



## PRC COMMUNITY OUTREACH

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### Vallejo Fights Back!

Last summer, a group of volunteers from Vallejo's Fighting Back's Youth Partnership visited local convenience markets to look at store environment and to discourage sale of alcohol and cigarette to minors. Specifically they looked at types of alcohol and tobacco products, how they were promoted, and the price and placement of these products.

One important finding was that window displays in the markets did not follow local ordinances. In Vallejo, only 10 percent of the area of a store window can contain advertisements. The group found that in most stores far more than 10 percent of the window area was covered by ads, and most of the advertisements were for alcohol and cigarettes. Tony Pearsall, Fighting Back's agency director and a former police officer said the signs are a safety issue since police officers and other people cannot see beyond the window displays. Pearsall also added this attracts robbers who feel it is safer robbing a store with the windows covered in signs.

Another important finding the youth group observed is that alcohol placed near popular items for youth had a better chance of being stolen by youth. In one example, they found was Corona beer placed near the candy area.

After the initial visit, the group made follow-up visits in August and held a Town Hall meeting in October. Of the 19 local retailers, nine made changes based on the feedback and recommendations the youth made to improve the stores' environment and to discourage youth access to alcohol and tobacco. Changes made by the retailers included moving alcohol and tobacco products away from aisles where youth typically shop and to places where the items were better monitored or placed in sight of the check-out counters. Unfortunately, the group found that the ten remaining stores made few or no improvements.

The Town Hall meeting in October was led by youth and introduced by Mayor Osby Davis. A panel discussion included speakers from the Vallejo Police Department, the Superintendent Vallejo City Unified School District, and the Adolescent Alcohol Dependency Team. Most of the audience was gathered by sending out flyers to parents from the school district.

The Times-Herald covered the event and reported some reactions by youth attendees. One reported that he didn't know alcohol can kill you, and stated he doesn't drink and is now determined not to start.

The youth volunteers from Vallejo also made a wonderful public service announcement on underage drinking. It was shown at the Town Hall meeting and is available online at: <http://www.youtube.com/watch?v=lqepiEm0zMY>



### MADD Season Campaign

This season Mother's Against Drunk Driving introduced a new campaign, a new car decal showing a family beside the grave of a lost loved one after a tragic car accident. Some who support the campaign are also hoping for more focus on education, repeat offenders, and possibly lowering the blood alcohol limit. British Columbia recently reduced the blood alcohol limit to .05 and since then reports claim that fatalities resulting from alcohol related crashes have dropped as much as 51%.

# Resources & Trends

**The Center for Alcohol Marketing and Youth (CAMY) and the Community Anti-Drug Coalitions of America (CADCA)** have released an action guide titled “Regulating Alcohol Outlet Density.” Reducing alcohol outlet density is an evidence-based strategy that communities can implement to prevent excessive alcohol consumption, and is recommended by the Community Preventive Services Task Force (<http://www.thecommunityguide.org/alcohol/outletdensity.html>). This publication was supported by the Alcohol Program at CDC through our cooperative agreement with the CAMY.

*\*This guide for regulating alcohol outlet density starts with a case study in Vallejo where after alcohol policy change the number of alcohol outlets decreased by 18% and the number of nuisance calls to police decreased by over 50% (data provided by Vallejo Fighting Back). Other information provided in this guide includes basic strategies for preventing excessive alcohol consumption and related harms, factors that may affect alcohol outlet density (such as size of the community and outlet/sales volume), and using qualitative and GIS mapping data to make the case for more effective policy control on alcohol.*

The guide can also be found at either of these web-sites:

[http://www.camy.org/action/Outlet\\_Density/index.html](http://www.camy.org/action/Outlet_Density/index.html)

<http://www.cadca.org/resources/series/Strategizer>

**According to a recent USA TODAY/Gallup poll, alcohol consumption has reached a new high.** 67% of the population report drinking alcohol, a number that hasn't been as high (no pun intended) since the late 1970's when the number of people who drank alcohol was 71%. Other reports found that drinking habits vary depending on factors such as location. For example, most alcohol consumption occurs in New England states, the Upper Plains states, and those who live in the far West. States that drink the least are those located in the mid-Atlantic region (except Washington D.C.), Texas, and the Deep South. In New Hampshire, the amount of alcohol consumed is more than twice the national average. One possible reason is that there is no tax on wine and spirits, so besides those who reside and vacation in the state alcohol is also purchased in large quantities by people living in neighboring states.

