

Underage Drinking Enforcement Training Center

Monthly Resource Alert

October 2009



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.

New Study Indicates that More Alcohol Ads Air When Children are Watching

A study published in the October 2009 issue of the American Journal of Public Health (AJPH) concludes that the most popular cable TV shows to kids seem to have the most alcohol advertising. The study conducted by UCLA and the Center on Alcohol Marketing and Youth (CAMY) researched 600,000 alcohol ads aired on cable between 2001 and 2006 and found that shows with the highest percentage of viewers ages 12 to 20 had the largest number of alcohol ads. Ads for beer, liquor and alcopops increased in connection with the youth audience percentage, but wine ads dwindled. "This research suggests that ads are aimed at groups that include a disproportionate number of teens and that the alcohol industry's voluntary self-monitoring is not working to reduce adolescent exposure to ads," said CAMY director David Jernigan. The article on the study can be found at the below link on the AJPH website: <http://www.ajph.org/cgi/content/abstract/AJPH.2008.146423.v1?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&author1=chung&searchid=1&FIRSTINDEX=0&sortspec=relevance&resourcetype=HWCIT>

Starting Alcohol Young May Lead to Adult Dependency Latest Research Finds

Brain changes caused by drinking before age 15 could predispose adolescents to a lifetime of alcohol dependency a new study finds. Researcher Arpana Agrawal of the Washington University School of Medicine, who has studied alcohol in twins, said that early drinking "may induce changes in the highly sensitive adolescent brain, which may also modify an individual's subsequent genetic vulnerability" to addiction. Agrawal said the findings should be used to discourage young people from experimenting with drinking early because such behavior might trigger an onset of alcohol abuse. It was also found that the age of first alcohol use correlated with a higher number of alcohol dependency symptoms. Those who started drinking later in life were less likely to be dependent, the study found. The research will be published in the December 2009 issue of the journal Alcoholism: Clinical & Experimental Research.

Did you Know...?

Compared to teens who have never tried alcohol, teens who get drunk monthly are:

- 18 times likelier to have tried marijuana;
- Four times likelier to be able to get marijuana in an hour;
- Almost four times likelier to know someone their age who abuses prescription drugs;

This according to the 2009 Teen Survey from The National Center on Addiction and Substance Abuse at Columbia University.

October National Electronic Seminar

2009 National Leadership Conference Highlights

Date: Thursday, October 22, 2009

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

For this month's audio-call we are excited to highlight a sampling of two presentations that were offered in Dallas, Texas. Each presenter will give an overview of their presentation and share follow-up information and resources.

Presentation 1 - No More Mailings: Going Green with Needs Assessment and Evaluation

Challenged with how to collect data to guide and evaluate its college-drinking prevention efforts, Maine's Higher Education Alcohol Prevention Partnership turned to the World Wide Web and web-based survey tools for help. This presentation will share how taking its surveying efforts from paper to cyberspace, it greatly increased response rates and obtained far more samples of students, faculty/staff, and other stakeholders.

Speaker: Rebecca Ireland, Director of Maine's Higher Education Alcohol Prevention Partnership, Gorham, ME

Presentation 2: The Party Stops Here! Prevention through Collaboration - A Multifaceted Approach!

In this session, you will hear how a multifaceted approach involving prevention, training, and enforcement can combat underage drinking in communities. You will also learn how to take a pro-active approach in working with others in their community, including university officials to parts of the Greek fraternity system. Case examples will show how rural or urban party patrol enforcement can be conducted using a low number of officers and the assistance of community members.

Speaker: Jermaine Galloway, Community Policing Unit, Boise Police Department, Boise, ID

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/ResourceAlert1009.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 (UDET) and are solely of the author/source.

Quick Fact

The selection process for choosing the location and dates of the 12th Annual National Leadership Conference is in its final stages! Be sure to check future Resource Alerts and our website: www.udetc.org for the latest information.



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

2009 National Electronic Seminars Calendar

October 22, 2009 3:00 – 4:15 p.m. Eastern Time

2009 National Leadership Conference Highlights

Because this year's National Leadership Conference was another successful event, we are excited to highlight a sampling of a few of the great presentations that were on hand this year in Dallas, Texas. Each presenter will give an overview of their presentation and share follow-up information and resources. This is an ideal opportunity for those who were unable or for those who would like to gather more information directly from presenters that were at this year's Conference.

November 2009

There will not be an audio call in November, but please be sure to visit our website: www.udetc.org to register for the December Call!



We want to hear from you!

Do you have an Underage Drinking Topic that would make a great National Electronic Seminar? Send us your suggestions at udetc@udetc.org and put 'NES Topic Suggestion' in the subject line!

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

Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE



TOPIC

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DATE

October 22, 2009

TIME

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

WEB ENHANCED



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

PRESENTERS

Presenter 1: Rebecca Ireland, Director of Maine's Higher Education Alcohol Prevention Partnership, Gorham, ME
 Rebecca.Ireland@maine.gov

Presenter 2: Jermaine Galloway, Community Policing Unit. Boise Police Department, Boise, ID
 JGalloway@cityofboise.org

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.



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

The Power of Youth to Create Change

WELCOME to the first EUDL Youth audio conference call! At this year's National Leadership Conference youth track, over 250 youth representing 32 States, the District of Columbia and the Mariana Islands were in attendance. In response to our commitment to youth leadership we want to share some of the thought provoking and expert information shared about and from our youth. This audio-call will highlight two presentations that were offered in Dallas, Texas. Each presenter will give an overview of their presentation and share follow-up information and resources.

Presentation 1: Working with Youth: Empowering Youth to Make a Difference

This presentation will provide information to help listeners engage youth in all aspects of community and state efforts. Participants will learn about the value youth bring to underage drinking prevention and why it's important to incorporate youth into leadership roles. They will also learn how youth are an important part of effective partnerships between prevention advocates and law enforcement.

Presenters: Brent Blackburn and Felicia Donelson, Trainers, Underage Drinking Enforcement Training Center, Calverton, MD

Presentation 2: Coaching Youth to bring their Message to the Public

Led by students, this presentation will focus on several techniques for reaching the public and the media, including principles of creating attention-grabbing signs, developing memorable charts, using creative supporting visuals, speaking to reporters, and "cold contact" techniques for approaching pedestrians. At the close of this presentation, participants will be able to identify the eight-step process for coaching youth to become effective media activists.

Presenters: Abby Martinen, Molly Martuscello and Paige Niler, Dover Youth to Youth, Dover, NH

DATE

Wednesday, October 28, 2009

TIME

6:00-7:15 p.m. EDT



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

REGISTER

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- **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 e-mailed one (1) week before the call.

