

Underage Drinking Enforcement Training Center

Monthly Resource Alert

August 2008



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.

The 10th Annual National Leadership Conference is HERE!

This year's conference will be held at the Gaylord Opryland Hotel and Conference Center, on August 21-23, 2008. We hope you have registered and can hardly wait to see you there!! For complete details, visit www.udetc.org and click on the National Leadership Conference button on the right.

Success Stories

North Carolina

Chapel Hill-Carrboro City Schools and Community Work Together to Reduce Underage Alcohol Use

This North Carolina Success Story highlights how the passion of one person, using the resources and experience of various agencies and individuals, can effect positive change in a community. Through collaborative efforts, the community partners implemented a variety of programs, supported enforcement, and improved policies to ensure success and sustainability. The high visibility of the Coalition's work and the outstanding leadership resulted in the First Lady Mary Easley publicly recognizing their efforts in Chapel Hill and Carrboro describing them as a "model" community Coalition.

Maryland

Collaborative Enforcement Efforts Bring Results in a Maryland College Town

In Baltimore County, the Combating Underage Drinking Coalition began a collaborative enforcement effort to contend with underage drinking both on and off the campus of Towson University. Through a strong partnership, Towson supported enforcement activities by instituting a policy addressing students' disorderly and disruptive behavior off-campus. Baltimore County alcohol licensees joined the effort as well as the Baltimore County Liquor Board Chairman after attending a Cooperating Tavern and Retailers' Agreement press conference. This Success Story shares examples of how Enforcement agencies, State's Attorney's Office, County and Campus police, Liquor Boards, Colleges, Substance Abuse Agencies, and retailers can collaborate with successful results!

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 (UDETC) and are solely of the author/source.

California

Through persistence and collaboration, the California Youth Council achieves a significant policy change for Alcopops

The California Youth Council (CYC) is a statewide council of youth committed to raising awareness, building partnerships, and engaging youth as active leaders and resources in their communities. In 2006, the CYC came up with a way to tackle the issue of underage drinking. With the rising popularity of Alcopops among youth, the CYC wanted to reduce the number of youth aged 20 and younger who drink them by reclassifying them and therefore, correctly taxing them. Through their partnership with an adult coalition, the CYC's petition received a majority vote from the Board of Equalization (BOE) and a recent ruling from the Office of Administrative Law supported the legality of reclassification. This success story indicates the strength of youth and collaborative relationships resulting in a healthier community.

September National Electronic Seminar Alcohol and the Developing Brain

Date: Thursday, September 25, 2008

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

One of the many compelling arguments for greater parent, educator and societal concern about the prevention of underage drinking is the damage that early onset drinking can do in impairing the development of the pre-adolescent and adolescent brain. Emerging research suggests that different portions of the adolescent brain and its neurotransmitter systems are affected negatively by alcohol with both short and long term consequences. These impacts range from damage to the brain centers for thinking, planning and learning, to changes in the structures of the brain that mediate pleasure and predispose youth to depression, addiction or alcoholism later on.

We hope to make the complex topic of brain science a bit easier to understand and consider ways communities can use this information to reverse the idea that alcohol is simply a "rite of passage".

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/ResourceAlert0808.pdf



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

July 2008

Chapel Hill-Carrboro City Schools and Community Collaborate to Reduce Underage Alcohol Use

This success story highlights how the passion of one person, using the resources and experience of various agencies and individuals, can effect positive change in a community. Underage drinking has long been an accepted way of life for youth at universities. Nearly 4 years ago, Chapel Hill and Carrboro rose to the challenge of moving to more healthy community norms regarding underage drinking. A mother's (now Coalition Director) passion to change her community led her to form major partnerships among school representatives, enforcement agencies, parents, policy makers, media, youth advocates and youth, businesses, research organizations, the Alcohol Beverage Control Board, healthcare professionals, and other community stakeholders. Coalition partners used "best practice" environmental strategies to improve the culture.

