

## August 2004 Resource Alert

The Underage Drinking Enforcement Training Center's **5<sup>th</sup> Annual National Leadership Conference** will be held later this month from August 26<sup>th</sup> - 28<sup>th</sup> at the Sheraton San Diego Hotel and Marina in San Diego, California. It's not too late to register! View the conference preliminary agenda online on our website, [www.udetc.org](http://www.udetc.org).

An ad hoc coalition of national organizations dedicated to preventing and reducing underage drinking recently launched the **National Alliance to Prevent Underage Drinking (NAPUD)**. The goal of NAPUD is to promote implementation of the recommendations identified in the National Academy of Sciences' report to Congress entitled, *Reducing Underage Drinking: A Collective*. For further information, please contact NAPUD coordinator Kim Hennemeyer at [kimh@cspinet.org](mailto:kimh@cspinet.org).

On July 21, Rep. Lucille Roybal-Allard (D-CA) introduced "**The STOP (Sober Truth on Preventing) Underage Drinking Act**" (H.R. 4888). The measure would fund key educational and research initiatives, including a national media campaign, to reduce the prevalence of underage drinking. An identical Senate companion bill (S. 2718) was also introduced. Text of the bill is available for reading at <http://thomas.loc.gov/>.

A new study by researchers at Georgetown University's **Center for Alcohol Marketing and Youth** concluded that young girls are drinking more than boys because an increasing number of alcohol ads are reaching teenage girls. In particular, the researchers found young girls were increasingly exposed to advertising for low-alcohol products, such as wine coolers and alcoholic iced teas. Teenage girls' exposure to such ads increased 216 percent, compared to 46 percent for boys. For more information on the study, please visit [www.camy.org](http://www.camy.org).

Two new studies add to the growing list of research that shows the dangerous effects of adolescent binge drinking. A University of Washington study has found that people who began binge drinking at age 13 and continued throughout adolescence were nearly four times as likely to be overweight or obese and almost three and a half times as likely to have high blood pressure when they were 24 years old than were people who never or rarely drank heavily during adolescence. For more information on the study, published in the *Journal of Studies on Alcohol*, click on [www.uwnews.org/article.asp?articleID=4972](http://www.uwnews.org/article.asp?articleID=4972).

Researchers at the University of Alabama at Birmingham conducted a survey of sophomores and juniors at several high schools in Buffalo, NY, and found that binge drinking was a key predictor of actual suicide attempts compared to suicidal thoughts, even after factoring in high levels of depression and stress. The study's findings are published in the May 2004 issue of *Alcoholism: Clinical and Experimental Research*.

The **Center for Science in the Public Interest (CSPI)** produced a new resource—the *Factbook on State Beer Taxes*—intended to inform the debate on alcohol taxes and other alcohol-policy issues. Targeted toward preventionists, policy-makers, educators, and journalists, the book provides data on beer-tax rates across the country and presents ideas about the appropriate role of the alcohol industry in societal attempts to combat alcohol problems.

This month's featured Success Story comes from **Iowa**. In Iowa, The Keokuk County Board of Supervisors passed a countywide ordinance requiring keg registration effective January 7, 2004. The ordinance, the first in the State, was the culmination of a local group's effort to reduce underage drinking and increase adult accountability in this southeast Iowa community.

The Center continues its own audio-teleconference series with **Compliance Check Investigations**. Research shows that such operations are the cornerstone of youth alcohol enforcement and are highly effective in limiting youth access to alcohol through commercial availability. Presenters will discuss how these programs or operations work and why they are so effective in reducing youth access to alcohol. To find out more about this month's audio-teleconference and how to register, and to read this month's Success Stories, please visit [www.udetc.org/documents/ResourceAlert0804.pdf](http://www.udetc.org/documents/ResourceAlert0804.pdf).

Until next month, please be safe, and we thank you for your efforts to prevent and reduce underage drinking.

