

Underage Drinking Enforcement Training Center

Monthly Resource Alert

June 2006



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

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

7th Annual National Leadership Conference

This year's National Leadership Conference is being held in Baltimore, Maryland, on August 24-26. Go to www.udetc.org/documents/NLC2006/Prelim06.pdf to download the Preliminary Agenda. For more information related to conference registration and hotel information, visit www.udetc.org and click on the 7th Annual National Leadership Conference button.

Magazine Alcohol Ads Decrease

A May 9 report, issued by the Center on Alcohol Marketing and Youth, indicates that alcohol advertising in magazines has decreased 31% from 2001 to 2004. Despite this progress, though, youth are still exposed to alcohol advertising more than adults. Visit <http://releases.usnewswire.com/Getrelease.asp?id=65425> for more information.

Attorneys General Move on Alcohol Advertising

Twenty State Attorneys General have asked the Federal Trade Commission (FTC) to take action regarding the alcohol industry's marketing of its products to youth. FTC regulators have been urged to collect data from alcohol advertisers, including expenditures, practices, and review procedures. Concerns about youth being overexposed to alcohol advertisements have sparked the inquiry by the Attorneys General. For more information, go to <http://vps.policyimpact.com/dailydigestpdfs/IIAA/April2006/IIAA5may17.pdf>.

WARNING: New Alcohol Product

Alcopop . . . AWOL machines . . . What's next you ask? POWDERED ALCOHOL! This new product from Germany is marketed with slogans such as "taste for not much dough." All you have to do is add water to the powder and you have a drink containing either rum or vodka. Some European countries have implemented high taxes on alcohol to make the youthfully geared alcopops unobtainable by underage drinkers, but the powdered

alcohol "drink" is just that, a powder, and therefore not subject to the taxes. For more information, go to www.dw-world.de/dw/article/0,1564,1596657,00.html.

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

Using Media to Maximize Success

Consistent underage drinking law enforcement operations are part of a comprehensive plan for reducing youth access to alcohol. The use of law enforcement for underage drinking prevention is often misunderstood or neglected by the general public and elected officials. This audio-call will focus on how the media can be a tool in gaining support for underage drinking law enforcement operations. Presenters will provide an overview of how core components of a media campaign fit together including the importance of consistent media messaging. Visit www.udetc.org/audioconfregistration.asp to register

Success Stories: Idaho

The City of Boise is home to Boise State, its growing football team and a proactive police department. With the challenges of underage drinking occurrences and many bars allowing persons younger than 21 to imbibe, the local police department, members of a neighborhood association and the Alcohol Beverage Control took a proactive stance and organized environmental strategies to tackle the problem. The increased enforcement and community education resulted in an 18% reduction in total calls for services related to parties. There also was a 15% decrease in calls specific to loud parties. This collaborative effort showed significant improvement in the quality of life in Boise.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0606.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 (UDET) and are solely of the author/source.

Did you Know...?

Fewer than 1 in 10 parents indicated they allow their teens and their teens' friends to drink with supervision, and twice as many teens reported attending a party where alcohol was provided by someone else's parents. (Source: AMA survey conducted by Teenage Research Unlimited in April 2005)

Quick Fact - UDET Success Stories

Did you know that EUDL recipients have produced 81 Success Stories since 1999. States can receive more than one Success Story, so if you know of a great success in your State that resulted from EUDL funding or collaboration, please e-mail us at udetc@udetc.org.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

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.



DATE

Thursday, June 15, 2006

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

Chief Darrel Fant

Highland Park Department of Public Safety
Highland Park, TX
dfant@hpdps.org

Aidan Moore

Northeast Program Director

The National Center for Alcohol Law Enforcement (NCALE)
Calverton, MD
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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-**T E L E C O N F E R E N C E** Series

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!

October 19, 2006 **3:00 – 4:15 p.m. Eastern Time**

Keeping the Holidays Safe and Merry:

The holidays are a time of family and community celebrations. Alcohol often becomes a central figure within these celebrations, which, unfortunately, can have life altering consequences. Communities have come to view alcohol combined with the holidays as a norm. Other unfortunate events occur during this time of year that forever scars the memories of what are supposed to be times of celebration. Traffic crashes increase during this time of year. Youth are exposed to alcohol in their homes and in other settings, furthering the mixed messages that drinking is accepted on all fronts. During this National Electronic Seminar, speakers will provide information on the use and abuse of alcohol during the holidays, plus interventions and practices for making the holidays safer for all.

November 16, 2006 **3:00 – 4:15 p.m. Eastern Time**

Governor's Spouses Address Underage Drinking:

The Leadership to Keep Children Alcohol Free, a unique coalition of Governor's spouses, Federal Agencies and public and private organizations, is an initiative to prevent the use of alcohol by children ages 9 to 15. It is the only national effort that focuses on alcohol use in this age group. Presenters for this call will discuss the work of the initiative and how people can get involved.

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

June 2006

Take Action Enforcement Makes a Difference in Idaho

The fast-growing City of Boise is home to Boise State University (BSU) and its growing football team and a proactive police department. It had become a place where underage drinking commonly occurred, and bars allowed persons younger than 21 to imbibe. The downtown area of Boise was home to many bars and restaurants and was the central location for BSU students and others to become intoxicated and then shed upon Boise all the consequences of a drunken crowd (i.e., fights, public urination and intoxication, open container violations).

The Boise Police Department (BPD) took proactive steps to engage the community, as well as local bar and restaurant owners, in making the city a safer place to live. An officer met with members of the South East Neighborhood Association (SENA) to allow these community members to voice their concerns about Boise's underage drinking problem. Meetings were also held with BSU students to learn more about their concerns and potential solutions to the problems in downtown Boise.

As a result of these meetings, BPD organized Party Patrols. A team of six officers was convened and utilized tactical operations to surround properties where underage drinking (and other violations) was happening. After the break up of a party, BPD would process a file that included information about the owners and/or renters of the dwelling where the party took place. Property owners were notified when underage drinking violations were found. From these Party Patrols, BPD saw a 30% reduction in consumption citations. BPD also organized a "lock down" where a problematic establishment was entered and cited, as were its illegal patrons. The bar manager

was fired for knowingly allowing underage drinking to occur. The new manager immediately contacted the BPD and wanted assistance to keep the same thing from happening again.

BPD, partnering with Idaho State Police Alcohol Beverage Control (ABC) officers, also engaged in Compliance Checks to determine compliance of bars and restaurants in downtown Boise. Using undercover, underage individuals, BPD determined that the noncompliance rate was almost 50%. Consequently, the police department enacted extensive efforts to provide free merchant education to the bars and restaurants in downtown Boise. The department also contacted Greek organizations at BSU to arrange free training on parties and alcohol. These educational efforts resulted in an 18% reduction in total calls for services related to parties. There also was a 15% decrease in calls specific to loud parties.

In addition to the enforcement operations, the BPD and ABC used media to broadcast the results of their proactive enforcement operations. The publicity brought awareness to the community of the illegality and problem of underage drinking and its consequences. The community was engaged and happy to hear that something was being done to improve the quality of life in Boise.

For further information contact: Nancy Lopez, ID Department of Health and Welfare at 208.528.5702 or lopezn@idhw.state.id.us

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