

Underage Drinking Enforcement Training Center

Monthly Resource Alert

July 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 Conference is being held in Baltimore, Maryland, on August 24-26. Go to www.udetc.org for more information. The deadline for the Early Bird Registration fee of \$125.00 is July 15th. The price will then go up to \$175.00 so be sure to act soon!

Don't Miss out on the Optional Activities!

There are several optional activities being offered at this year's Annual National Leadership Conference. There are several Experiential Exercises including a Mock Controlled Party Dispersal and one on Alcohol Surveys/Retail Compliance Checks. Other activities include Baltimore Orioles tickets, Washington, DC Night Bus Tour, and Golf. All of the above activities require pre-registration and space is limited so be sure and visit our website at www.udetc.org and click on the National Leadership Conference Button to learn more about the above activities and how to register.

New CAMY Study on African-American Youth & Advertising

The Center for Alcohol Marketing & Youth has issued a new report on African-American youth and their exposure to alcohol advertising. African-American youth are exposed to more alcohol advertising than other youth but tend to drink less alcohol. Read the Executive Summary at <http://camy.org/research/afam0606/>.

CDC Report Indicates Decrease in Youth Drinking & Smoking

A recent Center for Disease Control & Prevention study of 14,000 youth indicates that today's teens are less likely to have engaged in alcohol consumption and cigarette smoking. The report also states that teen sexual activity has decreased. Unfortunately, marijuana and steroid use have increase. Go to: www.jointogether.org/news/headlines/inthenews/2006/teen-lifetime-drinking.html for more information on this study.

It's Summertime!! Time to Drink?

With youth out of school for the summer, we need to remember that they have more idle time on their hands,

which creates an environment for danger. College students are also home and bringing their new drinking habits with them. *The Leader*, a New York paper, recently printed an article on this issue. Remember that summertime contains idle time—make sure your community's enforcement is up to this challenge. Visit <http://vpspolicyimpact.com/dailydigestpdfs/IIAA/June2006/IIAA5june19pdf> to read the full article.

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

Engaging Resident Assistants 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. Visit www.udetc.org/audioconfregistration.asp to register

Success Stories:

Colorado: Due to a comprehensive approach to reducing commercial availability of alcohol to underage youth, Statewide noncompliance rates in Colorado have plummeted.

Connecticut: A Connecticut state law making the act of underage drinking on private property illegal will go into effect on October 1, 2006.

Oregon: In April 2006, the Warm Springs Housing Authority adopted a new policy that states that anyone engaging in illegal drug use and/or alcohol abuse can be evicted from living in Housing Authority residences.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0706.pdf

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Did you Know...?

... that artificially sweetened alcoholic drinks may make a person more intoxicated? It's true according to an Australian study. (<http://msnbc.msn.com/id/12939190/>).

Quick Fact -

Underage Drinking Costs Society More than Illicit Drugs: A new study estimates that underage drinking costs the U.S. \$62 billion a year and results in 3,200 deaths and 2.6 million other "harmful events." (<http://www.pire.org/detail2.asp?core=38213&cms=114>)



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

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

Alcohol & Athletes: A Scientific Look at the Impact of Alcohol Use on an Athlete:

In the wake of national news involving college athletes and high-risk behaviors, information surrounding the real-life experience within collegiate sports is hazy. College athletes drink at higher rates than their non-athlete counterparts do. College and universities are dealing with underage drinking daily, but drinking amongst athletes presents specific problems—not just problems with the use of alcohol and dependence, but also problems with their performance as an athlete. This National Electronic Seminar will focus on examining the impact of alcohol use on the college athlete. The speaker, John Underwood, will provide specific science-based information on the impact of alcohol use on the college athlete.

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.

December 14, 2006 3:00 – 4:15 p.m. Eastern Time

State Spotlight - Native American:

Underage drinking is a pervasive problem within many Native American communities and is attributable to a host of health, social, and economic problems that negatively impact the well being of the culture. Learn how Native American communities within various states are taking a stand to prevent underage drinking within the tribal community, foster wellbriety, and promote a culture free of alcohol use/abuse.

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



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

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.



DATE

Thursday, July 20, 2006

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

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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.