In 2002, UDETC released a report on [Drinking in America: Myths, realities, and prevention policy](#). The purpose of the report was to look at the reality of drinking patterns as opposed to the perceptions and misperceptions people have on drinking patterns. The data includes the percentage of people who drink and how much, binge drinking among adult and youth drinkers, environmental influences on drinking (i.e., marketing and price of alcohol), and policy concerns. To the right is a chart showing the percent of binge drinking among adult and youth drinkers. The report can also be found at: <http://www.pire.org/detail2.asp?core=17720&cms=46>

**From the Office of National Drug Control Policy**  
As President Obama said in his [State of the Union](#) address earlier this year, our country is committed to out-innovating, out-building, and out-educating the rest of the world. That's why, during [National Substance Abuse Prevention Month](#), it is important to recognize that alcohol, drug use, and their consequences negatively affect every sector of society vital to winning the future, including the education of our youth.

Despite periodic calls for effective prevention, college student drinking is still responsible for:

- over 1,700 deaths annually
- over 600,000 assaults and almost as many unintentional injuries
- nearly 100,000 sexual assaults

This fall, approximately 20 million students returned to college and university campuses across the U.S. This is an important time to raise awareness by supplying our Nation's educators with information and the tools they need to help students avoid the harmful effects of underage drinking, high-risk drinking, and drug use.

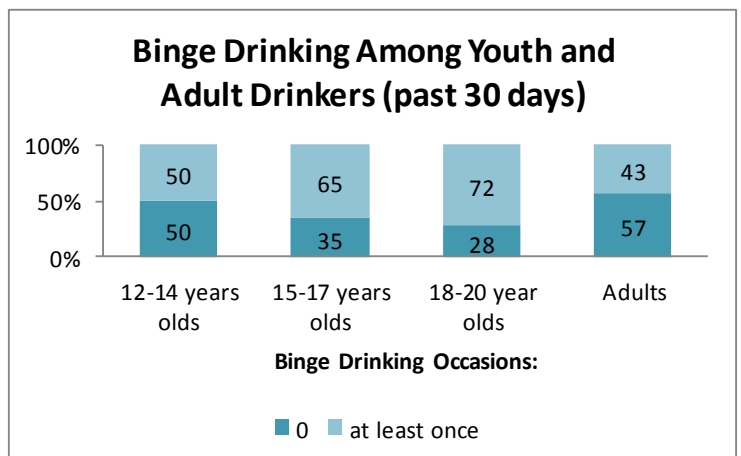
The Safer California Universities Project is a randomized study of 14 college campuses, shows that environmental strategies, or approaches designed to change aspects of the environment that contribute to substance abuse, help reduce alcohol use among students. Among other things, the study showed that general principles of deterrence, combined with reductions in the availability of alcohol, resulted in less intoxication in off-campus social gatherings (including those at fraternity and sorority houses) and in settings where alcohol is sold, when compared to sites without such interventions.

Visit the [Safer California Universities Project](#) to learn more or visit the [prevention webpage](#) for additional resources.

For the article: <http://www.whitehouse.gov/blog/2011/10/14/prevention-college-level>

Other resources:

<http://www.thecommunityguide.org/alcohol/outletdensity.html>

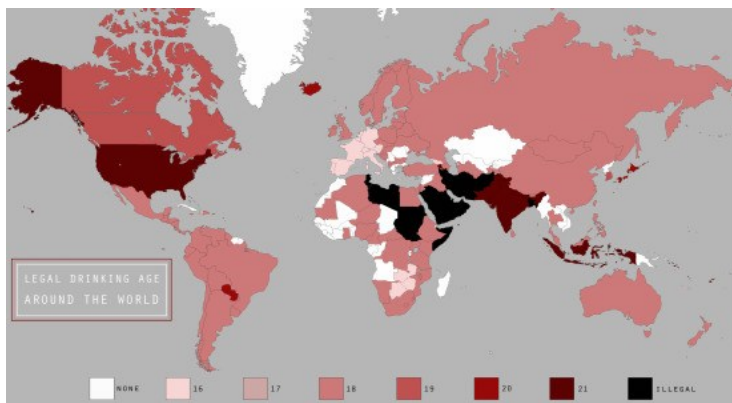


## Youth attitude on alcohol marketing (UK)

Alcohol Concern surveyed over 2,300 youth and found that most would like protection from and regulation of alcohol marketing. Here are some of their findings:

