



PRC COMMUNITY OUTREACH

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Recent PRC Publications

October, 2011

An evaluation of the effectiveness of an online alcohol prevention course finds at least short term decreases in alcohol consumption and binge drinking by college freshmen. The study findings, by Dr. M.J. Paschall and colleagues at the Prevention Research Center were recently published in the September, 2011 issue of the *American Journal of Preventive Medicine*. The online prevention course, AlcoholEdu focuses on responsible drinking behaviors and health and social problems related to alcohol consumption. The course provides normative feedback to correct students' misperceptions about college drinking norms.

The five module course is available to incoming freshmen students at over 200 universities and colleges; the first four modules completed in the summer before students arrive and the last module completed soon after the fall semester begins. The study found significant decreases in alcohol consumption and binge drinking during the fall semester. However, the changes did not persist during the spring semester. Recommendations included mandating the course to achieve a high rate of course completion by freshmen, and combining the course with environmental prevention strategies.

Other short term benefits to the course were published in another article in July, 2011 with the *Journal of Studies on Alcohol and Drugs*. These benefits included fewer reports of sexual victimization, and social and physiological problems related to alcohol use. For more information:

Paschall, M.J., Antin, T.M.J., Ringwalt, C.L., & Saltz, R.F. (2011). Effects of AlcoholEdu for College on alcohol-related problems among freshmen: A randomized multi-campus trial. *Journal of Studies on Alcohol and Drugs*, *72*, 642-650.

Paschall, M.J., Antin, T.M.J., Ringwalt, C.L., & Saltz, R.F. (2011). Evaluation of an Internet-based alcohol misuse prevention course for college freshmen: Findings of a randomized multi-campus trial. *American Journal of Preventive Medicine*, *41*, 300-308.

CDC TASK FORCE FINDS COMMERCIAL LIABILITY AN EFFECTIVE STRATEGY TO REDUCE ALCOHOL-RELATED PROBLEMS

Holding alcohol retailers liable for injuries or damage done by their intoxicated customers can reduce motor vehicle deaths, homicides, injuries, and other alcohol-related problems, according to the Community Preventive Services Task Force organized by the Centers for Disease Control and Prevention (CDC) in the United States. The independent, nonfederal, volunteer body of public health and prevention experts has determined that commercial host liability, otherwise known as dram shop liability, can be an effective intervention for reducing alcohol-related harms.

The review says jurisdictions that seek to hold retail alcohol establishments liable for injuries or harms that result from their service to intoxicated customers or underage minors have reduced incidence of alcohol-related problems, including injuries and deaths. Evidence shows that dram shop liability can reduce motor vehicle deaths, homicide, and alcohol-related medical conditions, the article says. In six studies that examined the association, a median reduction in alcohol-related motor vehicle deaths of 6.4 percent was found in areas with increased dram shop liability. The article also says that more research is needed to determine the effectiveness of enhanced enforcement of laws that prohibit overservice, or the service of alcoholic beverages to intoxicated customers.

The Task Force had found that these types of laws have been shown to encourage more responsible beverage serving because managers and servers have an incentive to more closely manage their beverage service to avoid service to intoxicated and underage customers.

As of January 2009, 44 states and the District of Columbia have dram shop laws in the United States, although the laws vary. State-by-state information on dram shop laws pertaining to illegal service to underage minors is included in the U.S. Department of Health and Human Services' *Report to Congress on the Prevention and Reduction of Underage Drinking* .

The Task Force findings were posted online on August 10, 2011, by the *American Journal of Preventive Medicine* for the journal's September 2011 issue. For more information, see www.thecommunityguide.org

Parenting, YouTube and Social Media

Parenting Styles

A recent study has linked parenting styles to drinking by children, stating it is one of the significant and important indicator of responsible or harmful/dangerous drinking habits among teenagers and adults. 30,000 individuals were tracked for four decades, examining parental factors such as warmth and affection as well as discipline. The unreleased report by Demos has released the following conclusions and recommendations (note: the articles both used the term “bad parenting”, thus the use of quotes):

- Discipline and supervision should be provided at age at which children typically may start drinking (15-16).
- Warmth during the early years (0-5) and up to the age of 10 is beneficial.
- Alcohol access should be carefully monitored.
- The six-week summer holiday should be spread throughout the year rather than as a longer summer holiday (idea long argued to benefit student learning in school as well)
- “bad parenting” at age ten doubles the likelihood of excessive drinking in their 30’s
- Parental attachment up to the age of five significantly decreases likelihood of drinking excessively
- “bad parenting” increases likelihood of 16-year olds drinking excessively (8 times), and the likelihood of these teens drinking excessively in their 30’s (2 times)
- Alcohol should be discussed to educate, set boundaries, and to encourage “sensible and responsible” expectations of alcohol consumption

for examples of parenting style grids, go to the following pages

<http://departments.weber.edu/chfam/1500/ParStyles.htm>

<http://family-neuropsychology.com/ParentingStyleGRID.aspx>

<http://www.dcurbanmom.com/jforum/posts/list/58634.page>

Mothers Against Drunk Driving (MADD) provides resources for parents who want to prevent underage drinking. An Online Parent Handbook for Talking With Teens About Alcohol and other resources are available at:

<http://www.madd.org/underage-drinking/the-power-of-parents/high-school-parents/>

The handbook contains information on a teen’s world, parenting styles, talking about alcohol, and helping teens make good choices.

