



PRC COMMUNITY OUTREACH

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

May 2013

Greetings to the 15th edition of the PRC Community Outreach Newsletter!

Included in this issue are more community updates, excerpts from the 2013 Lifesaver's conference (Department of Transportation), drinking trends in Hawaii, and research summaries presented by Dr. Michael Slater during his visit at the Prevention Research Center. If you have any community news or projects to share, please contact LisaMarie at Immiramontes@prev.org.

Survey request: Thus far we have gathered some interesting and important information and hope those who haven't completed the survey will do so. We hope to present some of the results in an upcoming newsletter edition. The survey takes less than 15 minutes and can be found at:

<http://www.surveymonkey.com/s/2QPRWGL>

Community News from Redwood City!

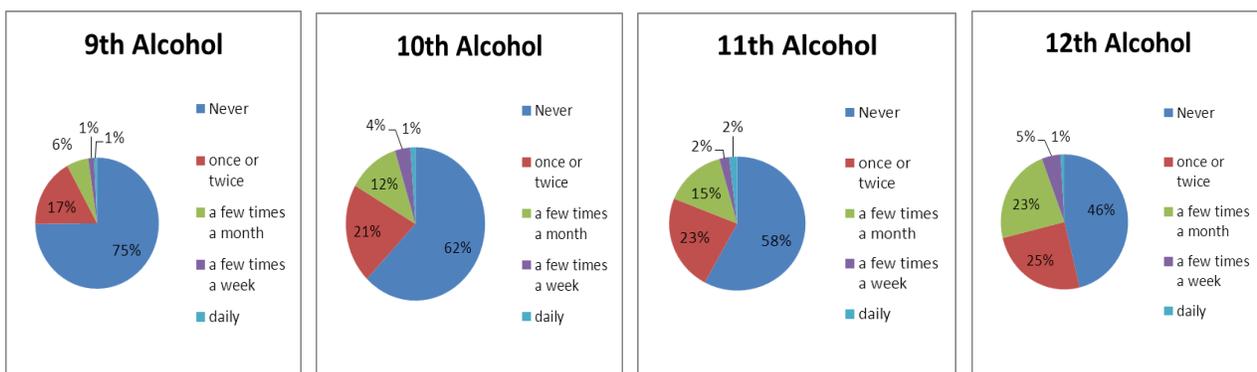
Youth leaders from the Sequoia Youth Advisory Board in Redwood City are reaching out to parents in order to prevent youth from having access to and drinking alcohol. The mission of YAB is to instill positive change at Sequoia High School and in community, and the group has researched alcohol issues for three years. YAB is part of the StarVista's Youth Development Initiative and is funded by the Redwood City Prevention Partnership.

The campaign is titled Moving Towards a Healthy Community. The group recently collected over 900 responses from students at their high school in their annual needs assessment survey which found that the three most common ways youth obtain alcohol are:

- from an adult at a friend's house
- at their house without their parents knowledge
- from an adult at their own home.

Their presentation to adults/parents includes a reminder of laws to protect youth from having access to alcohol as well as fines and liability issues, the impact of alcohol on the adolescent brain which is still developing, and the importance of a parent's relationship with their children. To view the e-version of the pledge: <http://mjohansen.form2go.com/YABParentPledge.html>

Below are results on how often students at their school drink alcohol.



To view their results on how youth have accessed alcohol, please see the bottom of pg 3

The Prevention Research was pleased to welcome **Dr. Michael Slater** as a visiting scholar earlier this year. Dr. Slater is currently at Ohio State University, and teaches in the School of Communications. His work has focused on health and media, and Dr. Slater gave a presentation summarizing some of the many projects he has worked with. We've summarized some of these projects below. For more information on Dr. Slater:

