

Underage Drinking Enforcement Training Center

Monthly Resource Alert

July 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.

9th Annual National Leadership Conference Update

This year's National Leadership Conference is being held in Orlando, Florida on August 2-4, which is just one month away!! For all information related to conference registration and hotel information, visit www.udetc.org and click on the 9th Annual National Leadership Conference icon. Although early bird registration has ended you still have until July 13, 2007 to register for inclusion in the conference program networking directory. Also due to overwhelming response a third hotel has been secured: Residence Inn SeaWorld @ International Center that will offer a special nightly rate when you mention the **National Leadership Conference** at the time of booking by calling the hotel directly at 407-313-3600. This year's networking activity will involve going to Universal Studio's for networking and a meet and greet. Please visit the website for complete details and registration: www.dgimeetings.com/nlc/Highlights/NetworkingReception.pdf.

Young Men Most Likely to Buy Alcohol for Underage Youth, Study Finds

Most underage drinkers get their alcohol from "social sources", people who buy them alcohol and a new [study](#) published in the journal of [Alcoholism: Clinical and Experimental Research](#) finds that young males are the most likely group to purchase alcohol on behalf of young drinkers. It is reported that young males are the most likely to go along with "shoulder tap" requests to buy alcohol for high-school students. Researchers suggested that young adult males should be targeted with prevention messages and warnings about providing alcohol to underage youth.

Success Stories: Vermont and Wisconsin Successful Collaboration Among Enforcement, Community, and Media Results in a Sustainable Program

Rutland County, Vermont, a rural community in Southwest Vermont, historically has had a significant problem with underage drinking, especially during prom season. One of the Success Stories for this month indicates how through a creative strategy with local retailers, Rutland County developed a strong collaboration between enforcement, community, and media that led to a successful and significant community outreach towards positive change.

Did you Know....?

People who begin drinking by age 15 are five times more likely to abuse or become dependent on alcohol than those who begin drinking after age 20 according to a 2004 NSDUH report.

Consistent Enforcement results in positive results for La Crosse, WI

Starting in 2005, the La Crosse, Wisconsin, Police Department conducted a series of compliance checks aimed at reducing the availability of alcohol to underage youth. Wanting to improve their compliance rates and understanding the need for consistent enforcement, the La Crosse Police Department continued performing compliance checks each year. This Success Story shows how consistent enforcement worked for La Crosse. La Crosse, WI's, compliance checks improvement moved from a compliance rate in 2005 of 64, to 72 percent in 2006—and now, in 2007, they have achieved a 79 percent compliance rate.

August National Electronic Seminar

Evaluating Media

Date: Thursday, August 30, 2007

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

Speaker: Michelle Blackston, Pacific Institute for Research and Evaluation

To understand whether organizations are effective in their media efforts, messages must be evaluated for effectiveness. Are they reaching the identified audiences and are they the intended messages? A proper evaluation tool includes monitoring news media coverage. Through this, organizations will better understand whether the intended message is received. This call will provide ways to determine media value and impact based on various factors. Organizations, large and small, can benefit from better understanding their media impact in their communities and, in turn, improve upon their media effort.

Visit www.udetc.org/audioconfregistration.asp to register.

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert0707.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.

Quick Fact:

Underage Drinking Costs Society More than Illicit Drugs: A 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>



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

July 2007

Successful Collaboration Among Enforcement, Community, and Media Results in a Sustainable Program

Rutland County, Vermont, a rural community in Southwest Vermont, historically has had a significant problem with underage drinking, especially during prom season. In the past, some communities have been rather accepting of underage drinking around proms as part of a "rite of passage." Law enforcement, through aggressive enforcement, has made significant progress in changing the norms around drinking.

