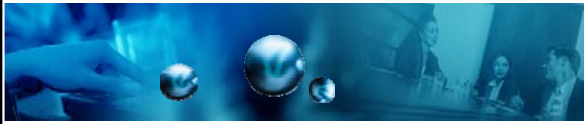


Public Health Practice Grand Rounds
Wednesday, March 19, 2008: 12:00 – 1:30

Environmental Strategies to Prevent Underage Drinking



Johnnetta L. Davis-Joyce, Director
Pacific Institute for Research and Evaluation
Center for Public Health Improvement and Innovation



1

Who Are We ?

- Pacific Institute for Research & Evaluation (PIRE)
- Underage Drinking Enforcement Training Center (UDETC) funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP)

2

Underage Drinking Enforcement Training Center

- Established in 1999 to support USDOJ-OJJDP's Enforcing Underage Drinking Laws Program
- Housed at the Pacific Institute for Research and Evaluation (PIRE) within the Center for Public Health Improvement & Innovation (CPHII)
- Provides science-based, practical and effective training and technical assistance to States and communities.

3

Why are we here?

Underage Drinking; A Public Health Issue



- Is the #1 drug problem in this country
- Is the #1 drug of choice for youth in the US
- Resulting in a host of physical, legal, economic, and social Consequences for youth and their communities

FACT: The alcohol industry earns approximately \$22 billion/year from underage drinkers. (IOM Report, 2003)

4

Underage Drinking Statistics

Alcohol Kills more than 5,000 Youth Each Year in the US, which equals 13 youth each day.



Source: *Why Do Adolescents Drink, What are the Risks, and How Can Underage Drinking Be Prevented?*, Number 67, January 2006, NIAAA

5

Underage Drinking Stats

Most kids drink to get drunk consuming four to five drinks at one time. (NIAAA, 2006)



Fact: In 2006, Monitoring The Future (MTF) data showed that 11 percent of 8th graders, 22 percent of 10th graders, 25 percent of 12th graders, and 40% of college students had engaged in heavy episodic (or "binge") drinking within the past two weeks (Monitoring the Future Report, 2007).

6

Gender Differences

- In 2006, 57.0 percent of males aged 12 or older were current drinkers, higher than the rate for females (45.2 percent). However, among youths aged 12 to 17, the percentage of males who were current drinkers (16.3 percent) **was similar** to the rate for females (17.0 percent).
- Among adults aged 18 to 25, an estimated 57.9 percent of females and 65.9 percent of males reported current drinking in 2006. The 2006 rate among females aged 18 to 25 is **higher than the 2005 rate** of 55.4 percent.

Source: Results from the 2006 National Survey on Drug Use and Health: National Findings

7

Why Are Kids Abusing?

- Everybody's Doing It** – friends, siblings, parents
- Escape and Self-Medication** – unhappy with themselves
- Boredom and Friends** – don't want to be alone
- Rebellion** – need we say more?
- Instant Gratification** – works fast and feels good
- Lack of Confidence** – a bottle of liquid courage
- Misinformation** – “my friend told me.....” and media
- Parental Cues** – What message are parents providing?

8

Underage drinking costs us \$60.3 billion a year in the USA

Total Cost of Underage Alcohol Use in the U. S. for 2005: **\$60.3 billion**

Category	Cost
Pain & Lost Quality of Life	\$39.2 billion
Work Loss & Other Costs	\$15.0 billion
Medical Care	\$6.2 billion
Total	\$60.3 billion

UNDERAGE DRINKING: Contact Ted Miller (PIRE) at 1-877-335-1287 for data related questions.

Underage drinking has many potential consequences

- Accidental falls, burns, and drowning
- Alcohol dependence
- Alcohol poisoning
- Brain damage
- Cirrhosis of the liver
- Death
- Impaired driving
- Pregnancy
- Poly drug use
- Poor school performance
- Work productivity loss
- Sexual assault
- STDs
- Traffic crashes
- Truancy
- Violence
- Vandalism

10

What can we be done?

11

Change in Focus of Interventions

INDIVIDUALS → POPULATIONS

12

2 Types of Prevention Strategies

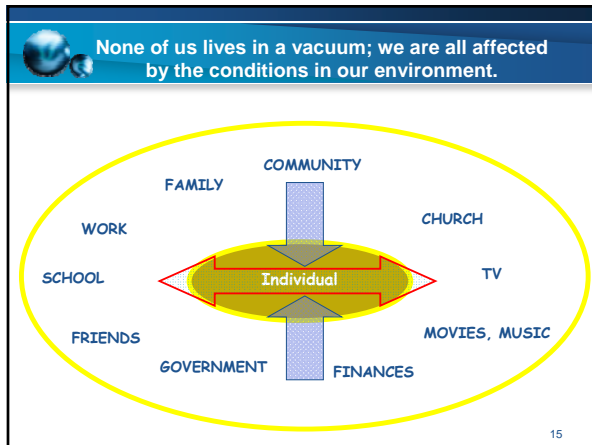
<p>Individual Strategies</p> <ul style="list-style-type: none"> • Focus on behavior, feelings, and skills • School-based education programs • Counseling services • Incentives for healthy behavior • Alternative activities for youth 	<p>Environmental Strategies</p> <p>Focus on causes and conditions</p> <p>Changing <i>economic</i> conditions Cost & Availability</p> <p>Changing <i>social</i> conditions What people think & live</p> <p>Changing <i>media</i> conditions What people read, watch, hear & see</p> <p>Changing <i>political</i> conditions Who has power & influence</p>
--	---

13

Why Environmental Strategies?

