

Underage Drinking Enforcement Training Center

Monthly Resource Alert

December 2006



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.

Pediatricians Want Congress To Limit Ads On TV

The Associated Press reports that inappropriate advertising contributes to many children's ills, from drinking alcohol to having sex too soon. The American Academy of Pediatrics says Congress should crack down on it.

The statement is critical of alcohol ads that feature cartoonish animals. These ads influence children to think drinking is cool and sex is a recreational activity, the academy says. In response, the academy says doctors should ask Congress and federal agencies, restrict alcohol ads to show only the product, not cartoon characters or attractive young women.

December National Electronic Seminar

State Spotlight: Native American Communities

Date: Thursday, December 14 **Time:** 3:00-4:15 p.m. EST

Underage drinking is a pervasive problem within many Native American communities and is attributable to a host of health, social, and economic problems that negatively impact the well being of the culture. Learn how Native American communities within various states are taking a stand to prevent underage drinking within the tribal community, foster wellbriety, and promote a culture free of alcohol use/abuse.

Success Story: Tennessee

The Tennessee Responsible Vendor Act of 2006, having just passed the Tennessee General Assembly will become effective July 1, 2007. This act will make Tennessee the first state in the nation to require ID for off-premise beer purchase regardless of age. Retailers that do not

help to enforce this law by following the mandate face fines between \$1,000 and \$2,500 per violation.

9th Annual National Leadership Conference

Destination Selection in Final Stages

Detailed information regarding the 2007 Conference will be available very soon as the committee is working diligently on final selection for the location of next year's conference. Please be sure to check our website for new and exciting developments: www.udetc.org

To print a hard-copy of this month's Resource Alert visit: www.udetc.org/documents/ResourceAlerts/ResourceAlert1206.pdf



May you be happy and safe this holiday season!

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 (UDETCC) and are solely of the author/source.

Did you Know...?

One-third of teens drink. That's troubling in light of new research: Heavy drinking harms the brain's development. College women who drank regularly since high school scored low on a memory test given by researchers at the University of California, San Diego.

Still-developing brains may compensate, says Peter Monti, PhD, a Brown University alcohol researcher. Over time, though, the damage may be too much to overcome.

Quick Fact -

The 2004 National Survey on Drug Use revealed that 2 out of 5 underage and young drinkers are binge Drinkers. Further, 1 in 4 admit to driving under the influence of alcohol in the past year.



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

December 14, 2006 3:00 – 4:15 p.m. Eastern Time
State Spotlight - Native American:

Underage drinking is a pervasive problem within many Native American communities and is attributable to a host of health, social, and economic problems that negatively impact the well being of the culture. Learn how Native American communities within various states are taking a stand to prevent underage drinking within the tribal community, foster wellbriety, and promote a culture free of alcohol use/abuse.

January 18, 2007 3:00 – 4:15 p.m. Eastern Time
Taking On Goliath: Youth vs. Advertising Messages:

This high-energy, youth-led workshop session concerns the counter-advertising initiative of youth advocates from Dover, New Hampshire. The presenters will address the process for constructing campaign messages and designing campaign announcements. Participants will be exposed to multiple techniques for helping the public to learn to think critically about industry marketing practices, contrasting, for example, hyper-sexualized ads that connote romance and fun with the real-life consequences of alcohol use, like sexual assault.

February 15, 2007 3:00 – 4:15 p.m. Eastern Time
Music Drug Awareness:

Music is a powerful way that today's youth are getting messages on how to act and behave in our society, including how to act vis-à-vis alcohol. This session will provide information on current alcohol and drug-related trends in music and discuss how many youth may respond to music messages. Understanding some of these issues will give professionals tools for improving how they communicate with youth.

March 15, 2007 3:00 – 4:15 p.m. Eastern Time
Working with Retailers: Self Policing Strategies and Collaborative Initiatives

Underage drinking is a complex issue that requires commitment from all stakeholders. In many communities, public health and law enforcement work well together, but retailers are sometimes seen as a reluctant participant, if a participant at all! This presentation will, from the retail perspective, highlight the barriers to gaining participation from the retail community and provide insights into proven ways to increase retail stakeholder involvement and increase self-policing efforts to reduce underage drinking. Participants will also learn strategies for addressing retailers who do not "get on board."

