

## May 2005 Resource Alert

The issue of underage drinking parties was recently covered by two major national media outlets. In April, *60 Minutes* ran a segment on parental attitudes about underage drinking and the issue of social host liability. The reporter interviewed parents who allowed their underage children to hold alcohol parties at their homes under the guise that they would be in a supervised situation. The discussion included interviews with public health experts, alcohol industry representatives, and a parent who championed a social host liability law in Kansas. Click the following link to view a clip from the April 16 broadcast: [http://www.cbsnews.com/sections/i\\_video/main500251.shtml?channel=60Sunday](http://www.cbsnews.com/sections/i_video/main500251.shtml?channel=60Sunday). The transcript is available at <http://www.cbsnews.com/stories/2005/04/14/60minutes/main688235.shtml>.

*TIME Magazine* also covered the matter of underage drinking parties in its April 18, 2005 issue. The article highlighted the work of the Connecticut Coalition to Stop Underage Drinking, which has been the driving force in pushing for local ordinances that make consumption of alcohol by youth on private property a crime. According to the article, 43 of the state's 169 municipalities. You can read the article at <http://www.time.com/time/archive/preview/0,10987,1047499,00.html>.

This month's audio-teleconference also will focus on underage drinking in party settings. Entitled *Party Prevention and Controlled Party Dispersal: Enforcement and Community Working Together*, the conference will provide step-by-step information about how to prevent underage drinking parties, as well as how to breakup such parties in a manner that is safe and that can lead to changes in community norms about the acceptability of underage drinking parties. Presenters also will share specific information about how community volunteers can be incorporated into this work so that operations proceed efficiently and without liability. For more information about this month's audio-teleconference discussion and to register for the event, visit [www.udetc.org/registration.asp](http://www.udetc.org/registration.asp).

Things are moving forward with the 6<sup>th</sup> Annual National Leadership Conference. By way of reminder, it will be held August 18 – 20<sup>th</sup> at the J.W. Marriot Starr Pass in Tucson, Arizona. Visit our website, [www.udetc.org](http://www.udetc.org), to read the preliminary agenda after the 15<sup>th</sup> of this month.

A study published in the April 2005 issue of *Alcoholism: Clinical & Experimental Research* (Vol. 29, Issue 4, pp. 631-638) says that college students' perceptions of standard alcohol serving sizes often differ from the definitions of serving sizes used in

surveys of student alcohol consumption. This discrepancy could compromise the validity of surveys of alcohol use that are based on students' self-reported behaviors. Read a recent news article about the illuminating study at <http://www.reflector.com/health/content/shared-auto/healthnews/alca/525118.html>.

The website, KIDS COUNT, is a national and state-by-state effort to track the status of children in the United States. Although it does not contain specific information about alcohol-related issues, the site is useful for researching benchmarks of child well-being and could be useful as a data source for proposal writing. To find out more about KIDS COUNT, click on <http://www.aecf.org/kidscount/census/>.

During the 1980s and 1990s, important progress was made toward reducing serious crashes and deaths involving drivers under the influence of alcohol. But according to a recent publication by the Insurance Institute for Highway Safety (IIHS), worldwide progress has stalled. Making new inroads will require new ways of thinking about existing countermeasures and new technology. Click on <http://covad.pire.org/download/IIHSStatusReport404alcohol.pdf> to read IIHS's special Status Report on the alcohol-impaired driving problem worldwide and what can be done about it.

This month's Success Story is from Texas. At the University of Incarnate Word (UIW) in San Antonio, university officials enacted a policy to ban alcohol promotions and advertising on campus and developed an enforcement strategy that proved to be an innovative but effective approach to reduce underage drinking on campus. This approach to alcohol promotions has tremendously decreased the number of alcohol ads placed on the UIW campus. Moreover, the innovative enforcement approach has been presented to 40 other colleges in Texas and has been incorporated into each college's strategic plan for combating underage and hazardous drinking.

Copies of this month's Resource Alert and Success Story are available by clicking on the link below: [www.udetc.org/documents/ResourceAlert0505.pdf](http://www.udetc.org/documents/ResourceAlert0505.pdf).

*If you do not receive our newsletter electronically but would like to, just send email to [udetc@pire.org](mailto:udetc@pire.org) and type "Email Subscription" in the subject heading. Please be sure to include your name, affiliation, address, telephone number, and of course, email 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

**April 21, 2005 3:00 – 4:15 p.m. Eastern Time**

## **What You Should Know About Alcohol Beverage Types**

Alcohol is the substance most abused by young Americans. Alcohol use also plays a significant role in all three of the leading causes of death for adolescents: unintentional injury, homicide, and suicide. While there is a plethora of studies on drug-specific use by youth, little information is available regarding specific alcoholic beverage consumption patterns or the extent to which youth are using readily available household items to get drunk. This audio-teleconference will share information on this important topic.

**May 26, 2005 3:00 – 4:15 p.m. Eastern Time**

## **Party Prevention and Controlled Party Dispersal: Enforcement and Community Volunteers Working Together**

This audio-teleconference will focus on underage drinking in party settings. It will provide step by step information about how to prevent parties as well as how to break-up such parties in a manner that is safe and that can lead to changes in community norms about underage drinking parties. The audio-teleconference will also share specific information about how community volunteers can be incorporated into this work so that operations proceed efficiently and without liability.