YouTube and Alcohol: “Out of control”

Adult-content on YouTube is both available and accessed by youth, particularly by 13-17 years olds who account for 6% of views for adult content, according to the digital London based marketing agency www.AccuraCast.com. Not only does much of the material include alcohol, much of the content also promotes alcohol as being “cool” (often banned commercials) and highlights alcohol with celebrities.

The marketing agency notes that alcohol brands often have their own channel, and offer thousands of alcohol-related videos that anyone can access. One example they refer to is a new advertisement by Malibu Rum. The video already has over 60,000 views and most of the viewers have been females aged 13-17 years old.

For more information: www accuracast.com

Teens & Social Media

A recent study by the National Center of Addiction and Substance Abuse looked at the effect of teen-based reality TV and social networking on alcohol and drug use.

More than 1,000 teens aged 12-17 from all over the United States were surveyed. The study found that regular viewers of reality TV programs were at greater risk of using tobacco and alcohol. Of those surveyed, 70% used social networking sites and of this group teenagers were twice as likely to report smoking marijuana, three more times likely to report consuming alcohol, and more than five times likely to report using tobacco. Forty percent reported seeing pictures of their friends getting, and 50% reported seeing pictures of others people drunk, passed out, or using drugs. In some cases, the pictures were of teenagers younger than 13.

Further, the statistics were consistent in all ages in both use or non-use of social networking sites and whether or not they used alcohol, tobacco, or marijuana. While the study suggests that teenagers who use social networking sites are more likely to drink and smoke, it is also likely that those who do not drink or smoke are less likely to use this type of media.



International News



Typical sign at an Irish pub

Ireland

In Ireland, the government pays a high price for the consequences of alcohol abuse, from health issues to work-related accidents. For example, the Department of Justice spends 13% of its budget on alcohol-related crime. It has been reported that alcohol issues cost the State 3.7 billion Euros up through the year 2007.

The HSE (Health Services Executive) is urging the government to raise alcohol prices and taxes in order to fight alcohol problems in their country. They point out to the success of other countries reducing alcohol consumption and negative consequences through raising prices, to reports that alcohol consumption in Ireland has doubled between 1970 and 2003, and that Ireland has some of the worst records for binge drinking and highest rates of underage drinking.

However, others argue that their evidence is outdated, using records only until 2007. The opponents argue that alcohol consumption has significantly declined since 2001 and compare current drinking behaviors to those from the mid-1990's and European norms. They further argue that increases will penalize responsible drinkers and negatively impact jobs and the economy.

To add to this is a changing market in how alcohol is purchased and consumed in Ireland. More than half of all alcohol sales occur outside of the pub, and mostly in supermarkets. Some believe these changes are related to increases in underage and binge drinking, as well as the health and social consequences. The Vintner's Federation of Ireland supports the idea of minimum prices and more focus on cheap alcohol, stating that to increase taxes will effect tourism and leave prices above the European average.

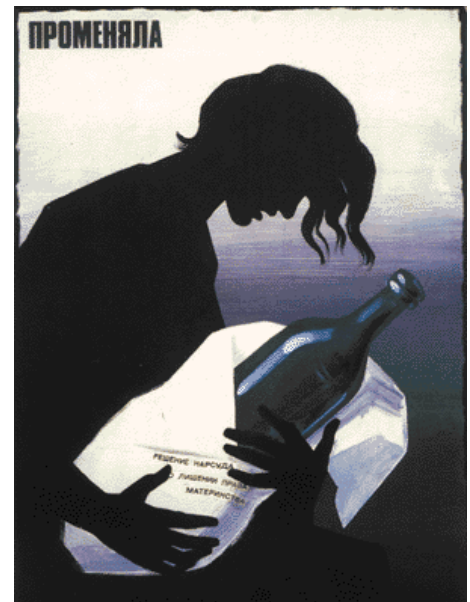
*In a previous issue, we presented the Drinking Age Debate at <http://resources.prev.org/documents/newsletters/PRCDissIssue1.pdf>, and you can read more from our resources site from the article:

Youth Drinking Rates and Problems: A Comparison of European Countries and the United States at <http://resources.prev.org/documents/ESPAD.pdf>

Russia

Health officials are starting to look closely at the cost of alcoholism in their country. With 2.2 million registered alcoholics, and experts believe the real number is over 10 million (meaning there is one alcoholic in every 13 citizens), most of them are of working age.