Last year, the Chapel Hill-Carrboro City Schools (CHCCS) partnered with the Coalition for Alcohol and Drug Free Teenagers of Chapel Hill and Carrboro to examine student substance use and explore teens' attitudes, perceptions, and beliefs about use. In March 2007, students (grades 6-12) took either the Youth Risk Behavior Survey (YRBS) or the Drug Free Communities Survey. The results from the surveys, finalized in February 2008, showed positive student behavioral trends from 2005 to 2007:

- Use of any alcohol in the last 30 days decreased from 46.72 to 35.43 percent.
- Binge drinking in the last 30 days decreased from 25.12 to 19.62 percent.
- Students who rode in a car in the last 30 days with someone who was drinking alcohol decreased from 26.67 to 19.52 percent.
- Students who drove a car while drinking alcohol in the last 30 days decreased from 11.24 to 7.86 percent.

To prevent underage drinking, communities and Coalition partners implemented a variety of programs, supported enforcement, and improved policies to ensure success and sustainability. Some effective strategies follow:

- **Consistent enforcement was crucial.** Local police departments increased compliance checks, charged

parents for contributing, issued violations for minors in possession, and educated officers. In turn, the courts agreed not to let these cases "slip through the cracks" and ramped up punitive measures. The Coalition also received funding from OJJDP's Enforcing the Underage Drinking Laws Program for 2006-2008 to support efforts launched by community partners (e.g., **Alcohol Purchase Survey Program** and **Shoulder Tap Operations**).

- **The coalition worked with the school district to develop a consistent substance abuse policy.** Their combined and rigorous efforts resulted in a consistent substance abuse policy across the district. According to school administrators, prior policies varied and were inconsistently enforced.
- The school district's health coordinator infused an evidence-based prevention curriculum into the schools and piloted a new media literacy program: **Media Ready**. The program—endorsed by the North Carolina Board of Education, Department of Education, and First Lady Mary Easley—has been provided to Safe and Drug Free School Coordinators across the State.
- A "**Drug Free Communities Survey**" for 8th to 12th graders in the Chapel Hill-Carrboro City School district was spearheaded by the Coalition in 2007. It is the first comprehensive survey completed by students on "alcohol, tobacco, and other drugs."

The high visibility of the Coalition's work and the outstanding leadership of its director and deputy director shows how one person's vision and hard work can bring about positive community change. First Lady Mary Easley has publicly recognized the efforts in Chapel Hill and Carrboro as a "model" community Coalition.

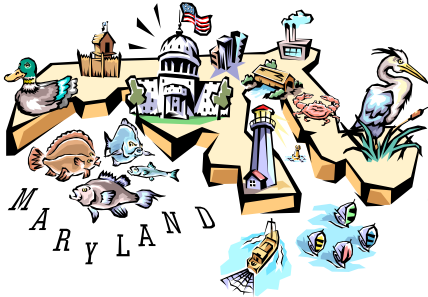
Source: Chapel Hill-Carrboro City Schools Press release
Contact: Stephanie Willis, (919) 967-8211 ext. 245
OR

Dale Pratt-Wilson, 919-942-3300

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Success Stories

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NEWS FROM THE FIELD

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July 2008

Collaborative Enforcement Efforts Bring Results in a Maryland College Town

In Baltimore County, a large metropolitan jurisdiction in Maryland, members of the Combating Underage Drinking Coalition began a collaborative enforcement effort to contend with underage and hazardous drinking both on and off the campus of Towson University. This collaborative partnership includes the Baltimore County Police, the Towson University, the Baltimore County Liquor Board, the Baltimore County State's Attorney's Office, the Maryland State Police, and the Baltimore County Department of Health Bureau of Substance Abuse. One issue the Coalition has addressed was the commission of nuisance crimes by impaired students both on- and off-campus.