About 3 years ago, at a meeting of law enforcement officials, SADD members, and members of the Rutland Area Prevention Coalition, a student stated that there was a need to reinforce the message that underage drinking is not acceptable at prom time. In that meeting, it was decided that an easy way to reach prom goers was to place a flyer with a hole in it over the hanger of every tuxedo rented for proms. In green, the flyer listed the costs of a prom: the tickets, the tux, the gown, etc. and the total cost; in red, the flyer showed the "real" cost of adding alcohol to the equation: the loss of scholarship, attorney's fees, and court costs. This idea motivated more conversation resulting in discussions with a printer and the region's premier men's clothier, McNeil & Reedy. The community collaborators then scrapped the hanger idea, replacing it with an insert for the front pocket of the tuxedo. This strategy grew quickly, and other tuxedo rental outlets in the county signed on. Community members decided to extend the outreach to female students, so they placed an insert into the boxes of each prom corsage bought at floral shops.

The local media was the program's primary media source. Photo shoots at a tuxedo rental outlet were arranged, which not coincidentally was an advertiser

in that newspaper. The photos included enforcement officers representing their agencies, the Vermont Department of Health, the Rutland Area Prevention Coalition, and SADD chapter advisors. The newspaper's reporter also included an article covering the tuxedo inserts, and the newspaper's editors placed both the article and the photo on the front page at no cost. Another weekly paper did a similar photo shoot and article at one of the floral shops, this time with female students in prom gowns. This coverage was repeated every year using these two newspapers at no cost. The program was developed by Ashleigh Mahoney, Judi Tompkins, and John D'Esposito (who acts as the program's administrator).

The program has continued to grow since its inception about 3 years ago, and now, other Vermont communities have begun to use this model. Additionally, other communities in other States, after being exposed to this outreach program at various conferences, have also undertaken this project. The Vermont example is an impetus to others to prevent underage drinking through similar programs, such as substituting prom gown sellers for the floral shops. Rutland County's innovative underage drinking prevention strategy is an example of good collaboration between enforcement, community, and media that can lead to a successful and significant community outreach towards positive change.

For further information contact: Jim Bellino at jbellin@vdh.state.vt.us or John D'Esposito at jade6384@aol.com

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Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

July 2007

Consistent Enforcement results in positive results for the La Crosse, WI

Starting in 2005, the La Crosse, Wisconsin, Police Department conducted a series of compliance checks aimed at reducing the availability of alcohol to underage youth. During compliance checks, if the minor successfully purchased alcohol, the officers immediately issued citations to both the seller and the owner (i.e., the establishment's license holder). If the minor was denied the sale, the officers informed the seller and the owner that they successfully passed the compliance check. To show their appreciation in supporting the prevention of underage drinking, a follow-up letter was also mailed to the business owner from the Chief of Police praising the sales clerk and the business for not selling alcohol to an underage person.

Wanting to improve their compliance rates and understanding the need for and effectiveness of consistent enforcement, the La Crosse Police Department continued performing compliance checks in 2006. During the first round of compliance checks, officers found a 64 percent compliance rate and issued 36 citations. During the second round of compliance checks, officers completed 139 compliance checks approximately 12 months later. During this second round, compliance rates increased to 72 percent. Although in the early stages there was some resistance from the tavern league, much of the community supports the officers' compliance checks. In fact, the Mayor's Alcohol Task Force recommended that the police department conduct the checks as part of a comprehensive enforcement strategy. Another strategy they found useful as a result of their compliance checks was the development of a hands-on training program for servers and other retail employees involved in alcohol sales. This training helped servers identify fake, altered, or borrowed identification. The training

covers topics on how to spot false identifications and ways to determine if identification is borrowed, as well as other tips on how to prevent underage people from entering taverns. Within 4 months, the La Crosse Police Department provided this new training free of charge to more than 200 servers and retail employees. The use of multi-strategies and consistent compliance checks has been effective for La Crosse. In fact, the most recent set of compliance checks (2007) resulted in a 79 percent compliance rate, with 117 licensed establishments within the city not selling to minors. Consistent enforcement obviously works for La Crosse. They first increased compliance from 64 percent in 2005 to 72 percent in 2006—and now, in 2007, they have achieved a 79 percent compliance rate.

