

December 2004 Resource Alert

According to a study from Wake Forest University Baptist Medical Center, parents strongly influence their children's drinking behavior. Researchers at Wake Forest analyzed survey data from the National Evaluation of the Enforcing Underage Drinking Laws Program and found that adults' approval of alcohol use is highly correlated with youth drinking behavior. Teens were twice as likely to binge drink and use alcohol within a 30-day period if their parents or friends' parents provided alcohol at their homes for a party. The study also showed that parents who set strict consequences for breaking the house rules regarding drinking can help prevent underage drinking. The study's findings were published in the October 2004 issue of *Journal of Adolescent Health*.

Another study has found that the younger a person begins drinking alcohol, the more likely they are of becoming problem adult drinkers. Researchers with the University at Buffalo's Research Institute on Addictions have found that the likelihood of alcohol abuse or dependence later in life increases by 12 percent for each year of decrease in the age at first drink for both men and women. They also reported that the earlier an individual began drinking alcohol, the greater the degree of alcohol intoxication experienced routinely on typical drinking occasions in adulthood. The report can be found in the September 2004 issue of *Alcoholism: Clinical and Experimental Research*.

We'd like to remind everyone of a couple of online resources that you will find useful in your work on underage drinking. The Marin Institute, www.marininstitute.org, provides information on environmental strategies, community organizing, and working with youth. Students Against Destructive Decisions is another valuable resource for youth-related information, www.saddonline.com. The Prevention Resource Center's Resource Link, www.resources.prev.org, provides information and practical guidance on how to combat alcohol and other drug abuse and misuse. The materials on the Website are based on the scientific research and analysis conducted at the Center.

This month's featured Success Stories are from **Florida** and **Illinois**. In Volusia County, Florida, the County Council enacted an emergency injunction that stopped plans to allow alcohol sales at its county fair. After hearing concerns about safety and the need for a family-friendly environment, the County Council decided that a complete ban on alcohol sales would be better than allowing beer tents or other limited beer sale options. In DeKalb, Illinois, various sectors of the community came together to educate vendors on liquor laws and support law enforcement during their compliance operations. As a result of the campaign, non-compliance rates fell from 54 percent to 25 percent and, with the support of the City Council and City Manager, a mechanism was created to continue funding compliance operations.

The Center continues its audio-teleconference series with ***Winter Recreation & Alcohol Use: Strategies for Preventing a Deadly Mix***. This teleconference will feature information on enforcement operations and other strategies designed to prevent underage drinking during winter recreational activities. To find out more about this month's audio-teleconference and to register, visit www.udetc.org/registration.asp. To print hard copies of this month's Success Story, please visit www.udetc.org/documents/ResourceAlert1204.pdf.

On behalf of the entire UDETC staff, we wish all of you a safe and happy Holiday Season!

New Electronic Resource Alerts!!

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



Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

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.



DATE

Tuesday, December 14, 2004

TIME

3:00–4:15 p.m. Eastern Time

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.

WEB ENHANCED

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



National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-TELECONFERENCE Series

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.

January 20, 2005 3:00 – 4:15 p.m. Eastern Time

The Alcohol Policy Information System: Resource for Understanding Underage Drinking Laws

The Alcohol Policy Information System (APIS) is a web-based resource for analyzing State and Federal alcohol laws. This audio-teleconference will highlight the information available on the APIS website that can assist in developing a better understanding the relative effectiveness and enforceability of alcohol laws, particularly those related to underage drinking.

February 17, 2005 3:00 – 4:15 p.m. Eastern Time

Reducing Underage Drinking Among Middle and High School Athletes

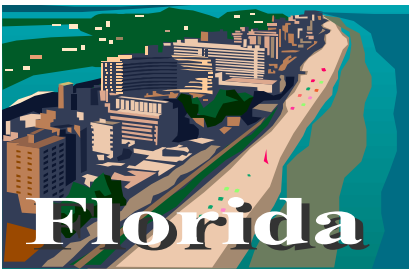
Student Athletes are often at higher risk of substance use than non-athletes. In response, States have committed resources to address and reduce alcohol and drug use by student athletes. Presenters will discuss how to implement successful programs, and how these programs affect student behaviors. The role of parents and other athletic program stakeholders will be highlighted.



For audio-teleconference 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



Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

December 2004

Volusia Bans Beer Sales at County Fair and Youth Show

On October 21, 2004, the Volusia County Council unanimously enacted an emergency ordinance to ban alcohol sales at its annual 10-day youth fair held in early November. The action quashed the fair association's plan to sell beer for the first time in hope of raising revenue for capital projects. "We're selling our souls to the devil if we open sales of alcohol just to make more revenue," said Councilman Joe Jaynes who opposed the plan. "Can't we have one place where your youth can go where alcohol isn't accessible?"

Selling beer at the event was described as "a business decision" and would have followed what similar fair organizations have done across the State of Florida according to the fair's executive director, David Viers. Its 35-member volunteer board had hoped to raise up to \$100,000 from the proposed sales to purchase more land for parking, build a storage facility, and implement other projects. Event coordinators also reported that they intended to confine the beer sales to a tent area with a sheriff's deputy providing security.