### ***New Electronic Resource Alerts!!***

*UDETC is proud to announce that we now offer our monthly Resource Alert via email! If you would like to receive our Resource Alert electronically, just send an e-mail with "Email Subscription" in the subject heading to [udetc@pire.org](mailto:udetc@pire.org). Please be sure to include your name, organization, address, telephone number, and, of course, email address.*



## 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

*Due to the UDETC's 5<sup>th</sup> Annual National Leadership Conference at the end of August 2004, no audio tele-conference is scheduled to take place in September. The series will resume in October 2004.*

**October 21, 2004 3:00-4:15 p.m. Eastern Time**

### **Tapping into Technology: Resources to Assist in Underage Drinking Law Enforcement**

Law enforcement agencies can use a variety of tools to assist them in their efforts to address underage drinking. Presenters on this call will highlight several tools on the market, including passive alcohol sensors and the latest in ID scanning equipment for a variety of settings. Presenters will also discuss the advantages and disadvantages of particular models and speak to the promise of new technology for reducing youth access to alcohol.

**November 23, 2004 3:00-4:15 p.m. Eastern Time**

### **Zero Tolerance Enforcement: Preventing Impaired Driving by Youth**

What exactly *is* zero tolerance? And how can communities enforce impaired driving laws in a way that is adapted to the special contexts and circumstances that are most reflective of youth driving behaviors? This teleconference will provide information about what is known about impaired driving by youth and how best to implement zero tolerance enforcement operations. Other strategies for preventing impaired driving by youth will also be discussed.

**December 14, 2004 3:00-4:15 p.m. Eastern Time**

### **Winter Recreation & Alcohol Use: Strategies for Preventing a Deadly Mix**

Law enforcement agencies often plan special underage drinking operations during the summer months since youth tend to consume alcohol when they have more unstructured and unsupervised time on their hands. Winter, however, also offers a variety of recreational options for youth, which if combine with alcohol consumption, could result in serious injury or death. This teleconference will feature information on enforcement operations and other strategies designed to prevent underage drinking during winter recreational activities.



**For audio-teleconference registration information, please visit [www.udetc.org](http://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](http://www.udetc.org)

August 2004

## Keg Registration: One Step at a Time

As of January 2004, anyone purchasing a beer keg in Keokuk County, Iowa will have to comply with the county's keg registration ordinance. The purchaser will have to provide his or her name, address, and driver's license number. Upon purchase, a keg will be affixed with an identification sticker that cannot be removed until the keg is returned. Retailers must maintain records on kegs sold and, if requested, must provide this list to law enforcement.

The Keokuk County keg registration ordinance, the first in the state, was the culmination of a local group's effort to reduce underage drinking and increase adult accountability in this southeast Iowa community. The Adolescent Alcohol Prevention Working Group is comprised of county and city officials, retailers, members of the clergy, educators, and other county residents. The group also works closely with local law enforcement agencies. They identified passage of a keg registration ordinance as its initial policy initiative. With the groundwork laid by engaging all critical sectors of the county, the measure sailed through the Keokuk County Board of Supervisors with a unanimous 3 to 0 vote last December.

Keg registration is intended to reduce the social availability of alcohol to underage youth by clearly communicating to adults their responsibility for complying with the State's underage drinking laws and increasing adult accountability, according to Ollie, Iowa, resident Mary Krier, Chair of the Adolescent Alcohol Prevention Working Group and a member of the Keokuk County Board of Supervisors. "I am shocked by the number of

alcohol-related deaths among young people in Keokuk County, especially at the time of year around high school graduation," Krier said. "This ordinance will not completely eliminate the problems associated with underage drinking in our community, but it's an important first step to tell parents and other adults that they are responsible for the kegs they purchase. Hopefully, this ordinance will be an impetus for a statewide keg registration law in Iowa."

Iowans to Reduce Underage Drinking, a Des Moines group, has pushed for a Statewide bill for the past 2 years. Proposed legislation has not made it out of committee with the chief criticism being that it is an issue best addressed

at the local level. Iowans committed to preventing underage drinking and related problems are not deterred. In addition to individuals from Keokuk County, coalitions from Lamoni and Mason City Iowa are determined to revisit this issue during the next legislative session, and a key part of educating legislators on this issue will be engaging youth such as the Mason City Youth Task Force. In the meantime, at least four local northern Iowa communities plan to advocate for passage of a county ordinance modeled after the one implemented by Keokuk County earlier this year.

**Our Point: Communities, states, and law enforcement are successfully changing laws, regulations, and enforcement practices to reduce underage drinking.**

**For more information, please contact: Mary Krier, Keokuk County Board of Supervisors at 641-622-2902 or Carol Brown, Mason City Youth Task Force at 641-421-2708, [mcytf@masoncity.net](mailto:mcytf@masoncity.net)**



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