



PRC COMMUNITY OUTREACH

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From Mapping to Observing to...Presenting at City Council!

Recently youth and adult partners from the [North County Prevention Program](#) completed a RAMA (Responsible Alcohol Merchant Awards) project, which began with looking at alcohol retailers that were within a mile of a high school in Daly City, CA. Of the 55 alcohol retailers they mapped from surveying the neighborhood, they selected 10 to conduct observational assessments and merchant interviews. They found that 100% of the merchants were unaware of the Lee Law, which states that store windows and clear doors can have no more than 33% bearing alcohol or tobacco ads. Only 2 of the stores were in compliance, and 75% of the stores had 86-100% of their windows covered with alcohol ads. Further, 80% of the stores did not have signs stating the alcohol sale laws.

The recommendations of their study include that alcohol retailers be offered free Responsible Beverage Service Training (RBST), that the city require retailers within 1000 feet of schools to post a sign stating "ID is needed to purchase alcohol", and that violators be required to purchase ID scanners (and that the purchase replace part of the fine). The youth also noted during one of their presentations of these findings that language barriers and lack of training were related to the violations they observed.

On June 25, 2012 the youth presented their findings to the Daly City Council. A video of the meeting can be found at the link below. The youth present at the beginning of the meeting, immediately following initial introductions. It is interesting to note, as mentioned in the video, that the youth presentation just happened to follow a local "bust" in the county which cited six businesses in Daly City for selling alcohol to underage youth. Three of the violators were part of the study. A link to the article is also listed below.

http://www.dalycity.org/City_Hall/Meeting_Agendas_and_Minutes/City_Council.htm

<http://pacificapatch.com/articles/hooters-among-17-businesses-snared-in-north-county-booze-sting>

What is RAMA ?

If you are not familiar with the Responsible, here is a brief introduction and examples of the criteria for merchant recognition, provided by the Center for Human Development's East County Alcohol Policy Coalition.

The Responsible Alcohol Merchant Awards (RAMA) was created to reduce youth access to alcohol in East Contra Costa County. Local merchants have the opportunity to participate and receive points, and can earn enough to receive special recognition to honor the safest and most responsible stores in the community.

Criteria for points include the following:

- Sufficient alcohol-sale-policy signage ("No Sales Under 21")
- Minimal alcohol advertising within the store
- Compliance with Lee's Law
- Internal house policy and policy training for employees
- Participation in a successful decoy operation
- Participation in Responsible Beverage Service (RBS) training

For more information: <http://www.chd-prevention.org/>



Youth in Action! Sacramento Youth Fight for Alcohol Tax Increase

We would like to acknowledge/honor the youth and adult partnerships that use leadership activities and environmental strategies for prevention and policy issues in their communities. Some plans have even gone to the beyond a local city or the county such as one proposal to increase taxes on certain types of alcohol that was initially successful. In 2006, a group of Sacramento Youth (representing Sacramento Friday Night Live Partnership, Students Making a Community Change, and the Friday Night Live California Youth Council) petitioned the California State Board of Equalization (BOE) to increase taxes on alcopops as a way to reduce underage drinking. The central theme of the petition was that alcopops contain distilled spirits, and should thereby be properly taxed at the higher distilled spirit tax rate rather than the lower beer tax rate.

In 2008, the BOE voted to increase the tax on flavored malt beverages to \$3.30 a gallon from the previous 20 cents per gallon by reclassifying certain types of drinks that were initially under the same classification as beer. Youth first met with staff members of the Board of Equalization and then testified at two public hearings. A researcher from the Marin Institute (now called Alcohol Justice) supported the new tax, stating that it could decrease the number of youth drinking alcopops as much as 35%. In 2011 the BOE further proposed that certain wines be classified as distilled spirits and their tax also be increased to \$3.30 a gallon.

Unfortunately, recent state appeals court ruling cut the taxes on flavored malt beverages back to 20 cents a gallon, the amount previously set by the ABC, and those who overpaid their tax since the 2008 increase can claim a refund. Dr. Jim Kooler, Administrator California Friday Night Live Partnership, stated: "It is unfortunate that the Board of Equalization is not willing to hold the alcohol manufacturers to following the law. If the product includes distilled spirits it should be taxed as a distilled spirit. Distilled spirits are taxed at a higher rate than beer and wine, so the manufacturers want the lower rate to keep their product lower priced, making it more affordable for the target market - young people. Not many adults choose the fruity flavored drinks made by adding distilled spirits- they are simply training drinks to lead young people into a stronger alcoholic products. Check for yourself next time you are in the grocery store- cruise the cold alcoholic beverage aisle and see if each distilled spirit manufacturer has a brightly colored, fruity flavored drink that will attempt to build brand loyalty. It is time for alcohol manufacturers to pay their fair share and not be a distilled spirit product hiding in a beer tax bracket."

