

## October 2004 Resource Alert

The entire staff at the Underage Drinking Enforcement Training Center thanks all of you who attended the 5<sup>th</sup> Annual National Leadership Conference in San Diego. Those involved in the underage drinking prevention field came out in large numbers to hear about innovative projects, receive research updates, and network with others. Please visit our website, [www.udetc.org](http://www.udetc.org), to view the conference program and photos. Thanks for making the conference a success!

At the conference, America's Partners to Prevent Underage Drinking, a national coalition of organizations and businesses committed to the goal of protecting the Nation's youth from the devastating harm and consequences associated with underage drinking, introduced its website, [www.beawarenow.org](http://www.beawarenow.org). The website contains information about the coalition and its campaign to facilitate the use of electronic-age-verification technology. The website also contains State fact sheets on the costs of underage drinking.

Although the prevalence of underage drinking has decreased since its peak in the late 1970s, drinking by youth has stabilized over the past decade at disturbingly high levels. The findings, part of a new analysis of youth drinking trends by researchers at the National Institutes of Health (NIH), appear in the September 2004 issue of *Alcoholism: Clinical and Experimental Research*. Please visit <http://www.niaaa.nih.gov/press/2004/YouthDrinking.htm> for more information.

A new study by the Prevention Research Center at the Pacific Institute for Research and Evaluation finds that many college students drink at dangerously high levels. Using data derived from self-report surveys, the California-based study indicates that both male and female college drinkers combined may have 12 or more drinks at about 10 percent of drinking events, and male college drinkers may have 12 or more drinks at 20 percent of these occasions. The study also finds that the heaviest drinking occurs among freshman males and at the beginning of each academic year. For more information about this study and PRC please visit <http://resources.prev.org/mediareleases.html>.

Fortunately, there is also some good news on the college front. According to an evaluation conducted by the Harvard School of Public Health, college students at universities participating in an American Medical Association's "A Matter of Degree" (AMOD) program are less likely to miss class, be assaulted by a drunk student, or hurt themselves

after drinking. The study also found a decline in the drinking rates at colleges incorporating the most number of AMOD interventions. For more information, visit [www.ama-assn.org/ama/pub/article/1616-8839.html](http://www.ama-assn.org/ama/pub/article/1616-8839.html).

This month's featured Success Stories are from Kentucky and New York. In Kentucky, Collaboration between law enforcement, adjudication authorities, insurance companies, and concerned citizens resulted in retail-oriented enforcement and education and reductions in alcohol sales to minors. In New York, data revealing extremely high arrest rates for underage driving while impaired prompted the Rensselaer County Executive to make underage drinking and underage drinking and driving a high priority for her administration. Through coordinate enforcement efforts and a highly visible media campaign, the County is starting to see positive results in reducing youth access to alcohol.

The Center continues its audio-teleconference series with *Tapping into Technology: Resources to Assist in Underage Drinking Law Enforcement*. 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 also will discuss the advantages and disadvantages of particular models and speak to the promise of new technology for reducing youth access to alcohol. To find out more about this month's audio-teleconference and how to register, and to print hard copies of this month's Success Stories, please visit [www.udetc.org/documents/ResourceAlert1004.pdf](http://www.udetc.org/documents/ResourceAlert1004.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.*



# Enforcing Underage Drinking Laws Program

## AUDIO CONFERENCE

### TOPIC

### 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.



### DATE

Thursday, October 21, 2004

### TIME

3:00–4:15 p.m. Eastern Time

### PRESENTERS

**Joseph J. Cipriano**

*President*

*RealTime - ID Wireless Age & ID Verification*

*Austin, Texas*

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*Owensboro, KY*

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### REGISTER

Please register by using one of our automated options:

- **To register on our website**, please visit [www.udetc.org](http://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

**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 combined 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)

October 2004

## Kentucky Celebrates Its Lowest Noncompliance Rate!

In 1998, the average noncompliance rate among alcohol-licensed establishments in Kentucky was 26 percent. Believing that the State could do better, administrators with the State's Alcohol Beverage Control (ABC) agency implemented a plan aimed at increasing retail compliance through increased enforcement and education. Community coalitions also pushed for policy change at the local level. By the close of 2003, the retail compliance averaged 18 percent, and in the first quarter of 2004, the rate averaged 14 percent. This decrease in the noncompliance rate in Kentucky illustrates that reductions in youth access are possible through a coordinated comprehensive approach.

Operation Zero Tolerance is the cornerstone of the State's efforts. This enforcement effort partners Kentucky ABC, local law enforcement agencies, and underage investigative aides to conduct retail compliance checks throughout the State. The operation addresses off-premise sales establishments such as liquor, drug, and convenience stores, as well as on-premise establishments such as bars and restaurants. Thanks to funding from OJJDP's Enforcing Underage Drinking Laws program, Operation Zero Tolerance has increased the number of compliance checks conducted annually in Kentucky since 2002.