April 19, 2007 3:00 – 4:15 p.m. Eastern Time
Alcohol and Crime Among Youth

Alcohol use by youths has been linked to delinquent behaviors, such as stealing, engaging in violent behavior and illicit drug use. Research also indicates that early drinkers are more likely than nondrinkers to engage in delinquent behaviors. How strong is this relationship between youth alcohol use and criminal behaviors? Presenters for this call will discuss the relationship between alcohol and crime among youth and provide strategies for preventing alcohol-related criminal activity among youth.

Have a Safe & Happy
Holiday Season

Underage Drinking
Enforcement Training Center

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

OTDF

Enforcing Underage Drinking Laws Program

AUDIO CONFERENCE

TOPIC

State Spotlight - Native American

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DATE

Thursday, December 14, 2006

TIME

3:00–4:15 p.m. eastern

PRESENTERS

Jeff Ruscoe

Department of Human Services
Salem, OR
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Caroline Cruz

State Prevention Coordinator/Tribal and Minority Liaison
Office of Mental Health & Addiction Services
Salem, OR
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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 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.



December 2006

Tennessee's Responsible Vendor Act goes into effect July 1, 2007- A Decisive Win in the War Against Underage Drinking

The Tennessee Responsible Vendor Act of 2006, which passed the Tennessee General Assembly, is an innovative and strong step in the fight against underage drinking. The mandatory ID provision of this law is the first of its kind in the country and establishes Tennessee as a national leader on the initiative to stop underage drinking.

There are two major components to this law. First, it requires anyone purchasing beer for off-premise consumption to present identification. Secondly, it establishes the "Responsible Vendor Program" which will be administered by the Tennessee Alcoholic Beverage Commission. To become a "Responsible Vendor" a retailer will be required to have each of their clerks complete a server training course approved by the ABC.

Civil penalties against Responsible Vendors for underage sales will differ from retailers that are not certified. Non-participating retailers face suspension, revocation or an increased fine of up to \$2,500 for each underage sale violation while Responsible Vendors face a fine up to \$1,000 for each underage sale violation. There are "bad actor" provisions in the law including removal from the Responsible Vendor Program if a retailer has two underage sale violations in any 12 month period. The Responsible Vendor act sends the clear message that Tennessee is serious about eliminating underage drinking. The mandatory ID provision, which makes Tennessee a national leader on this issue, along with the clerk training provisions, combine to create a comprehensive approach to this important issue.

In summary the law has the following components:

Mandatory ID: Prior to making a sale of beer for off-premise consumption, the consumer, must present a valid, government issued document, such as a driver's license, or other form of identification deemed acceptable to the permit holder, which includes the photograph and birth date of the consumer attempting to purchase.

Required Sign: Retailers must post signs that are at least 8-1/2" x 11" and contain the following language: STATE LAW REQUIRES IDENTIFICATION FOR THE SALE OF BEER

Sunset Provision: The law is effective July 1, 2007. The mandatory carding provision will sunset or expire on July 1, 2008. Tennessee will be the first state in the country to require ID for off-premise beer purchase regardless of age, so there was no other law in the country to study or use as a model. Therefore, the sunset provision was included in case there was staunch public opposition to the mandatory carding.

Responsible Vendor Program: This optional program will be administered by the Tennessee Alcoholic Beverage Commission. To qualify for Responsible Vendor Status, the retailer shall require clerk to successfully complete a responsible vendor training program, approved by the ABC, within 61 days of commencing employment.

Training Programs: All Responsible Vendor Training Programs must be approved by the ABC.

For the complete legislation and more information see the following links:

[http://www.state.tn.us/tccy/legislat.pdf#search="Tennessee%20Responsible%20Vendor%20Act%20of%2006](http://www.state.tn.us/tccy/legislat.pdf#search=)

<http://www.tngrocer.org/responsiblevendor>

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