- Many under the age of 18 do not recognize drink logos on items such as football shirt or on social networking sites as marketing.
- 70% of the women surveyed want clear labels on alcohol drinks with information on health risks
- Many thought the internet does not provide effective safeguards for those under 18 to access alcohol-bran sites
- More than half thought that alcohol advertisements should only be allowed after 9pm
- A male participant (15 years old) wrote “Both my parents are alcoholics, you should put them in an ad so no one would drink”

In another study taking place in both the UK and Sweden, a project title “Alcopop TV Culture” is looking at the media habits of youth between the ages of 10 and 25 and alcohol consumption. The researchers reported that adolescents often feel “belittled” by people who talk to them about alcohol, and have set up a Facebook and Twitter page for adolescents to view and give opinions on research, news and debates about alcohol. They hope that findings will lead to policy recommendations developed directly from the youth culture the reality youth experience in regards to alcohol and violence.



**National Drinking Age:** During the 1960's and 1970's, many states lowered the age of drinking from 21 to 18 at a time when the voting and draft age (and many of these younger adults were drafted to serve in Vietnam) were also lowered to 18. Researchers recently looked at what happens to those with access to alcohol at a young age and over time, compared to those whose access to alcohol was limited. Using U.S. Census, U.S. Multiple Cause of Death files, and American Community Survey data from 1990 – 2004, they found that women who turned 18 in states with a lower drinking age were at higher risk for suicide (12%) and higher rate of homicide (15%) in adulthood than those who resided in states with a higher drinking age. The researchers suggest that the national drinking age of 21 prevents 600 suicides and 600 homicides each year for people of all drinking ages, and that their findings support the national mandatory age as a matter of public health over personal freedom. For more information: <http://onlinelibrary.wiley.com/doi/10.1111/j.1530-0277.2011.01608.x/abstract>

## Costco's Deregulation Status

Despite previous failed attempts, Costco has managed to pass a ballot initiative through voters in Washington State. The bill was presented as a way to “get government employees out of the business of selling alcohol” and increase funds for law enforcement in order to attract voters. However, the 60-page report has revealed major changes to alcohol regulation and the elimination of environmental strategies. Below are some of the environmental changes. For more information, visit: <http://www.preventionistheanswer.org/2011/major-alcohol-deregulation-ballot-measure-passes-in-washington-state-costco-corporation-leads-the-effort-with-donations-of-22-million-2/>

### Elimination of environmental strategy regulations

**Price policies:** These policies are designed to prevent large quantities of cheap alcohol from becoming widely available. Laws preventing volume discounts and uniform prices keep prices balanced and prevent price wars that push consumption. These laws for wine and spirits were eliminated by this measure and the state is not permitted to regulate price advertising.

**Product control:** All states have adopted a system which allows more widespread availability of products of lower alcohol content and greater control over products of higher alcohol content. This measure makes spirits much more available (4 times as many outlets) and greatly loosens the regulations on price and promotion. Grocery stores over 10,000 sq. ft. can be licensed to sell spirits. There is no recognition that hard liquor is a more dangerous product given that the typical percent of alcohol is 40% versus 4-6% for beer. The licensed grocery stores will have greater training requirements and the penalty for illegal sales will be doubled. But these locations will not have the same kind of controls as state liquor stores. After all, you have to be 21 to even go into a state store. Underage customers are free to be in grocery stores and clerks as young as 18 will be allowed to sell liquor.

**Outlet expansion:** Despite new research suggesting that more outlets create more problems, this measure adds hundreds of additional outlets for hard liquor. While the measure says local governments will have input on locations, all current stores with a beer/wine license that meet the 10,000 square foot limit are “deemed licensed.” A similar status is given current state liquor stores that are successfully auctioned off to private parties. Moreover, there is nothing in current alcohol law or current zoning and land use law that would allow a local government to control the number or density of liquor stores within its boundaries. Thus, local governments really won't have much say over the sale of spirits in their community.

