



PRC COMMUNITY OUTREACH

<http://resources.prev.org/>

February, 2014

Greetings!

Our website has a new look! Visit our website again to see the changes. We also invite you to take a survey on environmental strategies and to let us know about your current projects. If you took the survey last year, please do so again. We look forward to sharing the data in an upcoming issue.

<https://www.surveymonkey.com/s/BZVH3N7>

<http://resources.prev.org/>

Community Action!

Richmond (CA) bans alcohol ads on billboards.



Members of the Richmond city council voted 5-0 to prohibit billboard with alcohol ads within 1,000 feet of places such as schools and parks. The ban is one strategy to tackle the problem of alcohol ads overwhelming city areas such as low-income communities and near schools, influencing community members including young people. City officials commented that they hope such efforts become more nationalized and hope to further ban such ads throughout the city.

<http://www.sfgate.com/bayarea/article/Richmond-City-Council-bans-alcohol-ads-on-4908304.php>

Lamorinda (Contra Costa County, CA)

Efforts to decrease alcohol theft at Safeway by minors have recently been updated by the Center for Human Development in Contra Costa County. Representatives from three Safeway stores agreed to put signs in their alcohol aisles informing people that the aisles are under 24-hour surveillance. They hope that the signs will deter theft, especially from underage drinkers and minors. Updates will be given in the future on the effectiveness in the signs. For more information and to sign up for their newsletter:

<http://www.chd-prevention.org/>

CSU Sacramento

It was our delight to be invited to the Alcohol Advisory Committee at the California State University, Sacramento. Among the meetings and material shared included a proposed social media campaign during Spring Break. Ideas included starting a #roll-call for friends to check in with one another, trip preparation messages, and asking others "what do you want to do vs what you do not want to do". In Student Health & Counseling Services packet is a collection of events including health and wellness opportunities, workshops, and trainings, and nutrition cooking demonstrations. The health and wellness presentations include options for alcohol, tobacco, and other drugs. While one focuses on the effects alcohol has on the body, another presents information on alcohol and drugs in a game show environment called "Alcohol Jeopardy".

CSU's Alcohol, Tobacco and Other Drug website: <http://www.calstate.edu/atod/>

The link above includes information about the group's annual conference, past presentations and workshops, and campus best practices.

San Mateo County (CA)

The following photo and narrative is part of a Photovoice project in San Mateo County. A special thank you to Bingjoy de Leon who agreed to let us share this exhibit.

"In this photo, there's a sign being ignored and hidden by beer bottles that says, "Government warning: smoking and drinking can be risky to your health." Despite this, 18-year-olds are drinking large amounts of beer and smoking so much that the ashtray fills up. These Filipino teenagers are actually allowed into places that are supposedly only for the 21 and over,

often because a friend works at the bar. I've witnessed my friends and others smoking cigarettes or weed and taking

drugs to the extreme to cope with their problems. This is a good illustration of how young Filipinos deal with mental health and how bystanders let it happen. It also shows how vulnerable Filipino teenagers are to substance abuse and how easy it can be for them to access alcohol and drugs."



Effects of the local alcohol environment on adolescents' drinking behaviors and beliefs

A recent study carried out by the Prevention Research Center provides further support for the influence of the alcohol environment in communities on underage drinking. The study examined the relationships between characteristics of the local alcohol environment and adolescent alcohol use and beliefs in 50 California cities. The study used longitudinal survey data collected from adolescents as well as city-level measures of local alcohol policy comprehensiveness, policy enforcement, adult drinking and bar density.

Random samples of 1478 adolescents and 8553 adults across the 50 cities were surveyed. The adolescents were asked about their alcohol use and heavy drinking in the past year as well as their alcohol-related beliefs (e.g. perceived alcohol availability). Adults were asked about alcohol use in the past 28 days. The strength of local alcohol control policies was assessed, including ordinances limiting hours of sale, outdoor advertising, public drinking, responsible beverage service training requirements, and social host ordinances. Information was gathered about funding for enforcement activities in each city. Density of alcohol outlets was measured by calculating the number of bars per roadway mile in the city.

In cities with more comprehensive local alcohol policies and higher levels of enforcement, adolescents reported lower levels of past-year alcohol use. Bar density was also associated with a higher level of past-year alcohol use by adolescents. A greater increase in past-year alcohol use and heavy drinking over time was observed among adolescents living in cities with higher levels of adult drinking. Effects of bar density appeared to be mediated through perceived alcohol availability and perceived approval of alcohol use. That is, in cities with greater density of bars, the young respondents perceived that alcohol use was condoned and they were more likely to drink.

