



## December 2005 Resource Alert

### Drinking Games and Sexual Assaults

According to a recent study from Indiana State University, 44% of males who reported engaging in drinking games do so to improve their chances of sexual activity with other players. The study's authors, Johnson and Sheets, report that men "sexually manipulate" other players by using drinking games, which encourage drinking large amounts of alcohol quickly. Thirty percent of males report they play drinking games in an effort to try to get their opponent drunk enough to engage in sexual activity, and 20% report committing a sexual assault after playing a drinking game. The study, titled "Measuring College Students' Motives for Playing Drinking Games," can be found in the *Psychology of Addictive Behaviors* (2004, Vol. 18, pp. 91-99).

### Young Females and "Alcopop" Ads

An American Medical Association report on nationwide polls illustrates a larger exposure of underage females to the ever-popular genre of drinks known as "alcopops." According to the polls cited in the report, one-third of teenage females report having tried alcopops, and more females than males have had these drinks in the past six months (31% vs. 19%). Women aged 21 and older rank alcopops as their least consumed form of alcohol. The polls also connected the imbibing of alcopops with sexual activity, drunk driving or riding with a drinking driver, and secondary effects (vomiting and passing out). Underage females reported seeing and hearing more advertising for alcopops than adult women: 51% of teenage girls had seen alcopop ads, and nearly 50% saw the ads on TV; only 34% of women aged 21 and older had seen such ads on TV. For more information on this nationwide report, please visit the AMA at <http://www.ama-assn.org/ama/pub/category/14425.html>.

### Alcohol Marketing Overexposes Hispanic Youth

Hispanic youth often saw and heard more alcohol advertising per capita during 2003 and 2004 than young people in their age group in general, according to a new release from the Center on Alcohol Marketing and Youth (CAMY). The report found that 12 to 20 year old Hispanics saw 20% more alcohol advertising per capita in English-language magazines in 2004 than did all young people in this age group. To read the report, go to [www.camy.org](http://www.camy.org).

### Audio-Teleconferences

#### *Geographic Information Systems (GIS): The Effective Use of Mapping*

**December 15, 2005 3:00-4:15pm Eastern Standard Time**

The Geographic Information System (GIS) is a tool that can assist communities and enforcement agencies in identifying problems related to alcohol availability. The audio-teleconference will share the strengths of GIS, describe when and how to apply GIS to show change over time, and discuss how the results of GIS mapping can be used in strategic planning and in the support of existing environmental strategies

Three new topics have been added to the audio-teleconference series. In January, presenters for "**Underage Drinking in College: Dry vs. Wet Campuses**" will focus on underage drinking on university campuses. "**How to Effectively Defend the Minimum Legal Drinking Age**" will be the title and focus of February's session. In March, "**A Global Look at Youth Drinking**" will discuss youth drinking in other countries. Take advantage of this opportunity to "attend" these audio-teleconferences in the comfort of your own office or home. To register for these and other audio-teleconferences, visit [www.udetc.org/registration.asp](http://www.udetc.org/registration.asp).

To print a hard-copy of this month's Resource Alert and flyers, please visit our website at the following link: [www.udetc.org/documents/ResourceAlerts/ResourceAlert1205.pdf](http://www.udetc.org/documents/ResourceAlerts/ResourceAlert1205.pdf).

### **Electronic Resource Alerts!!**

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](mailto:udetc@pire.org). Please be sure to include your name, organization, address, telephone number, and, of course, e-mail address.



# National Electronic Seminars Enforcing Underage Drinking Laws Program

The OJJDP Audio-**T E L E C O N F E R E N C E** Series

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

## **Judiciary Guidance in Addressing Underage Drinking in Communities:**

Alcohol is the number one drug choice of youth. It's not kids just being kids, nor is it simply a rite of passage. There are many negative and often times tragic consequences associated with underage drinking, including criminal offenses. Judicial partners play a vital role in affecting the social norms and attitudes of their communities regarding access of alcohol to minors, enforcement of the underage drinking laws, and the resulting consequences of underage drinking. Learn how judicial partners can provide guidance to community organizations, enforcement officials, and other judicial leaders to create a strong social norm against underage drinking and a safer environment for youth and the communities in which they live.

**December 15, 2005 3:00-4:15 p.m. Eastern Time**

## **Geographic Information Systems (GIS)-The Effective Use of Mapping:**

Geographic Information Systems (GIS) is a mapping tool that can assist communities and enforcement agencies in identifying problems related to alcohol availability. Areas that have a high density of alcohol outlets or exposure have been found to generate alcohol-related problems and often affect the community's quality of life. The audio call will share the strengths, and weaknesses of GIS, when and how to apply GIS to show change over time and discuss how the results of GIS mapping can be used in strategic planning and in the support of existing environmental strategies

**January 19, 2006 3:00 – 4:15 p.m. Eastern Time**

## **Underage Drinking in College: Dry Vs. Wet Campuses:**

Alcohol is a major problem on university campuses and often turns up as a factor in cases of vandalism, physical and sexual assault, and poor academic performance. A "dry campus," by definition prohibits alcohol at any university-owned property, as well as at any school-sponsored event, be it off-campus or on-campus. A conventional counter-argument to a dry campus policy has been that if alcohol is banned on campus, then students will increase off-campus consumption. The audio call will address research on Dry and Wet campuses and environmental strategies used to address their challenges and accomplishments.

**February 23, 2006 3:00 – 4:15 p.m. Eastern Time**

## **How to Effectively Defend the Minimum Legal Drinking Age (MLDA) :**

Recent articles have discussed the question "should the current legal drinking age (21) be changed?" In order to be able to defend the need to maintain the age limit and to revisit the reasons behind the minimum legal drinking age, adult allies working to prevent and reduce underage drinking should be able to effectively defend their position. There is viable research available that can be used to defend the age of 21 as the minimum legal drinking age and to be able to solidify the stance on underage drinking on the State and local levels. This call will share the recent research and identify successful results which effectively defend the MLDA.

**March 23, 2006 3:00 – 4:15 p.m. Eastern Time**

## **A Global Look at Youth Drinking:**

There is a commonly held perception among Americans that youth in the U.S. drink more frequently and experience more alcohol-related problems than do their counterparts in other parts of the world. This perception is often utilized as argument for changes in U.S. alcohol policies and prevention initiatives, including elimination of the minimum drinking age laws and development of programs that teach "responsible" drinking. Presenters will provide data and discuss whether youth in other parts of the world drink less and experience fewer problems than their American counterparts.



**From All of Us Here at the**



**For audio-conference 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*



# Enforcing Underage Drinking Laws Program

## AUDIO CONFERENCE

### TOPIC

## Geographic Information Systems (GIS)- The Effective Use of Mapping

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### DATE

Thursday, December 15, 2005

### TIME

3:00 – 4:15 p.m. Eastern Time

### PRESENTER

**Joe Kabel, Ph.D.**  
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**Sharron Ayers**  
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**Joel Hardy**  
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### WEB ENHANCED

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

### 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.

*Because the good will of the cause we serve  
is the foundation of our Success,  
It is a pleasure to take time during this holiday season to say,*

*Thank You*

*We wish you a full year of happiness*

*Happy Holidays*

*From*

*The Underage Drinking Enforcement Training Center*

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