.m. Eastern Time

Leveraging Underage Drinking Resources

Underage drinking prevention efforts can seem overwhelming at times. How do communities get started or breathe new life into current efforts? What resources are available and how can they aid communities in achieving their goal to limit youth access to and consumption of alcoholic beverages? Join this call to expand your knowledge about available resources and how to leverage these resources effectively. Remember, you're not alone. We're all in this together.



For audio-teleconference 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



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Campaign Matters: Using Media to Maximize Success

This audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing 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.



DATE

Thursday, June 23, 2005

TIME

3:00–4:15 p.m. Eastern Time

PRESENTERS

Michelle Blackston

Pacific Institute for Research and Evaluation
San Diego, CA
udetc@udetc.org

Patty Drieslein

San Diego County Policy Panel on Youth Access to Alcohol
San Diego, CA

WEB ENHANCED

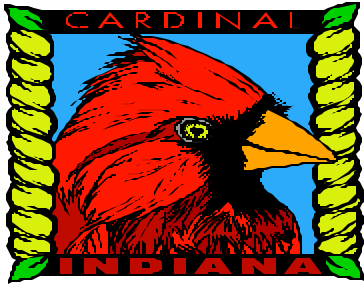
Internet users will be able to log on to our conference web page to view presentation slides and interact with other participants.

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.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

June 2005

www.udetc.org

Indiana Passes Mandatory Server Training

After advocating for mandatory server training for over three years, the Indiana Coalition to Reduce Underage Drinking (ICRUD) is celebrating the passage of Senate Bill (SB) 382. The Governor signed into law SB382 on May 6, and it goes into effect July 1, 2005. The bill requires all alcohol servers and sellers who work in off-premise locations or in a liquor store to receive server training. Training is already mandated for 19- and 20-year olds who are permitted to serve alcohol in open containers.

Mandatory server training is an effective tool to reduce underage drinking, a serious problem in Indiana that costs Hoosiers over \$1.3 billion every year. The two sources of alcohol for minors are social and commercial. Mandatory server training will provide the skills and information needed to ensure that minors are less able to purchase alcohol from commercial sources.

Coalition college partners were key in passing server training by providing information, letters of support, and testimony in support of the bill. Dee Owens, director of the Alcohol-Drug Information Center at Indiana University and chair of the Coalition, said of the victory, "Clearly, the Coalition has been able to educate legislators about the serious problems of

underage and high-risk drinking, which are of great concern to our communities. Our legislators heard our concerns and passed this law. Mandatory server training is good for retailers and for the community – it is good public policy." The Indiana University Campus-Community Commission on Alcohol fully supported the measure, as well.

After asking Senator Ron Alting, a champion in the legislature, to author the bill, the Coalition began educating policymakers about the importance of server training to reduce both underage drinking and over service to intoxicated patrons. Thanks to the strong grassroots efforts of Coalition members as well as the lobbying efforts of the Mental Health Association in Indiana, server training began making its way through the legislative process. Though many amendments were added and ultimately removed, Senator Alting expertly carried the bill to unanimously pass both houses. Governor Mitch Daniels signed the bill into law on May 6, and it goes into effect July 1, 2005.

Contact Info:

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End to BYOB on City Property

City leaders in Fremont, Nebraska recently acted to end a longstanding tradition of “bring your own booze” to events held on city property. Their action was taken in response to increasing complaints about underage drinking and intoxicated persons at receptions, reunions, and other celebrations held at city-owned facilities. Further, they were concerned that the lack of strict policies regarding alcohol use on municipal property would eventually lead to tragedy.

In the past, Fremont residents who rented city facilities to host receptions or other celebrations had been allowed to bring their own beer and other alcoholic drinks onto city property to serve guests without a liquor license. Although State law allows such activity as long as alcohol is not sold and the event is not open to the public, city leaders feared that it was just a matter of time before someone was injured. Fremont Parks and Recreation Director Ken Walter said there were no rules in place to prevent minors from consuming alcohol or to keep someone who was legally intoxicated from having another drink. “As city leaders, we wanted to protect the city’s youth. In addition, the issue of liability was a valid concern,” said Walter.

Walter turned to Project Extra Mile, a statewide underage drinking prevention organization, for advice regarding the city’s options. Diane Riibe, executive director of Project Extra Mile, worked with Walter and the Fremont Parks and Recreation Board to develop a new set of guidelines to require the following:

- A special designated liquor license for all events held on city property and approved by the Fremont City Council and the Nebraska Liquor Control Commission.
- Service of alcoholic beverages only through a licensed caterer, a nonprofit organization, or an onsite retailer.
- Security hired by event holders and approved through the Fremont Police Department.
- A refundable deposit of \$200 to \$1,500, depending upon the number of people expected at the event, paid by event holders.

The Parks and Recreation Board presented the proposal to the Fremont City Council in May 2005. Although there was some concern that the new rules would negatively impact the number of rentals, the city council voted unanimously to adopt the new regulations, which became effective immediately.

“The new policy may inconvenience some, but the health and safety benefit to young people and families far outweighs any inconvenience,” Riibe said. “The new policy gives the city some much needed protection against those who illegally provide alcohol to minors as well as those who are intoxicated and may cause injury to others.”

For more information, contact Diane Riibe, Executive Director, Project Extra Mile, 402-963-9047 or diane@projectextramile.org