The transcript of the December 2006 presentation to the BOE is available online at:

http://www.boe.ca.gov/regqs/pdf/rptrans_121206.pdf

This should not be considered a failed project by the youth, but as a learning experience. Youth leaders and their adult partners continue diligently and effectively in their efforts to reduce underage drinking and engage in a number of other projects to benefit their communities.

From Healthy Alcohol Marketplace:

A recent call for action reports concerns over increases in deregulation and cheap alcohol that may undo many of the changes made to reduce underage drinking and driving under the influence. The United States is currently reported to have one of the lowest rates in underage drinking, but serious concerns remain, for example, youth who start drinking alcohol before the age of 15, who are more likely to experience problems with drinking over their lifetime. This is also a time when the brain is at a crucial stage of development and more vulnerable to damage through alcohol consumption. Other issues of concern include adult drinking rates, which are increasing to a 25 year high, and adult binge drinking rates.

Interlock law: Preliminary results from Kansas Ignition interlocks are devices connected to a car's ignition to detect alcohol in the driver. The device will 'lockout' if it detects alcohol at a specific level. For Kansas, this level is set at .04 for drivers with a DUI conviction. For the first year of the program, July 1, 2011 to June 30, 2012, the Kansas Department of Transportation reported 59 alcohol-related fatalities compared to 125 and 137 for the two previous years respectively. This is just the latest in a large body of research showing the effectiveness of interlock programs. More and more states are adopting these programs for first offender drunk drivers and the recently passed federal surface transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), includes incentives for states to enact laws mandating interlocks for all impaired driving offenders. Information from the California Department of Motor Vehicles on the ignition interlock devices can be found here: http://www.dmv.ca.gov/pubs/brochures/fast_facts/ffdl31.htm

COMPREHENSIVE COMMUNITY APPROACHES REDUCE UNDERAGE DRINKING AND SALES TO MINORS

Community-based alcohol access reduction and enforcement approaches along with less permissive community drinking norms can reduce sales to minors and underage drinking. Two recent research projects carried out by the Prevention Research Center of the Pacific Institute for Research and Evaluation show the power of community action in addressing this health and safety problem. The first study, carried out in partnership with the Oregon Research Institute, used random assignment of 36 Oregon communities to test the effectiveness of a community-based intervention designed to reduce youth access to alcohol. Half of the communities implemented the program and half did not. The intervention components included community mobilization highlighting local underage drinking data and increasing awareness of the risks of underage alcohol consumption, coupled with a reward and reminder programs for retailers – rewarding them for refusing sales to minors and reminding them of the law if they sold to young-looking patrons without ID. In addition, local law enforcement agencies were recruited and trained to enhance their enforcement of underage drinking laws, which included compliance checks to prevent sales of alcohol to minors, surveillance activities designed to prevent adults from purchasing alcohol for minors, and intervening in underage drinking parties. Local media outlets publicized the program.

These activities were found to reduce the likelihood that retail clerks would sell alcohol to underage-looking buyers. The rate of sales to minors was reduced from almost 24% in the intervention communities before the program to less than 10% after the program was implemented. The control communities also experienced a decrease in sales to minors, but not as great as the intervention communities. The researchers hypothesized that the more general decrease could have resulted from media attention to the intervention that may have spread beyond the target communities into nearby communities as well as the possibility of communication among retailers in different communities.

Despite the decrease in sales to minors, no statistically significant differences were observed in underage drinking or the perceived availability of alcohol as reported by high school students surveyed in the intervention communities. Communities with the most vigorous enforcement efforts, however, experienced significantly greater reductions in drinking and binge drinking among high school students than communities in which enforcement activities were less intense.

The second study showed the effects of enforcement, alcohol outlet density and community drinking norms on underage drinking in 50 California cities. An assessment of the level of local alcohol enforcement was based on grants received from the California Alcoholic Beverage Control agency for enforcement of underage drinking laws. Outlet density was based on the number of on- and off-premise outlets per roadway mile in the community. Drinking norms in the city were measured by asking about alcohol use in a survey of 8,553 adults. Underage drinking was measured by surveys of 1,312 adolescents in 2009 and 2010.