As students returned from local bars to off-campus housing near the university, neighbors complained of a variety of concerns, including noise, illegal parking, destruction of property, and public urination. The Towson Precinct involved the community by meeting with neighborhood associations. Representatives from Towson University and the Chamber of Commerce were also in attendance. This resulted in formation of a two-man special alcohol enforcement unit to monitor student behavior off-campus. The objective of the unit was to focus enforcement measures in the areas most affected and to increase student and community awareness. Officers regularly patrolled the area on weekends and college party nights.

In a collaborative effort, Towson University supported enforcement activities by instituting a new policy addressing students' disorderly and disruptive behavior off-campus and informed students that the university would take judicial action for inappropriate off-campus behavior. This clear expression of community norms by the academic community sent a critical message to students about what the university expected regarding both on- and off-campus behavior. The DUI (driving-under-the-influence) unit of the Towson Precinct began notifying Towson University when their students were involved in alcohol-related incidents. Students cited by police for alcohol-related crimes also received penalties from Towson University. Students caught hosting underage drinking parties are visited by a team consisting of a County police officer and a staff member from Towson

University's Campus Life Office. In addition, Towson University's Judicial Affairs Office increased fines for repeat infractions and notifies parents when students are dangerously intoxicated and require transport to the hospital. Parents are also notified for recurring minor alcohol violations.

Baltimore County alcohol licensees' also joined the effort through the development of a Cooperating Tavern Owners' and Retailers' Agreement. Licensees were invited to participate by signing the agreement to implement responsible server practices. Participating licensees were given window signage to advertise their participation. One hundred and twelve Baltimore County licensees signed the agreement. Community associations in the area encouraged residents to frequent only establishments displaying the signs. The Baltimore County Liquor Board Chairman also became involved with the coalition after attending the Cooperating Tavern and Retailers' Agreement press conference. He assisted in organizing a meeting of the Liquor Board, County Police, campus Police, State's Attorney's Office, Fire Department, and retailers. The Liquor Board increased penalties tenfold for licensees who repeatedly violated the liquor laws. Further, they revoked the delivery privileges of an establishment known to deliver alcohol to underage students. The Liquor Board also refused to issue a license for a new nightclub in the center of the Towson Community. The results in these collaborative efforts have had a significant impact on the County. This Success Story shares examples of how Enforcement agencies, State's Attorney's Office, County and Campus police, Liquor Boards, Colleges, Substance Abuse Agencies, and retailers can collaborate with successful results!

For Further info Contact:
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Substance Abuse
Prevention Services
410-887-3828
mvgiggiani@baltimorecountymd.gov

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Success Stories

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NEWS FROM THE FIELD
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July 2008

Through persistence and collaboration, the California Youth Council achieves a significant policy change for Alcopops

The California Youth Council (CYC) is a project of the California Friday Night Live (FNL) Partnership primarily funded by the California Office of Traffic Safety and supported by the California Department of Alcohol and Drug Programs. The CYC is a statewide council of young people committed to raising awareness, building partnerships, and engaging youth as active leaders and resources in their communities. In 2006, the CYC came up with a new way to try and tackle the issue of underage drinking. With the rising popularity of Alcopops (sweet, alcoholic beverages) among youth, the CYC wanted to reduce the number of youth aged 20 and younger who drank them. Through their partnership with an adult coalition, these young people knew that Alcopops were improperly classified as distilled spirits and, therefore, incorrectly taxed at a much lower rate. They began advocating to the Board of Equalization, a group that administers the taxes on alcohol for California, on the issue of Alcopops. The CYC set up meetings with members of the board and presented them with both the problem and the proposed changes that would contribute to a solution. These meetings resulted in a petition that they submitted to the Board of Equalization, asking them to properly classify and tax Alcopops, thereby raising their prices and making Alcopops more difficult for youth to obtain. They worked tirelessly across the State to educate young people, parents, and communities. Using various funding sources, they created a video tool with a grant from the Wellness Foundation. They used EUDL funds for FNL to assist law enforcement with minor decoy operations and used support from other agencies/programs to implement their environmental strategy approaches. These funds strengthened their ability to work with a variety of organizations including the Coalition on Alcopops and Youth, various California chapters and Girl Scouts of America to implement strategies.

