

★ Visit [www.udetc.org](http://www.udetc.org) for the latest information on underage drinking. ★

#### UPDATES FROM THE FIELD

##### At OJJDP Experts Address Best Ways To Tackle Issue of Underage Drinking



“I don’t need to tell you that alcohol use by young people is dangerous,” said Office of Juvenile Justice and Delinquency Prevention (OJJDP) Administrator Robert Listenbee at a webinar held this week by the Interagency Coordination Committee on the Prevention of Underage Drinking (ICCPUD.)

In a recorded message (OJJDP’s ICCPUD Webinar: May 16, 2013) Listenbee said alcohol is the most commonly used and abused drug in the United States, stating that it played prominently in the nation’s youth homicide, suicide and violent crime rates. He also said that underage drinking has deleterious effects on education, leads many chronic users to unemployment and underemployment and may result in individuals graduating to more potent — and perhaps illegal — substances. “It takes a whole community to reinforce this agenda,” he said. To be effective in combating underage drinking, Listenbee said that officials from both law enforcement agencies and the justice system had to form partnerships with local community groups.

He also encouraged agencies like the OJJDP’s Underage Drinking Enforcement and Training Center (UDETC) to promote “proven, science-based strategies” to reduce youth access to alcohol. To read the full article, visit <http://jije.org/at-ojjdp-experts-address-best-ways-to-tackle-issue-of-underage-drinking/> or copy and paste the link to your internet browser.

##### BUZZKILL: Serve Under 21 and the Party’s Over works!

Drug Free Action Alliance developed a program to help colleges educate their students on the responsibilities of social hosting. Based on the nationally-recognized evidence based program, *Parents Who Host, Lose the Most: Don’t be a party to teenage drinking*, the BUZZKILL campaign: *Serve Under 21 and the Party’s Over* program educates students about the health and safety risks of allowing underage guests to possess or consume alcohol at house parties. The initiative also increases awareness of and compliance with state underage drinking laws. The program is implemented on college and university campuses and works to supplement programming already initiated by the school.

The BUZZKILL: Serve Under 21 and the Party’s Over program has been evaluated by Public Health Research, Inc. at Kent State University. Results from the evaluation indicate the program can “significantly improve the social hosting knowledge of students receiving the campaign”.

The 2013 BUZZKILL Evaluation Report and additional information about BUZZKILL: Serve Under 21 and the Party’s Over is available at [www.DrugFreeActionAlliance.org/BUZZKILL](http://www.DrugFreeActionAlliance.org/BUZZKILL).

#### SUCCESS STORY – IOWA

##### Northeast Iowa Shares a Collaborative Campaign to Reach Underage Soldiers and Veterans

The Enforcing Underage Drinking Laws (EUDL) program has been the catalyst for many successful strategies to reduce the challenges associated with underage drinking. In Iowa, EUDL efforts have been adapted to address the complex issue of underage drinking by members of the United States military. In a collaborative effort, staff at Helping Services for Northeast Iowa organization (Helping Services), a EUDL sub-grantee, approached the Iowa Army National Guard prevention staff (in Waterloo, Iowa) during the planning phase of the initiative *Help Your Battle Buddy*. This Success Story describing *Helping Services’* collaborative efforts to support underage veterans can be read in its entirety by visiting the following hyperlink below:

[http://www.udetc.org/documents/success\\_stories/IA0813.pdf](http://www.udetc.org/documents/success_stories/IA0813.pdf)

#### UDETC NATIONAL WEBINAR

September 2013

##### Social Host Laws: The Good, the Bad and the Changes

Date: Thursday, September 19, 2013

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

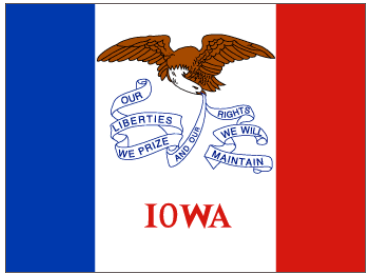
The State’s interest in the problem of providing alcohol to minors in a social setting is not new. Since the 1990’s local and state governments have passed laws designed to hold those who provide alcohol, or enable the consumption by providing an environment in which a minor can consume alcohol, responsible for their conduct. These “social host” laws are often different and unique to the communities they serve. Our program will take a retrospective look back at the different social host approaches used by cities, counties and states. We will look at laws that have survived as well as those that have been struck down by the courts and discuss where these laws are headed and the challenges proponents of social host legislation face in the future. Register online at: [www.udetc.org/audioconfreregistration.asp](http://www.udetc.org/audioconfreregistration.asp)

##### “A NATIONAL CONVERSATION ON PROTECTING OUR YOUTH” UDETC PODCAST - NORTH CAROLINA

On our latest UDETC Podcast, A National Conversation on Protecting Our Youth, we took our podcast microphones to North Carolina and had a conversation with Youth Empowered Solutions, better known as “YES” located in Raleigh. Youth Empowered Solutions (YES!) explores effective ways that youth and adults can work together to create healthier environments. Their program provides training and resources for the state-wide, youth-led movement to prevent underage drinking. The Youth Empowered Solutions team has presented at EUDL conferences and traveled all over North Carolina from the mountains to the coast training hundreds of youth and adults. Join Bill Patterson and his guests, Aidil Ortiz Hill and a member of her youth team Barak Biblin as they discuss their unique and effective programs. The podcasts can be accessed on our website homepage at [www.udetc.org](http://www.udetc.org).