Russian President, Dmitry Medvedev, has started a crusade to combat heavy drinking by: raising taxes on vodka, no more liquor sales at night, and beer will once again be branded as an alcohol (as opposed to traditional perceptions of being non-alcoholic). There are also efforts to improve the treatment of alcoholism and to encourage businesses to promote or sponsor anti-alcohol programs. Despite some struggles of drinking and even heavy drinking considered part of the "national life" there have been some notable changes such as companies in large cities calling out workers whose performance is lacking due to drink.



Are People Drinking More or Less?

In another article, recent studies have suggested that people are drinking less in Europe despite being considered the heaviest drinking region in the world. One report suggests that drinking in France and Italy has decreased by more than 30% in the last 30 years, and that Spaniards, Germans, and East Europeans are also drinking less.

Russian President Medvedev is encouraging people to switch over to drinking wine rather than Vodka as part of the new, tough campaign in Russia to combat alcohol issues. For more information, go to: www.bedfordreport.com/CEDS and www.bedfordreport.com/DEO.

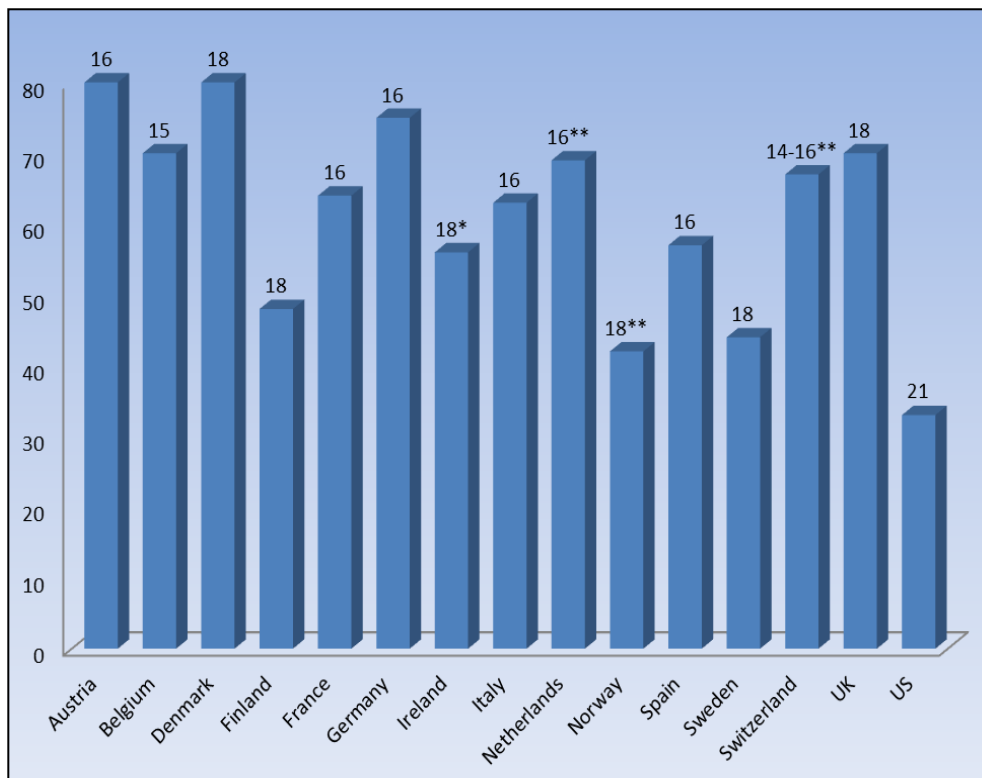
Youth and Alcohol Trends: New Zealand

Here are some recent findings from the Youth 07 survey given to over nine thousand secondary school students throughout New Zealand, including some data from 2001 for comparison:

	2001	2007
Youth who reported having tried alcohol	72%	82%
Students who thought it was okay for someone their age to drinking alcohol regularly	35%	49%
Students who reported they currently drink, occasionally or regularly	61%	70%
Students who reported binge drinking at least once in the 4 weeks before the survey (all students surveyed)	34%	32%
Students who reported binge drinking at least once in the 4 weeks before the survey (students who drink)	57%	49%

Just for fun!

Percent of 15-16 Year Olds Reported Drinking in the Past 30 Days



In our first issue, Spring 2010, we presented the brief “Drinking Age Debate” and the chart “Percent of 15-16 Year Olds Reporting Drinking in the Past 30 Days”, taken from the resources article “Youth Drinking Rates and Problems: A Comparison of European Countries and the United States” which can be found at <http://resources.prev.org/documents/ESPAD.pdf> Due to the interest of some of our members, here is an alternate chart showing the minimum drinking age rather than the percent of youth drinking behaviors for the US and European countries in the

*Data available only for minimum purchase age

**Minimum drinking age for beer/wine only; older age requirements for spirits