Communities with a higher density of alcohol outlets and higher levels of drinking among adults also had more underage alcohol use. Communities that had more vigorous enforcement activities had less underage drinking.

Adult alcohol use, outlet density and enforcement appear to affect youth drinking indirectly through adolescents' perceptions and beliefs about the availability of alcohol, enforcement of underage drinking laws, and perceived acceptability of alcohol use. The importance of adolescents' perceptions indicates that alcohol may be more readily available to adolescents (especially from social sources) in communities where alcohol use is more normative and acceptable.

Dr. M.J. Paschall, a PRC scientist on both studies stated, "These findings suggest that intensified efforts to enforce underage drinking laws, combined with efforts to publicize these efforts and garner public support for them, *can* have an impact on consumption. In addition, adult drinking norms and consumption patterns at the community level maybe important influences on underage drinking and should be targeted in interventions to reduce drinking and drinking problems among young people. These findings also suggest that media campaigns or social marketing may be an important component of prevention programs. In particular, increasing awareness and visibility of enforcement activities may be essential to obtain a deterrent effect."

The full studies appear in *The American Journal of Community Psychology*, DOI 10.1007/s10464-012-9529-3, published on line July, 2012 and *The Journal of Studies on Alcohol and Drugs*, 73, 657–665, 2012.

New Journal! *The International Journal of Alcohol and Drug Research Vol 1, No 1 (2012)* can be found at <http://www.ijadr.org/index.php/ijadr/index> and the first issue with articles linked at <http://www.ijadr.org/index.php/ijadr/issue/view/1>

Drinking, Smoking and Drug Use among Youth: Europe and US Comparisons

A recent report has compared drinking and smoking tobacco among youth (ages 15-16) in the United States and 36 European countries. Overall American youth had the second lowest proportion of alcohol and tobacco users. For those who drank alcohol during the past 30 days, Icelandic youth had the lowest proportion of drinkers at 17% while the average of the European countries was 57%, American youth reporting an average of 27%.

Similarly, for smoking tobacco Iceland had the lowest percent of tobacco users at 10%, with American youth reporting at 12%, and overall the average proportion of European youth smoking was 28%. Results differed for drug use, American youth having the highest proportion of users of all countries. American ranked third for using marijuana (18%), just behind France (24%) and Monaco (21%) and the overall European youth average was 7%.

For other drugs American youth ranked the highest in using any illicit drug (not including marijuana) in their lifetime at 16% while the European youth average was 6%.

More results:

	American youth	European Youth	<i>American and European youth had nearly the same average proportion of users for the following drugs: Cocaine (3%); inhalants (10%); crack (2%).</i>
Hallucinogens:	6%	2%	
Ecstasy:	7%	3%	
Amphetamines:	9%	3%	

<http://www.counselheal.com/articles/1910/20120602/american-teens-less-european-use-cigarettes-alcohol.htm>

New Facebook site for PRC Community Outreach!

Visit the following link to check out our site. If you have any news, research, events to announce, please contact LisaMarie at lmiramontes@prev.org.

<http://www.facebook.com/pages/PRC-Community-Outreach/298181610267253>

Congratulations to Redwood City/North Fair Oaks' Healthy Neighborhood Stores Network launch!

On July 20, 2012 youth leaders from the Youth Leadership Institute held an event to celebrate their third store makeover. The Healthy Neighborhood Stores Network/Las Tienditas Saludables project was developed after the youth surveyed people in North Fair Oaks and found that 80% wanted better access to fresh foods and vegetables in their neighborhood, and to purchase these items at smaller stores. The youth worked with the store owners on placing more fruits and vegetables on display and with strategies to prevent underage youth access to alcohol. These strategies included removing alcohol ads, moving the alcohol to less visible locations in the store, and posting signs stating "You must be 21 to purchase!". One store chose not to sell alcohol anymore. At the launch, the youth led a walking tour to each of the stores. Visitors took turns touring each store as the youth leaders discussed the makeover process at each location. Fresh food and other delights were available to the many visitors who repeatedly expressed their praise of the makeovers. Below are links to the video

http://www.youtube.com/watch?v=sc2EZeB_fwk

<http://yli.org/video>