Environmental Strategies reduce problems associated with the use of alcohol through changes in the physical, social, legal, and economic environment

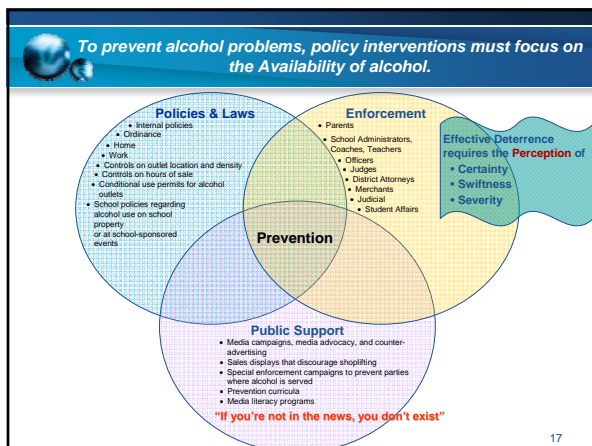
14



Basic Concepts of Environmental Change

- Establishes community norms
- Policy-oriented
- Addresses physical, social, legal, & economic factors
- Involves Youth participation
- Engages citizen action
- Partners with law enforcement, the legal system, community groups, and community leaders

16



Essential Elements of Effective Prevention of Alcohol Problems

Components of a Comprehensive Plan

18

Limitations on access

Limitations on Access


- **Enforce minimum age purchase laws:**
 - aimed at retailers
 - aimed at adults
 - aimed at youth
- **Strengthen minimum age purchase laws**
- **Reduce social availability**
- **Reduce overall community availability of alcohol**

ACCESS 19

Expressions of Community Norms

- **Controls on alcohol advertising**
- **Parent coalitions to reduce youth alcohol use**
- **Media campaigns, media advocacy, and counter-advertising**


Expressions of Community Norms



20

Prevention of Impaired Driving

- Enforcement of Zero Tolerance laws (0.02 BAC for <21)
- Sobriety Checkpoints
- Vigorous and well-publicized enforcement of impaired driving laws
- Alcohol Merchant Education
- Development of community support for enforcement operations



Prevention of Impaired Driving

21

School Based Strategies

- **School policies regarding alcohol use on school property or at school-sponsored events**
- **Zero Tolerance Policies**
- **Prevention curricula**
- **Media Literacy programs**

Strategies Based in Schools

22

Remember:

Environmental (Not just educational!!!)

- Realistic
- Specific to the problem
- “Sellable” to the public
- Provides opportunities for wide involvement
- Strategic
- Helps improve community **norms**

23

Sustainable

- Unlike programs, policy changes don't depend on a constant influx of dollars to keep them going.
- Changes in the legal, economic and social structures that affect substance use foster shifts in both individual attitudes and community norms.
- Local people solve local problems best
- People support what they help create

24

Challenges with Environmental Prevention

- Individual strategies have been around longer
- Individual strategies often come in pre-packaged curricula
- Environmental strategies require challenging the existing power structure
- Environmental strategies implicate all of us in the problem

25

Overcoming the Challenges

- Prevention has moved to a community-based style of program planning, development and implementation due to funding & resource limitations
- Community Mobilization/Coalition Support
- Partnerships/Collaborations

26

Success Stories

New York, 2007

Long Beach, New York passed the first Social Host Ordinance in the State of New York in August, 2006. The Long Beach Medical Center's Coalition to Prevent Underage Drinking collaborated with the School District, the local newspaper, SADD, PTA, Chamber of Commerce, and several clergy.

Under this ordinance, the penalty for violation is up to \$250 and/or 15 days in jail (judicial discretion). The ordinance refers to any "legal" adult who is "in charge" of a premises. An adult in the State of New York is anyone older than 16.

Since its passage, the New York State Chiefs of Police have endorsed it, several other municipalities in the state have passed it, and it has been adopted as the prototype by the New York State Drug Free Communities Environmental Task Force.

Success Stories

Wisconsin, 2007

In 2005, the La Crosse, Wisconsin Police Department began conducting compliance checks. If the minor was able to purchase alcohol, the officers immediately issued citations to both the seller and establishment owner. If the minor was not successful, the officers informed the owner and seller that they had passed a compliance check. The Chief of Police also mailed a letter to the business owner praising the sales clerk and business for not selling to an underage person.

In 2006, the first round of compliance checks yielded a 64% compliance rate, which increased to 72% later in the year. Although there was initial resistance from The Tavern League (bar and restaurant owner association), the community supported the efforts.

In addition, the Police Department implemented server training to spot fake ids and provided tips on preventing underage drinkers from entering taverns. The efforts have paid off. The compliance rate has increased to 79%.

Success Stories

Florida, 2007

On May 23, 2007, the Sarasota County Commission voted to ban 18-20 year olds from bars/clubs. The ban is in effect 24 hours a day, and violations would result in fines and possible jail time.

Support for the ordinance began in October 2005 when a young person was stabbed outside a bar in Sarasota, and two teens were shot outside a nightclub in nearby Bradenton. A local nightclub promoter/community activist first approached the City of Sarasota, which passed the ban in 2006.

The promoter then approached the Sarasota County Commissioners. The effort was supported by the Tampa Alcohol Coalition (TAC), MADD Florida, and others. Sarasota County's ban is the third in the region to prohibit minors from entering bars.

Success Stories

California, 2007

On December 7, 2006, the San Francisco Bay Area Rapid Transit (BART) Board members voted to ban alcohol advertisements on their system, reversing an earlier decision to allow ads on a one-year trial basis. The decision to allow ads was, they said, to bring in an additional \$400,000 in revenue.

When coalitions in the Bay area and the Marin Institute heard of the vote, they began educating city officials and board members on the effects of both maintaining a ban and lifting the ban. With the coalition's backing, San Francisco Supervisor Tom Ammiano introduced the resolution urging the BART Board to reverse its decision.