The researchers concluded that adolescent alcohol use and heavy drinking are related to characteristics of the local alcohol environment, including alcohol control policies, enforcement, adult drinking and bar density. Change in adolescents' drinking appears to be influenced by community-level adult drinking.

This study provides further support for the importance of community control of alcohol policy and enforcement in preventing alcohol problems, including underage drinking.

The study, by MJ Paschall, S. Lipperman-Kreda, and J. Grube, can be found in Addictions, March 2014, pp. 407-416.

PIRE Resources

The Pacific Institute for Research and Evaluation Website features years of research on health, safety, and well being. Topics include the following:

- Alcohol
- Crime and Justice
- Drugs
- Education and Youth
- Tobacco.

<http://www.pire.org/>



Major topics on alcohol include:

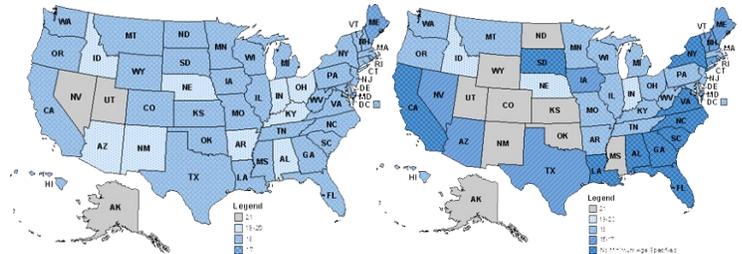
- The patterns of diseases linked to alcohol consumption and possible ways of reducing alcohol-related morbidity.
- The effects of alcohol on driving performance as well as other types of performance effects of alcohol.
- Innovative ways of measuring the effects of alcohol and of interventions to reduce alcohol-related problems.

Alcohol Resources

Alcohol Policy Information System

The Alcohol Policy Information System (APIS) site is a resource that focuses on the topics listed below. The maps shared below give the minimum age requirements for selling alcohol at on premises and off-premises. Available on each link are policy descriptions and other information such as whether or not a supervisor or manager must be present for bartending, selling, or serving alcohol.

- Alcoholic beverage control
- Taxation and pricing
- Transportation, crime, and public safety
- Health care services and financing
- Alcohol and pregnancy



Left: Underage Drinking: Minimum Ages for On-Premises Servers and Bartenders

Right: Underage Drinking: Minimum Ages for Off-Premises Sellers

National Institute on Alcohol Abuse and Alcoholism, *Welcome to the Alcohol Policy Information System. Alcohol Policy Information System (APIS) Web site. Retrieved 02-03-2014, from www.alcoholpolicy.niaaa.nih.gov/*

Alcohol Justice

Research groups such as Alcohol Justice remind us of the influence of alcohol ads on young people drinking alcohol. Alcohol advertisement ban policies are recommended to reduce exposure of alcohol products and brands to youths. Alcohol ads not only influence younger kids to try alcohol, they also have a negative impact on public health and safety costs in communities. Alcohol Justice recently looked at the alcohol ad policies of 32 cities and transit agencies and found that 18 banned alcohol ads, 14 allowed alcohol ads. Further, most of the cities allowed alcohol ads on public areas even if local policy banned the practice. The research group points out that the alcohol ads made up less than 1% of the total revenue, and that a suffering economy cannot be an

excuse to “justify” the ads. Alcohol Justice recommends policies that ban alcohol ads and include efforts to monitor, enforce, and impose fines for any violations.

- <http://alcoholjustice.org/resources/reports/934-summary-these-bus-ads-dont-stop-for-children-alcohol-advertising-on-public-transit.html>
- http://alcoholjustice.org/images/stories/aj_transitad_report_f_low.pdf



Underage Drinking Enforcement Training Center's (UDETCC)

The UDETCC's recent alert summary for February, 2014, includes a link to their recent webinar: Underage Drinking Laws: How are we Doing and Where Are We Going? Also included in the update is the Report to Congress on the Prevention and Reduction of Underage Drinking. This includes data on State underage-drinking policies and related enforcement activities and prevention programs. Other links include research studies evaluated by the NIAAA (National Institute on Alcohol Abuse and Alcoholism) on strategies to reduce underage drinking, a study looking at alcohol and alcohol brands mention in U.S. popular music, and a link to a case the Court of Appeals of Kansas recently rendered on the liability of allowing a minor consuming alcohol on licensed premises.