**June 23, 2005 3:00 – 4:15 p.m. Eastern Time**

## **Campaign Matters: Using Media to Maximize Success**

This audio-call will focus on initiating or enhancing underage drinking prevention efforts by developing campaigns that lead to sustainable changes in the way a community views and responds to underage drinking. Presenters will provide an overview of how core components of a campaign fit together with examples of and solutions to common pitfalls. Participants will develop a solid understanding of the importance of developing campaign timelines and media advocacy plans.

**July 21, 2005 3:00-4:15 p.m. Eastern Time**

## **The Value Of Youth Involvement: Successful Strategies and Approaches**

Genuine and effective youth involvement requires serious commitment by an organization. The direct involvement of youth offers benefits to both youth and the organization. This audio conference will highlight successful strategies and approaches led by youth in the battle against underage drinking. Examples and resources from the State and local levels will be shared. The presenters will also share successful programs and initiatives where youth involvement has been the catalyst for effective community change.

**August 9, 2005 3:00 – 4:15 p.m. Eastern Time**

## **Leveraging Underage Drinking Resources**

Underage drinking prevention efforts can seem overwhelming at times. How do communities get started or breathe new life into current efforts? What resources are available and how can they aid communities in achieving their goal to limit youth access to and consumption of alcoholic beverages? Join this call to expand your knowledge about available resources and how to leverage these resources effectively. Remember, you're not alone. We're all in this together.



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**



# Enforcing Underage Drinking Laws Program

## AUDIO CONFERENCE

### TOPIC

**Party Prevention and Controlled Party Dispersal:  
Enforcement and Community Volunteers Working Together**

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### DATE

**Thursday, May 26, 2005**

### TIME

**3:00–4:15 p.m. Eastern Time**

### PRESENTERS

**Kerry Mensior and Ed Simon**

Underage Drinking Enforcement Training Center - Enforcement Trainers  
Calverton, Maryland

[udetc@udetc.org](mailto:udetc@udetc.org)

**Sheila Flowers and Wendy Rudy**

Greater Newport Area Alcohol Tobacco and Other Drugs Prevention Coalition  
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**Sgt. Dave Teem**

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### WEB ENHANCED



### 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.**



# Success Stories

Enforcing the Underage Drinking Laws Program

NEWS FROM THE FIELD

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

## College and Enforcement Team to Curb Alcohol Promotions on Campus

Many underage drinking problems on college campuses can be traced to inexpensive drink specials offered by local bars. The low-priced drinks serve as an incentive to draw clientele, but also lead to out-of-control college crowds in and around the bars. Alcohol problems on the campus of the University of the Incarnate Word (UIW) in San Antonio, Texas, became enough of a concern in 2002 that the university decided to team with the Texas Alcoholic Beverage Commission (TABC) to do something about curbing underage alcohol use.

University leadership spearheaded by Dr. Renee Moore, Dean of Campus Life and Marveen Mahon, BSN, Director of Health Services, enacted a policy to ban alcohol promotions and advertising on campus and developed an enforcement strategy that proved to be an innovative but effective approach to reduce underage drinking on campus. When alcohol advertisements and promotions appear on campus, university police promptly remove them. All ads are forwarded by the University's Department of Health Services, which, in turn, faxes the ads to the local TABC office. The evidence is assigned to a TABC agent who personally visits the local alcohol retailer, bar, or club and informs the vendor about the illegality of promotion and advertising on college campuses.

This approach to alcohol promotions has tremendously decreased the number of alcohol ads placed on the UIW campus. Moreover, the innovative enforcement approach has been presented to 40 other colleges in Texas and has been incorporated into each college's strategic plan for combating underage and hazardous drinking. The approach also has been shared at several State and National conferences.

The UIW effort, *Sharing Our Support: A Campus/Community Coalition to Prevent Underage Drinking*, is a coalition that uses comprehensive, science-based strategies to curb illegal and hazardous drinking. Other elements of its comprehensive approach include providing alcohol-free options to students, alcohol assessment and treatment, and social marketing. The coalition's goal is to strengthen the physical, social, legal, and economic environments so that students are more likely to

make healthy decisions about underage and hazardous drinking as well as use of illicit drugs.

Specific accomplishments of the UIW effort include the following:

- Using CORE survey data to establish a baseline measure of underage drinking and related problems among the student population.
- Developing a science-based, data-driven strategic plan to change campus culture.
- Restructuring the university law enforcement and judicial system to achieve swift enforcement and adjudication of laws and policies.
- Implementing a Parental Notification Policy for alcohol offenses involving students.
- Creating four substance-free residence halls.
- Sponsoring student-planned and student-led alcohol-free options for students.
- Banning alcohol promotion and advertising on campus and reporting all illegal advertising on college campus to State authorities.

UIW has a model campus/coalition because all key staff and student leaders of UIW are involved and attend each session. Community leaders representing TABC, the San Antonio Police Department, and the assistant District Attorney are involved in coalition efforts. The Dean of Students is an active member of the coalition and makes sure all of the key stakeholders on campus are involved.

CORE survey data show reductions in the percentage of underage students who consumed alcohol in the previous 30 days and reductions in binge drinking. Way to go UIW!

**For further information contact:**

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