They also worked with the media, writing opinion editorials, conducting press conferences, and appearing

on television and radio shows. A video developed by the youth appeared on NPR radio, in *The New York Times*, in *The Los Angeles Times*, on XM radio, and many other media venues. At every opportunity, youth invited the media to hear about what they were doing. They repeatedly testified at the Board of Equalization, and presented at both youth and adult conferences throughout California, in an effort to win the votes necessary for a taxation change.

The result: the CYC's petition received a majority vote from the Board of Equalization (BOE) and a recent ruling from the Office of Administrative Law supported the legality of reclassification. Thanks to the tireless work of these young people and their adult allies, the policy received final Office of Administrative Law approval on June 11, 2008. Through a press release on the passage of the policy, the Board of Equalization Vice Chair Betty Yee stated: *"This action is a direct result of the extensive visits and testimony of young people who shared their perspectives and their peers' experiences around the consumption of flavored malt beverages."* Because of their persistence, California's youth will have reduced access to these products because of their substantial price increase. The CYC continues, through collaborative relationships, its fight to reduce underage drinking. For example, the California Department of Alcoholic Beverage Control continues to enforce the laws and works with community groups such as Friday Night Live and MADD to reduce underage drinking. This success story indicates the strength of youth and collaborative relationships resulting in a healthier community.

For additional information, contact:
Lynne Goodwin
California Friday Night Live Partnership
559-733-6496
www.caseygoodwin.org

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Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

Alcohol and the Developing Brain: Effects of alcohol on pre-adolescent and adolescent brain development

One of the many compelling arguments for greater parent, educator and societal concern about the prevention of underage drinking is the damage that early onset drinking can do in impairing the development of the pre-adolescent and adolescent brain. Emerging research suggests that different portions of the adolescent brain and its neurotransmitter systems are affected negatively by alcohol with both short and long term consequences. These impacts range from damage to the brain centers for thinking, planning and learning, to changes in the structures of the brain that mediate pleasure and predispose youth to depression, addiction or alcoholism later on.

We hope to make the complex topic of brain science a bit easier to understand and consider ways communities can use this information to reverse the idea that alcohol is simply a "rite of passage".

DATE

September 25, 2008

TIME

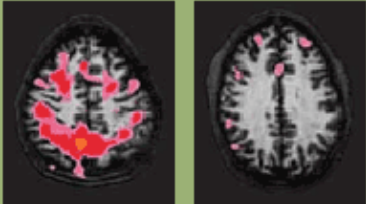
3:00–4:15 p.m. EST

PRESENTERS

Presenters: To be Announced


REGISTER

Which brain do you want for your child?



These images show functional activity levels in the brain of a healthy 15-year-old male nondrinker (left), and that of a 15-year-old male heavy drinker (right).

Which brain do you want for your child?



These SPECT images show functional activity levels in the brain of a healthy nondrinker (left), and that of a sober 21-year-old with a four-year history of heavy alcohol use (right). The "holes" indicate areas of reduced brain activity.

© Dr. Daniel Amen; www.amenclinic.com

WEB ENHANCED

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

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.



2008 National Electronic Seminars Topics Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

September 25, 2008 3:00 – 4:15 p.m. Eastern Time

Alcohol and the Developing Brain: Effects of alcohol on pre-adolescent and adolescent brain development

October 23, 2008 3:00 – 4:15 p.m. Eastern Time

Cyberspace

November 20, 2008 3:00 – 4:15 p.m. Eastern Time

Sustaining Success

December 18, 2008 3:00 – 4:15 p.m. Eastern Time

Challenges and Successes of Rural Law Enforcement

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