<http://www.udetcc.org/>

Past webinars: <http://www.udetcc.org/audioconfpast.asp>

Video Resources:

Binge Drinking Youths Relationship to Alcohol/Social Change: <http://www.theage.com.au/comment/binge-drinking-youths-relationship-to-alcohol-being-reshaped-by-rapid-social-change-20140119-312p6.html#ixzz2sgACawsF>

'Neknomination' drinking game worries alcohol experts: <https://www.youtube.com/watch?v=IBBwzxiDIgs&feature=youtu.be>

BBC Documentary - Underage drinking and Over the Limit drinking alcohol England 2014: <https://www.youtube.com/watch?v=JyK2YScnHU>

More videos available at: <http://alcoholweekly.blogspot.com/>

Twitter is now asking birth dates from users wanting to follow alcohol brands. When people enter an age above the legal limit, small print on the page mentions that Twitter may use data from other pages (such as Facebook) to check a user's age. If it is determined that a user entered incorrect information, then that user will be blocked from following the alcohol brand. <http://www.telegraph.co.uk/technology/twitter/10475036/Twitter-bans-underage-followers-from-alcohol-brands.html>

In our September 2010 edition we shared an article on alcopops and their labels, and noted how local youths stated that drinking **alcopops** made them feel "alert" or "awake" enough to drive. Reuters Health released study results that found college-age drinkers who mix alcohol and caffeine make more risky decisions and are more likely require medical care. Surveys were given to young people aged 13 to 20, asking if they had consumed drinks that either contained both alcohol and caffeine or if they mixed the two. Of the 1,031 surveys, over half reported drinking the two together in the last month. 46% of these youth consumed drinks that already contained both alcohol and caffeine. Younger underage drinkers were nearly as likely to have consume both, and those that started drinking at younger ages (11-13) were more likely to drink alcohol mixed with caffeine. Those who drank the two were also more likely to binge drink, have alcohol-related injuries, and get into physical altercations with others. For more information on the study, <http://www.reuters.com/article/2013/11/08/us-caffeine-alcohol-mix-idUSBRE9A70W520131108>

Alcohol Awareness Games

In a September, 2013 edition, we included a story about grocery stores in the United Kingdom printing alcohol messages on their bags to reduce underage drinking and strategies in another area promoting responsible sales practices. Now pharmacies in Oxfordshire and other UK locations are giving out scratchers that ask three questions on drinking behaviors. Point systems are given to response options, and on the back of the scratch cards is a guide that tells whether someone is "low risk" and varying levels to "watch out" regarding their alcohol habits. Other scratch cards are also available to help promote healthy lifestyles. Health promoters hope that the cards help "break the ice" to talking with pharmacists, and note that people are likely to see their pharmacist more often than a physician. Information from the cards is also being used as data for health professionals for study. http://www.oxfordmail.co.uk/NEWS/10963190.Keeping_track_of_alcohol_consumption_with_drink_scratch_cards/

[NEWS/10963190.Keeping_track_of_alcohol_consumption_with_drink_scratch_cards/](http://www.oxfordmail.co.uk/NEWS/10963190.Keeping_track_of_alcohol_consumption_with_drink_scratch_cards/)

Updates on Teen Drinking

A recent study in Australia looked at the number of alcohol outlets and underage drinking among 10,000 high school students and found that the more alcohol outlets, the higher rate of alcohol consumption. Children 12-14 were found to be the most vulnerable, and over 60% of high school students drank alcohol during the 12 months prior to the study. While the study found that alcohol consumption increased with any type of alcohol outlet (such as clubs, restaurants), consumption increased the most among higher number of off-sale alcohol outlets. One assumption made by the researchers was that off-sale outlets, with a higher number of competing outlets, might have been more tempted to sell to underage drinkers. <http://medicalxpress.com/news/2013-11-younger-teens-alcohol-bottle.html>

Parent Rules and Binge Drinking

A recent study found a decrease in teen binge drinking after parents set rules not to allow or supply alcohol. The Deakin University (Australia) conducted a study on a program educating parents on the harmful effects of underage drinking and parents were encourage to not allow or supply alcohol to their youth. Twelve schools were randomly assigned to the program, compared to 12 schools who followed their usual practice regarding underage drinking education.

The number of underage drinking has been declining over a number of years as more parents and their children are more aware of the dangers including the harmful effects on adolescent brain development. This study also comes at the same time efforts are still in discussion to raise the legal drinking age from 18 to 21.

<http://medicalxpress.com/news/2013-10-firm-parents-adolescent-binge.html#inIRlv>

Another study at the **Institute for Social Research** (University of Michigan) found that college-age students who consume alcohol and energy drinks or alcopops tend to drink more and experience higher levels of intoxication. Of those that drink alcohol, 30% reported drinking alcohol and energy drinks at the same time on at least one of the samples days collected for the study. Negative drinking experiences were related to days when they consumed both alcohol and energy drinks.

<http://www.newswise.com/articles/combining-alcohol-with-energy-drinks-can-lead-to-heavier-drinking>