<http://www.comm.ohio-state.edu/people/faculty/userprofile/155.html>

- Research with Cat Goodall looked at advertisement's unconscious influence on attitudes, looking at both alcohol and non-alcohol ads and if they had any effect on attitude, both implicit and explicit. They found that alcohol ads increased positive responses to implicit measures of attitude; implicit attitudes predicted willingness to drive under the influence of alcohol; and that the attitude towards an ad predicted automatic activation of attitudes towards alcohol.
- "Be Under Your Own Influence" – the slogan was created by Kathleen Kelly of Colorado State University. One of the reasons for this campaign was to support adolescent need for autonomy and independence as they grow into young adults. They tested 16 communities where students received either media treatment, in-school intervention, or none at all. Results showed a significant reduction in marijuana and a marginally significant reduction in alcohol use in response to the media treatment.
- A study looking at two different types of binge drinkers among college aged youth were those that binge drank because they saw it as part of the college experience and expected to stop after, and those who perceived drinking as essential for enjoyment and ease and expected to continue drinking behaviors in adulthood. The second type of drinker was found to be highly resistant to messages about drinking risks that focused on statistics and data, but were responsive to narrative accounts of college student drinkers who suffered negative consequences in their own lives.
- Noting that most news items tend to leave out alcohol involvement unless it is a car crash, Slater and colleagues sought to find out how news involving alcohol with violent crime, motor, and non-motor vehicle injuries might impact public opinion and support for alcohol policy. The researchers randomly selected 60 stories, 20 each involved a violent crime, car crash, or other incident. They made two versions of each story, one naming alcohol as a causal factor of the incident, one not. They found significant effects for exposure to the stories mentioning alcohol as a causal factor, showing support for enforcement of alcohol control policies but not for supporting new legislation. In other words, participants exposed to such news stories in the experiment supported enforcing underage drinking and open container laws more so than those not exposed, but no differences were found in limiting the number of alcohol outlets or alcohol marketing. The researchers concluded that news items where alcohol plays a key role in harm will likely influence people's opinion and support for alcohol-control law enforcement. Follow-up research indicated that the crime and car crash news stories mentioning alcohol as a causative factor influenced policy support by increasing concern about such risks as a social phenomenon, as a result of angry and sad emotions being elicited by the news stories.

Below is a link for an interview with Professor Mark Kleiman of UCLA who has been advising the state of Washington on legalizing marijuana. The interview discusses how alcohol and other drugs are related – or not – to crime and violence. In the opening question, the professor makes an interesting analogy, that "all illegal drugs combined are to alcohol as the Mediterranean is to the Pacific. We have our whole navy in the Mediterranean."

The discussion remarks on how half of the US prison population were drinking at the time they committed their crime, and muses on an idea for people who drink and drive having a DUI mark on their ID telling retailers and servers that they should not be allowed to purchase alcohol. He also states "any sentence about drug policy that doesn't end with 'raise alcohol taxes' is an incoherent sentence.", later pointing out tax increases mostly impact the heavy drinkers, and that raising taxes cuts down on battery and domestic violence. And finally, while noting that if we were to triple the alcohol tax, our country could collect around \$17 billion dollars in revenue, however the Affordable Health Care Act talks only discussed raising taxes on soft drinks, tanning beds, and so forth...with no mention of taxing alcohol.

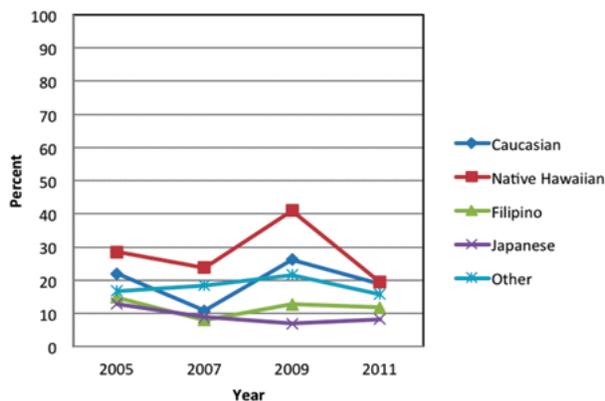
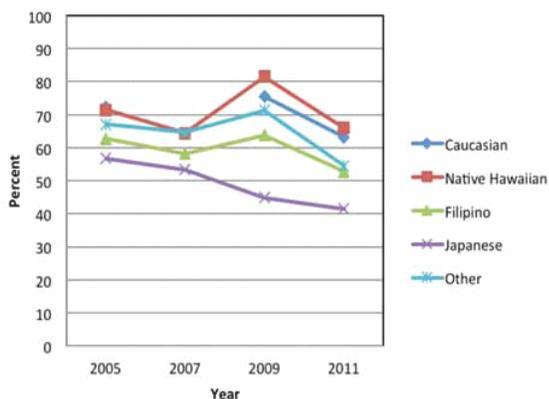
You can find the interview [here](#).