**Promotion and advertising:** Aggressive sales promotions designed to get people to buy and drink a lot more are no longer prohibited for wine and spirits. Regulations that prevented aggressive promotions and price wars are eliminated except for beer. These include a ban on volume discounts and the requirement for distributors to sell at the same price to all retailers. These regulations not only prevented aggressive sales but leveled the playing field so small and large operators could be profitable in the same market. This change gives a major advantage to large big box chain stores that can now negotiate directly with manufacturers to gain major price advantages. In addition, the initiative expressly strips the Liquor Control Board of any authority to control or regulate advertising of alcohol prices.

# Alcohol Study Makes a “Top 10”

Alcohol Study Makes a “Top 10” At the end of each year the media begins to share Top 10 Lists from topics such as best and worst movies to best tweets and most watched viral videos. In Times’ Science & Society, the list for “Top 10 Ridiculously Obvious Study Findings” includes a Norwegian study that looked at violence and opening bars longer. The researchers, naturally, found that violence increased when bars were open longer hours. Time’s Jeffrey Kruger notes a previous study in the journal Addiction that found closing bars earlier decreases violence by 16%, possibly a PRC study. A similar article on Norway and alcohol service mentioned that police survey results found 57% of assailants and 66% of victims of violence were inebriated at the time of the incident. The article also stated that Jans Stoltenbert, Prime Minister, is pushing forward for alcohol service to stop earlier to decrease violence and make communities safer.

A collection of articles from PRC’s community trials were featured in a special edition for Addiction. Below is the reference to the edition and other related resources. Another PRC study posted on our resources site tells how a city in Brazil prohibited the sale of alcohol at bars and restaurants between the hours of 11pm and 6am in 2002. Since then “phenomenal statistics” revealed a 47% decrease in murders, road accidents declined by 30%, assaults on women decreased by 55%, and alcohol-related hospital admissions down by 80%.

Holder et al (2000). Effect of community-based interventions on high-risk drinking and alcohol-related injuries. Journal of the American Medical Association, 284(18), 2341-2347.

[http://www.prev.org/prc/harold/images/jama\\_article.pdf](http://www.prev.org/prc/harold/images/jama_article.pdf)

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[http://resources.prev.org/inthenews\\_BrazilClosingTime.htm](http://resources.prev.org/inthenews_BrazilClosingTime.htm)

## Parents OK with Youth Drinking

In the UK, police officials in the seaside town Newquay, Cornwall are calling attention to parental responsibility in regards to youth drinking alcohol. They reported 70% of inebriated teens apprehended claimed that the alcohol had been given to them by their parents. When officers contacted parents, they were often chastised for ruining the kids “fun”. The teenagers, many 15 or 16 years of age, were on holiday to celebrate the end of exams taken to complete the first stage of secondary school.



Over 4,000 youth under the age of 18 visited Newquay last summer, a town with less than 20,000 residents, and officers confiscated more than 6,000 cans or bottles of alcohol. One group of four boys brought over 100 alcoholic drinks with them. 71 families were sent letters about their children’s conduct, and for the more serious cases officers called parents and ordered them to come pick up their children. Some parents argued with police, one mother saying “Haven’t you ever had fun? You are stopping my son having fun, it’s outrageous”.

**What’s Your opinion?** Based on recent study results provided below, do you agree with the conclusions made by researchers? Why or why not? We would enjoy your feedback.

Recent studies on adolescent drinking and ethnicity conclude that White youth tend to drink more. One study examined the age youth initiate and how it related to the persistence of drinking alcohol. They found that White youth tend to start drinking at an earlier age and were more likely to continue drinking alcohol as compared to Black adolescents, and that Hispanic youth drinking habits fell somewhere in between. Another study concluded that Black and Asian youth are less likely than other races to drink alcohol and use drugs. They surveyed over 70,000 youth and found that Native American youth tend to drink and use drugs the most (48%), followed by Whites (39%), Hispanics (37%), and mixed-race youth (36%) as compared to Blacks (32%) and Asians (24%).