Kentucky ABC officers have meet annually with licensees to ensure they are aware of State alcohol laws and are in compliance with all State requirements. The visits allow licensees to ask questions of an ABC representative directly, and the visits have been widely perceived as fostering the goal of having a positive relationship and a better understanding between licensees and the ABC.

Responding to retailers' concerns about underage youth who frequent certain types of establishments

seeking to buy alcohol, the ABC also implemented Cops in Shops, an enforcement operation aimed at apprehending youth. This enforcement activity also engages local law enforcement agencies, as well as the State Police. ABC believes that enforcement directed toward both sides of the retail counter has further facilitated a better working relationship between the agency and licensees.

Server training is not mandated in Kentucky, but since the inception of the Server Training in Alcohol Regulations program (S.T.A.R.), several local communities around the State have passed ordinances requiring server training. Several insurance companies also are requiring server training to licensees before issuing liability insurance. S.T.A.R. was developed by the ABC and is conducted throughout the State by staff of Eastern Kentucky University working as contract employees of ABC.

With support from OJJDP's Enforcing the Underage Drinking Laws Initiative, community organizations, enforcement agencies, youth, and other concerned citizens are working collaboratively to change local ordinances and enforcement practices.

Along with clearly communicating about the need to observe State and local laws and ordinances and its commitment to enforcement, the Kentucky Alcoholic Beverage Control Board has strived to be consistent when adjudicating cases that involve sales to minors, imposing penalties appropriate to the violation. Licensees are being held accountable for the actions of their employees, and every community in the State is all the better for it.

**For further information contact: Jack Blair, Kentucky Department of Alcoholic Beverage Control at 502-564-4850**



11710 Beltsville Drive, Suite 300, Calverton, MD 20705.  
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New York



# Success Stories

Enforcing the Underage Drinking Laws Program

October 2004

NEWS FROM THE FIELD

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

## New York County Gets Serious About Underage Drinking

Rensselaer County's determined efforts and aggressive campaign to fight underage drinking and underage drinking and driving began in 2001 when statistics showed the underage driving-while-intoxicated (DWI) arrest rate in the county was two times greater than the State's average.

Under the leadership of Rensselaer County Executive Kathleen M. Jimino, county officials, concerned citizens, and other interested groups formed the Rensselaer County Underage Drinking Coalition. The coalition then applied for and was awarded funds specifically to address the issues of underage drinking and underage drinking and driving.

At the heart of the coalition's strategy was the need to work with law enforcement officials to begin regular enforcement of underage drinking laws. In 2003, nearly three dozen officers from county municipalities were sworn in as deputy sheriffs for countywide patrols. In addition to the local police officers assigned to these multi-jurisdictional operations, the effort also engaged the State Police, the State Liquor Authority, and the Rensselaer County Sheriff's Department. Cooperation even extended into the college community when Rensselaer Polytechnic Institute's Public Safety Office began working with the City of Troy Police Department's Community Police Unit in on- and off-campus underage drinking party patrols.

Increased enforcement activities began in February 2003, and from May through September, multiple operations were conducted that reached every municipality in the county. Enhanced patrols and simultaneous retail store compliance checks were coordinated in spring and early summer to help assure that a maximum level of law enforcement personnel was available during the prom and graduation seasons.

Enhanced party patrol and compliance check operations between May 2003 and September 2003 resulted in 20 arrests for selling to a minor, including arrests at two bars in Troy in which approximately 80 percent of the patrons inside the establishments were younger than age 21.

(The youth apprehended during these compliance check operations numbered 149.) County enforcement operations also resulted in 33 youth arrests for driving while intoxicated.

Increased enforcement operations were accompanied by an aggressive media campaign. County Executive Jimino became heavily involved in a media campaign that included several special radio and television segments, exclusive newspaper columns, regular press releases and public service announcements. County Executive Jimino also began an extensive public outreach campaign on the issue by speaking to various parent, community, and business groups in the county.

"When it comes to underage drinking, everyone needs to be sending the same message showing that we are unified in our efforts. Underage drinking is a public health problem as much as it is a public safety problem," stated County Executive Jimino.

The increased enforcement operations and proactive media campaign are starting to show results. Enforcement operations through July 2004 have resulted in only three arrests for selling to minors, and during the 2004 summer DWI patrol efforts, twelve underage DWI arrests were made. The increased attention also has resulted in a higher level of cooperation and participation from alcohol retailers, who now are working with the New York State Liquor Authority to coordinate training for clerks throughout the county.

Over the last several years, underage drinking went from a low priority issue to a high priority issue. According to County Executive Jimino, law enforcement operations will continue, and the media will be vigorously used to educate the public about Rensselaer County's determination to stop underage drinking and underage drinking and driving.

**For further information contact: Margaret Brennan,** Community Prevention at 518-270-2821 or [mbrennan@rensco.com](mailto:mbrennan@rensco.com)

With support from OJJD's Enforcing the Underage Drinking Laws Initiative, community organizations, enforcement agencies, youth, and other concerned citizens are working collaboratively to change local ordinances and enforcement practices.



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