<http://www.washingtonpost.com/blogs/wonkblog/wp/2013/03/28/mark-kleiman-on-why-we-need-to-solve-our-alcohol-problem-to-solve-our-crime-problem/>

Drinking Trends Focus: Hawaii

A recent report found that the number of Hawaiian youth who drank alcohol has declined from 2009 to 2011, a turnaround from the 2009 data which showed an increase from data collected in 2007. The 2011 data also revealed that those who drank in the past 30 days were lower in number among Hawaiian youth (29%) compared to other youth in the United States (over 38%), and there was a lower number of binge drinkers in Hawaii (15%) compared to other U.S. youth (nearly 22%). In 2009, the number of Hawaiian youth who binge drank was 22%. However the number of adult binge drinkers in Hawaii (21.5%) was higher compared to other adults in the U.S. (18%). For youth who had tried alcohol before the age of 13 the results were also higher among Hawaiian youth (nearly 29%) compared to US youth (21%), although the number was lower than in was in 2009. Over a greater number of years, alcohol use has declined for students in all grades except among 12th graders, significantly among those who have tried alcohol and those who had their first drink before the age of 13. For more of the findings, see page 92: http://www.hjmph.org/HJMPH_Mar13.pdf

Below are samples graphs from the report.

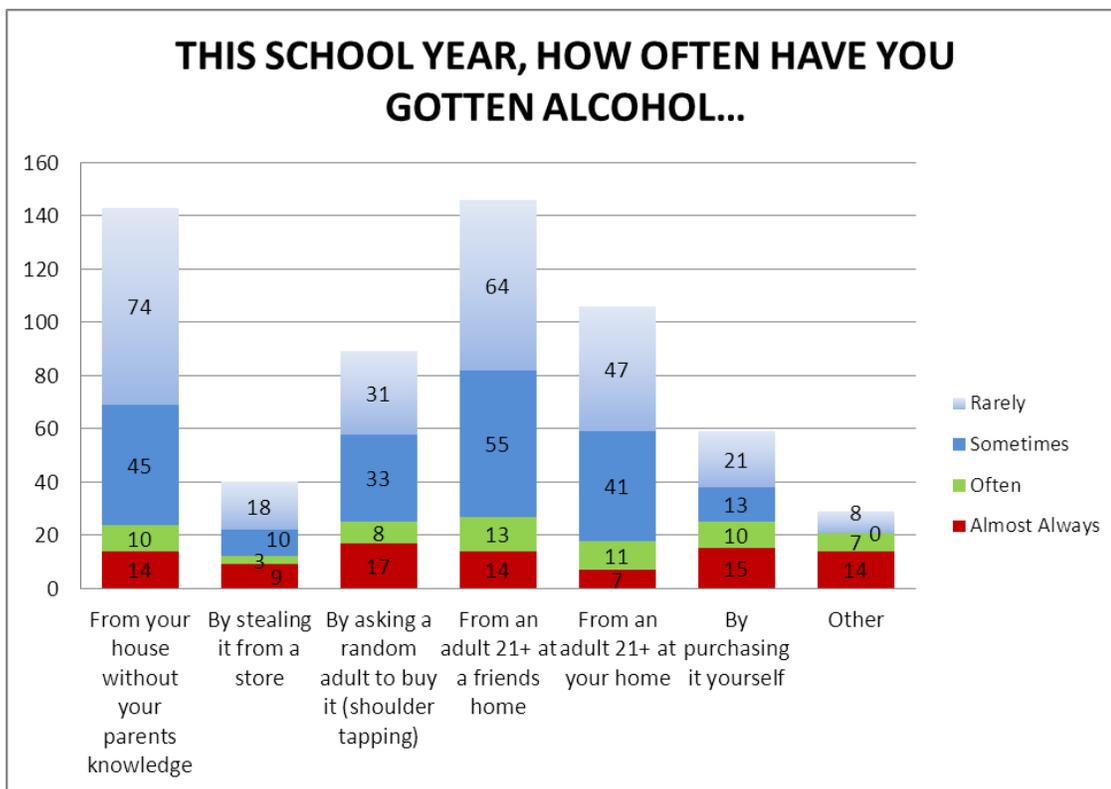


Lifetime Alcohol Use: Percentage of students Reporting having at least one drink of alcohol in their life by ethnicity.

Binge Drinking: Percentage of students reporting having five or more alcoholic drinks in a row on at least one day in the 30 days before the survey by ethnicity.

Reference: Nigg, C.R. et al. (2013). Recent Trends in Adolescent Alcohol Use in Hawai'i: 2005-2011, *Hawai'i Journal of Medicine & Public Health*, 72(3), 92-98.

Below: Continued from Pg 1, Redwood City's Youth Advisory Board



High school dropouts who are the same age as 12th graders have higher reports of substance abuse compared to their peers in school. Below are some of the data for use of alcohol, tobacco, and other drugs according to the report:

Use of ATOD:	Alcohol	Tobacco	Marijuana	Illicit drugs
16-18 year olds who have dropped out	41.6%	56.8%	27.3	31.4%
older teens still enrolled in school	35.3%	22.4%	15.3%	18.2%

From: <http://www2.ed.gov/news/newsletters/index.html?src=ln>

*March 1, Volume 8, Number 9

Updates at Alcohol Justice