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

July 2006

Comprehensive Approach Results in Improved Compliance Rates in Colorado

Statewide noncompliance rates in Colorado plummeted from 47 percent in 2004 to 18 percent in 2006, a 29 percent improvement in retailer compliance with minimum legal drinking age laws (MLDA) within a 2-year period.

These impressive results may be attributed to a comprehensive approach to reducing commercial availability of alcohol to underage youth that was implemented by the Colorado Liquor Enforcement Division (LED), which has primary responsibility for the enforcement of liquor laws and regulations for the State and administers the Enforcing Underage Drinking Laws (EUDL) federal grant funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

In 2004, not only were noncompliance rates high across the State, but 11 youths, aged 20 and younger, tragically died as a direct result of binge drinking. Communities were outraged, and State and local leaders agreed that easy access to alcohol by underage youth had to be stopped.

Through the EUDL grant, LED began to focus efforts on bringing local community leaders, local law enforcement and liquor retailers together to jointly combat underage consumption. The new program coupled enforcement operations with enforcement training, community awareness, and a restorative justice approach to administrative sanctions. The program was dubbed "LATE" (Liquor Awareness Training and Enforcement) and used the tag line "It's never too LATE to learn and make a change."

Components of the program included awareness building efforts such as a point-of-sale information guide detailing youth alcohol laws and consequences for violation of those laws; ongoing enforcement and retailer trainings; publication of a "Street Officer's

Guide to Liquor Enforcement"; implementation of a statewide tip line, 1-877-NO BINGE, to solicit assistance from the public to stop underage and dangerous binge drinking; vigorous enforcement aimed at reducing commercial availability; and an innovative twist to administrative penalties for merchant violations. (In lieu of an active license suspension, violators [owners or high-level managers] were offered the chance to participate in local coalitions to create solutions that would change the underage drinking culture.)

In 2005, 50 percent of violators chose the restorative justice approach to administrative sanctions and served at least 40 hours of community service to local coalitions addressing underage drinking. LED found that only 10% of those initially found to violate the law were repeat offenders (approximately half of those who fulfilled their obligation to perform community service opted to continue working with the coalition on a regular basis), and subsequent failures by businesses who participated in restorative justice sanctions were virtually nonexistent.

According to Matt Cook, Director of Colorado Liquor & Tobacco Enforcement, "LED and local police agencies have partnered with educational institutions and community leaders to effect a long and lasting change in the youth culture and to show that underage drinking is NOT acceptable."

For further information contact: Ken Peterson, LED, Division Chief of Enforcement/Grant Administrator at kpeterson@spike.dor.state.co.us

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Success Stories

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NEWS FROM THE FIELD

www.udetc.org

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Persistence Supports the Passage of a Social Host Law in Connecticut

On June 2, 2006, Governor Jodi Rell signed an act that make underage drinking on private property illegal. The state law will go into effect on October 1, 2006. This law prohibits any adult from knowingly allowing anyone younger than age 21, other than the person's own child or spouse, to possess or drink alcohol on private property. Passage of the bill resulted from 5 years of sustained support and education by members of the Connecticut Coalition to Stop Underage Drinking (CCSUD), a statewide coalition of volunteers dedicated to reducing underage drinking.

To change public awareness and practice regarding underage drinking, the CCSUD initiated its work at the local level. Beginning in 1997 (and continuing to the present), the CCSUD provided training and technical assistance to communities working to reduce underage drinking. Over 7 years, partnerships developed resulting in more than 50 communities passing local ordinances to make "house parties" (events where adults knowingly allow underage youth to possess and consume alcohol) illegal. To date, there has been little resistance to these ordinances. With such widespread public support for making house parties illegal and the need to create a standard approach to the problem, the CCSUD turned its attention to advocating for a state law that would apply to all 169 towns in Connecticut.

In 2001, the CCSUD brought together representatives from community coalitions, state agencies, law enforcement, and the State legislature to advocate for a law that would make "house parties" illegal. In recent years, these underage drinking house parties resulted in several deaths due to alcohol overdoses and impaired driving, as well as other negative consequences due to alcohol consumption. With support from the Commissioner of the Connecticut Department of Consumer Protection (responsible for liquor control), the Chief State's Attorney, the State's Attorney General, and Connecticut's Police Chiefs Association, youth and adult leaders of the CCSUD began meeting with legislative leaders from both parties. Over 5 years, adult and youth leaders of the

CCSUD continued to educate policymakers of the Judiciary Committee to draft a bill that would close an existing loophole in Connecticut's law permitting youth to possess and drink alcohol on private property. The loophole also permitted property owners to allow children to drink alcohol on private property.