To print a copy of this month’s Resource Alert visit:

[www.udetc.org/documents/ResourceAlerts/ResourceAlert0813.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert0813.pdf).



# Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

[www.udetc.org](http://www.udetc.org)

August 2013

## Northeast Iowa Shares a Collaborative Campaign to Reach Underage Soldiers and Veterans

The Enforcing Underage Drinking Laws (EUDL) program has been the catalyst for many successful strategies to reduce the challenges associated with underage drinking. In Iowa, EUDL efforts have been adapted to address the complex issue of underage drinking by members of the United States military. In a collaborative effort, staff at Helping Services for Northeast Iowa organization (Helping Services), a EUDL subgrantee, approached the Iowa Army National Guard prevention staff (in Waterloo, Iowa) during the planning phase of the initiative *Help Your Battle Buddy*. An important goal of the initiative was consistent and recurring enforcement messaging to help support and advance its enforcement and policy goals. Discussions with an Iowa National Guard soldier helped refine the campaign including using the term "Battle buddy" as a common and recognizable term used in the Army and connects with the Army ethos of looking out for fellow soldiers and leaving no one behind. This strategy was a natural fit with the enforcement measures being used by Helping Services to address underage alcohol misuse. Army personnel were excited to learn that a local campaign directed towards soldiers and returning veterans younger than age 21 was in the implementation phase.

This collaborative effort focuses the campaign messaging on emphasizing the existing enforcement strategies being used by Helping Services in the region, such as enforcement of laws related to underage drinking and the sale of alcohol to minors. Helping Services believes the most effective messaging should incorporate the possible consequences to a military career for violating underage drinking laws and suggested alternatives to alcohol use.

Once the decision was made to move forward with the development and implementation of the campaign, the

group worked on marketing the information to Iowa's young soldiers. A survey of soldiers younger than age 21 who have recently return from Afghanistan provided additional feedback on how to reach this audience. The soldiers identified relevant retailers to whom the campaign information should be distributed; 356 businesses were mailed this campaign flyer focused on enforcement and prevention. In conjunction with distributing campaign information and displaying posters, a Web site was developed that highlighted the purpose of the campaign and provided the contact information for local treatment providers. The feedback from the retailers and the community has been quite positive. Helping Services has received calls from businesses specifically thanking them for reaching out to this important population and indicating their continuing support and promotion within their businesses. Some of the businesses have requested updates of new materials as developed so they may continue their support and promotion to stop underage drinking with this target population. It is anticipated that the campaign may help improve retailer compliance with the minimum legal drinking age laws and deter underage consumption by military personnel. Enforcement data will be analyzed in future to determine whether the campaign had the intended impact anticipated.

For more information on how to develop and deliver this new and innovative campaign, please visit the Helping Services Web site at: [www.helpingservices.org/military](http://www.helpingservices.org/military) or contact Katie Bee, Community Prevention Specialist at (563) 387-1720 ext. 104 for more information.

***The views expressed in this document do not necessarily represent the views of the Office of Juvenile Justice and Delinquency Prevention (OJJDP) or the Underage Drinking Enforcement Training Center (UDETC) and are solely of the author/source.***



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# NATIONAL WEBINARS



ODDP

Underage Drinking  
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*To register*, please visit [www.udetc.org/audioconfregistration.asp](http://www.udetc.org/audioconfregistration.asp) and complete the online registration form, or  
*To register by phone*, please call our toll-free number, 1-877-335-1287, and follow the prompts.



**THURSDAY, SEPTEMBER 19, 2013**  
3:00 – 4:15 pm Eastern

## **Social Host Laws: The Good, the Bad and the Changes**

The State's interest in the problem of providing alcohol to minors in a social setting is not new. Since the 1990's local and state governments have passed laws designed to hold those who provide alcohol, or enable the consumption by providing an environment in which a minor can consume alcohol, responsible for their conduct. These "social host" laws are often different and unique to the communities they serve. Our program will take a retrospective look back at the different social host approaches used by cities, counties and states. We will look at laws that have survived as well as those that have been struck down by the courts and discuss where these laws are headed and the challenges proponents of social host legislation face in the future.

## **SPEAKERS**

- **Ryan D. Treffers, Esq.**  
Associate Research Scientist  
The Calverton Center  
Santa Cruz, California
- **Richard P. Campbell, Esq.**  
Founding Shareholder  
Campbell Trial Lawyers  
Boston, Massachusetts

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**Do you have an Underage Drinking Topic that would make a great National Webinar?**

Send us your suggestions at [udetc@udetc.org](mailto:udetc@udetc.org) and put 'NES Topic Suggestion' in the subject line!