For further information contact:
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Director – Community Services Bureau
La Crosse, WI Police Department
608-789-7240
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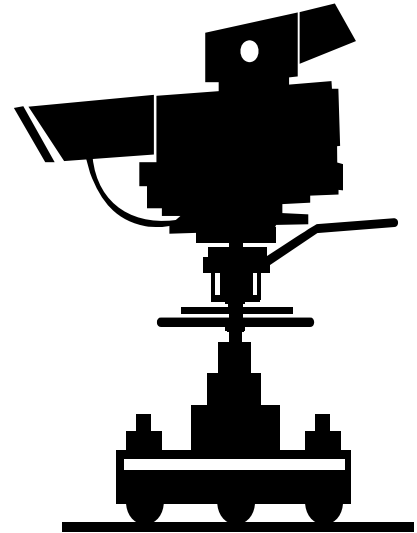
Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Evaluating Media

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DATE

Thursday, August 30, 2007

TIME

3:00 – 4:15 p.m. Eastern Time

PRESENTER

Michelle Blackstone

Pacific Institute for Research and Evaluation (PIRE)
Communications and Media Director
Phone: (301) 755-2444
Email: mblackston@pire.org

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



August 30, 2007 3:00 – 4:15 p.m. Eastern Time ***Evaluating Media Success***

To understand whether organizations are effective in their media efforts, messages must be evaluated for effectiveness. Are they reaching the identified audiences and are they the intended messages? A proper evaluation tool includes monitoring news media coverage. Through this, organizations will better understand whether the intended message is received. This call will provide ways to determine media value and impact based on various factors. Organizations, large and small, can benefit from better understanding their media impact in their communities and, in turn, improve upon their media efforts.

September 20, 2007 3:00 – 4:15 p.m. Eastern Time ***Sustainability***

Coalitions and enforcement agencies across the country are making great strides in implementing environmental strategies to reduce and prevent underage drinking. However, many are faced with the challenge of sustaining efforts without EUDL funding. This session will identify key elements necessary for sustaining coalitions and underage drinking enforcement with or without funding; explore various options for alternative structures to continue the work; and offer options for innovative ways to find necessary funds as needed.

October 18, 2007 3:00 – 4:15 p.m. Eastern Time ***Reducing Alcohol-related Incidents During the Holiday Season***

The holiday season is a common time to increase law enforcement operations, especially those focused on impaired driving. How does underage drinking enforcement fit into the equation? This teleconference will discuss how community groups, youth, and law enforcement agencies can successfully combine their holiday enforcement efforts to reduce alcohol related incidents.

November 15, 2007 3:00 – 4:15 p.m. Eastern Time ***Social Host***

State and local communities across the nation are working to implement statutes and ordinances that address the complex issues surrounding underage drinking. One of the most progressive approaches adopted involves strategies surrounding the issue of social hosting or people who provide the setting for gathering of underage drinkers. While the problems are quite similar, the strategies adopted by the various communities widely differ. This session will explore the differences between criminal strategies and civil strategies, and examine how effective each approach has been in the various adopting jurisdictions. Listeners will have the opportunity to question presenters on their initiatives and ask "if you could do it all again would you take the same approach?"

December 18, 2007 3:00 – 4:15 p.m. Eastern Time ***Parental Involvement in Preventing Underage Drinking***

Alcohol is a drug. Alcohol is also the number one drug of choice for teens. Clearly, parents can play a vital and proactive role in addressing underage drinking. Too often underage drinking is discounted as a "right of passage." Parents can be effective in reducing the use of alcohol by youth under 21 by using a number of environmental strategies, such as preventing access of alcohol to youth, creating clear, consistent no-use messages, as well as partnering with local and state key stakeholders to address the issues related to underage drinking. The presenters on the call will share resources and effective strategies that can be duplicated in your community.

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