In February Alcohol Justice reported on California alcohol regulations becoming less strict thanks to big alcohol companies. They estimate that taxpayers pay \$9 billion out of the \$38.4 billion for alcohol-related harm, and that these new laws either erode regulatory tiers or expand access to alcohol and exposure to marketing. One example is AB 1320 which allows an increase to the number of on-sale general licenses. Another, SB 2184, allows for the attendance and signing of autographs at an event by someone identified as an employee. In other words a celebrity hired to promote an alcohol brand. For the announcement and link to the full report:

<http://alcoholjustice.org/press-room/press-releases/838.html> [*update available](#)

Drunkorexia: The Diet side of Binge Drinking

The term drunkorexia has been used to describe the trend of eating less and getting drunk faster in order to avoid calories and saving money. As one can imagine, this is dangerous practice. Drinking on an empty stomach is not healthy and can cause a drinker to black out. The link below discusses other related issues such as marketing certain alcohol brands as helping one's diet and sending the wrong message to drinkers, particularly female drinkers.

<http://dailyorange.com/2013/04/nasa-healthier-ideas-of-body-image-alcoholic-beverage-consumption-must-be-promoted/>

Excerpts from the 2013 Lifesavers Conference

sponsored by the Department of Transportation

When trying to reach non-English speaking populations, don't translate... **Transcreate!** An example of how literal translation can go wrong is the popular and effective "Got Milk" campaign, which isn't an appropriate message if translated into Spanish. The effective campaign used the slogan simply "Drink Milk", direct and a more effective campaign. From the CEO of the Hispanic communications Network, Washington, D.C.

Students are more likely to turn to their peers before the internet regarding health issues, including ATOD (alcohol, tobacco, and other drugs) information. Utilize that, says the Director for Alcohol Abuse and Impaired Driving, BACCHUS Network, Denver, CO. He also reminds to make sure language used in prevention transfers to other environments among populations when directing outreach efforts.

<http://www.lifesaversconference.org/workshops.html>

Reader contribution

Below is a link sent to us by one of our readers on teen driving including risk behavior, different state regulations, and safety practices.

www.fullcoverageautoinsurances.com/truth-about-teen-driving/

Next issue: More from lifesavers conference including a PIRE presentation and youth perspectives on what works, according to youth leaders from NOYS, MA. We will also be sharing a community event held in February, 2013: Orange County Impaired Driving Story.