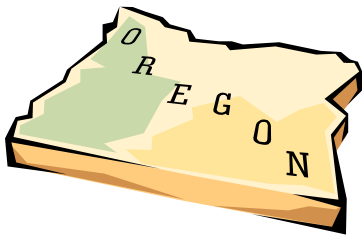
During this time, multiple strategies were used. No single strategy accounted for the success of the efforts. As the news media focused on the issue, the occurrence of several underage drinking house parties resulted in a stronger push for action. Linda Degutis, Co-Chair of the CCSUD, notes that creating partnerships with State officials, parents, and youth leaders were the keys to success. "A joint effort with a clear focus and purpose along with strong support from many segments of the community helped policymakers understand the importance of this issue to their constituents. Youth involvement was one of the most important parts of this – we were working with them, and they participated in all aspects of the effort." Craig Turner, Vice Chair of the CCSUD, emphasizes the personal side of the partnerships. "In many cases, community members, both youth and adults, who joined us in our efforts, told stories that personally connected them to the issue of underage drinking." These folks were passionate about reducing the harms associated with underage drinking. And, engaging youth in the work was vital to our success". The Youth in the coalition played an important leadership role in the passage of the bill.

For further information contact: Linda Degutis at Linda.degutis@yale.edu or Craig Turner at cstnct@aol.com. You can also contact the Connecticut Coalition to Stop Underage Drinking at 860.523.8042 or toll free 800.422.5422

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Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

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Oregon's Warm Springs Reservation Implements Innovative Housing Policy to Address Alcohol Abuse

In April 2006, in Oregon, an innovative new policy proposed by the Warm Springs Housing Authority was implemented on the Warm Springs Reservation. This new policy states that anyone engaging in illegal drug use and/or alcohol abuse not only can be evicted from living in Housing Authority residences, but also will be ineligible to apply for housing through the Housing Authority. For many years, residents living on the Reservation have believed that alcohol and drug abuse was a significant problem and a community norm about which they could do nothing. Through the perseverance of concerned individuals, however, this new policy will assist in reducing alcohol-related incidents on the Warm Springs Reservation.

The Warm Springs Reservation has received a great deal of negative media attention about the dangers present on the Reservation. One local newspaper even stated that Warm Springs was an unsafe place to raise a child due to existing social issues, particularly those related to alcohol and other drugs. The Reservation has experienced a large number of incidents related to alcohol abuse by youth, including car crashes. Frustrations have grown over time, as much of the community felt powerless to take action and make their community safer.

Realizing that a change had to occur, Jeff Sanders, the Executive Director of the Warm Springs Housing Authority, Chair of the Warm Springs Alcohol and Drug Council and former Chief of Police, presented the policy to the Warm Springs House Authority and the Alcohol and Drug Council. His motivation for doing so was due to his longtime understanding of the problems that Warm Springs has faced due to alcohol abuse by youth and adults alike. According to Mr. Sanders, "There has been a lot of negative

focus on the Tribe due to the high level of social problems. We believe that many of our social problems have been centered on alcohol. We want to turn this around. We want to stop our teenagers from dying due to consequences of alcohol abuse. We want Warm Springs to be seen as a safe and decent place to raise families." The implementation of this new policy is surely a step in the right direction.

Since its passing, the housing ordinance has been well accepted by the community. Many have felt that something needed to be done about the alcohol-related problems on the Reservation and are grateful that the policy is now in place. There has also been an increase in dialogue about the problems of underage drinking. Residents and others see this policy implementation as a vehicle to create positive changes.

In the future, reports on how the policy is impacting the community will be communicated to Tribal and State agencies. The Warm Springs Reservation will now be safer for the youth, as well as the adults, who live there. This far-reaching policy will certainly have a positive influence on the Reservation and become the impetus for future efforts in reducing youth access to alcohol.

For further information contact: *Caroline M. Cruz, State Prevention Coordinator; Tribal and Minority Liaison at 503-945-6190 or caroline.cruz@state or Jeff Sanders at jsanders@wstribes.org*

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