In spite of the proposed plan to confine the sales and consumption to one restricted area, a local task force working to reduce youth access to alcohol opposed the association's decision. A coalition comprised of representatives from more than 60 nonprofit, governmental, and community-based organizations, expressed concern for what it considered an unnecessary and potentially harmful change in fair policy. The director of one organizational member of the coalition, One Voice for Volusia, observed that the glamorization of alcohol and mixed messages about its use can have a detrimental effect on our young people. "Special events, like the Fair and Youth Show,

offer great opportunities to change social norms by raising awareness about underage drinking and promoting healthy alternatives," stated Deborah Schlageter. One Voice for Volusia is dedicated to improving the lives of youth and families in the county through the implementation of multiple strategies that increase community protective factors and decrease community risk factors.

Members of the Daytona Beach's underage drinking prevention initiative (of which One Voice for Volusia is a member) expressed support for Council Chairman Dwight Lewis who questioned whether the presence of a "beer garden" within the county fairgrounds might be sending the wrong message to the more than 10,000 youth that were expected to attend. (Daytona Beach is located within Volusia County, and its underage drinking prevention project is supported in part by the Enforcing Underage Drinking Laws Program.)

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

Now that the move to allow beer sales at the fair has been stopped, One Voice for Volusia and the Daytona Beach underage drinking prevention initiative will follow up with the fair association to enhance planners' awareness of the dangers of increased alcohol availability to youth, underage drinking, and related problems.

For further information contact: Deborah Schlageter, Project Director, One Voice for Volusia at: 386-947-8301 or Deborah@onevoiceforvolusia.org



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Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

www.udetc.org

December 2004

Enforcement & Policy Change in DeKalb City

The City of DeKalb in DeKalb County, Illinois is a college community that serves as home to Northern Illinois University (NIU), the second largest university in the State. NIU is surrounded by several liquor establishments that market heavily to the college student population and, many believe, regularly disregard the State's minimum purchase age (MPA) law. Concerned about the effect retailer practices was having on all underage youth, concerned residents within the county and State decided to act.

Representatives from the Illinois Department of Human Services, the Ben Gordon Center (a community-based nonprofit organization that provides a range of social services to children and adults in DeKalb County) DeKalb County Partnership for a Safe, Active and Family Environment (DCP/SAFE), the City of DeKalb Police Department, and the NIU campus police discussed ways to address the issue of underage drinking on and off campus. The groups concluded that at minimum, regular compliance check operations should be implemented. They also believed that youth should be engaged in developing prevention efforts.

To get everyone on the same page, DCP/SAFE and the DeKalb County State Attorney's Office co-hosted a "kickoff" event, the purpose of which was to communicate to alcohol retailers the importance of complying with the MPA law. Organizers sought to communicate this message in a non-threatening manner, and licensees were provided with an overview of upcoming enforcement efforts and information about the penalties for selling alcohol to a minor.

Youth were involved with the project from the onset. The project began with a training session geared specifically to youth. Youth attended merchant/vendor education trainings and alcohol enforcement trainings for law enforcement personnel. Youth also worked with the Mayor's Liquor Commissioner, State Attorney Ron Matekaitis, vendors and other liquor establishment personnel, and enforcement and community leaders in the course of increasing community attention to the problem of underage drinking. Based on the

information shared during this period, the DeKalb Liquor Commission and DeKalb City Council approved measures that reduced the hours of alcohol sale by one hour each day of the week.

In February 2003, the DeKalb Police Department began conducting compliance checks with the assistance of underage college students. In the spring, the department worked with younger youth to serve as underage buyers during observational compliance checks and shoulder tap operations that target third-party providers of alcohol. Observational compliance checks began in June with the goal of sharing information about what was observed with alcohol retailers. In August, NIU police began patrolling tailgating parties before football games and campus residence halls on Friday and Saturday nights.

All of this enforcement and educational activity produced a measurable decrease in the number of sales to minors. The retail noncompliance rate went from 54 percent in February 2003 to 25 percent in December of the same year. Media coverage of the activity was quite active during this period. Organizers believe that the increased publicity given to enforcement assisted in getting retailers to change behavior.

An advertising campaign at in the spring of 2004 addressed the issue of laws related to parents and other adults who serve alcohol to minors. The NIU student newspaper also ran a series of ads about liquor laws in the City of Dekalb. These laws also were put into poster format and displayed throughout the campus.

The enforcement work in DeKalb County was funded by a grant from OJDP's Enforcing Underage Drinking Laws Program through June 2004. Due to the project's success, however, the DeKalb Police Department, will continue the stepped up enforcement work. In the future, the project will be financed by the fines levied against the establishments or youth who break the law.

For further information contact: Kris Povlsen, Program Manager, Ben Gordon Center at: 815-756-4875 or kris@bengordoncenter.org



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