



PRC COMMUNITY OUTREACH



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

April, 2011

For this issue, we start with two articles from UDETC and PRC Researchers. Also included is more of the Youth Advisory Board's *Youth Access Survey*. We hope you continue to enjoy our newsletter and share it with others. Let us know of any prevention efforts in your community that you would like to share with our readers.

New Study Finds that Teen Drinking May Not be "Just a Phase"

Problem drinking during the late teenage years is a real problem, not just a phase, and can signal problem drinking in young adulthood, according to a new study CNN Health reports recently. The findings are published in *Alcoholism: Clinical and Experimental Research*.

Lead study author Richard R. Rose of Indiana University stated, "The key finding was that the more drinking-related problems experienced by an adolescent at age 18, the greater the likelihood that adolescent would be diagnosed with alcoholism seven years later, at age 25." He went on to explain, "The analysis of co-twins ruled out factors such as parental drinking and household atmosphere as the source of the association, because twins jointly experience these." Rose said that because twin teens in the study had the same parental, environmental and genetic factors, the results provide strong evidence that drinking behavior at age 18 is a strong predictor for drinking behavior at age 25.

The study involved 597 twins enrolled in long-term Finnish study of twins. At age 18 the twins took the Rutgers Alcohol Problem Index (RAPI), which is a self-administered questionnaire designed to measure alcohol drinking related problems. Rose said the RAPI is one of the most widely used assessments of problematic teen drinking. Study participants were later interviewed in person at age 25 to assess alcohol dependence.

The study found that 52% of teens had RAPI scores reflecting problematic drinking at age 18, and those results held at age 25 when the young adults were tested for alcohol dependence. 46.2 % met the criteria for alcohol dependence and 1.5% for alcohol abuse. RAPI scores in late teen years "robustly predict alcohol diagnoses in early adulthood. Accordingly, our results also provide new evidence that one pathway to problem drinking in early adulthood is a direct one from problem drinking in adolescence," according to the study. Rose says the findings show that teen drinking problems can chart a course to problems with alcohol in young adulthood.

<http://www.udetc.org/> (from the Monthly Resource Alert: March 2011)

From PRC Researchers!

A major study carried out by PRC shows that heavy and dangerous drinking among college students can be reduced by changing the campus environment. The results of the Safer California Universities study focus on the total environment of heavy drinking prevention, rather than on individuals.

Eighteen hundred deaths annually are attributed to heavy drinking among college students. In addition, alcohol contributes to 97,000 sexual assaults and many other injuries as well as to academic problems.

The study included eight of the University of California's campuses, as well as six campuses within the California State University system. Half of the schools were assigned to the Safer intervention program. Included in the Safer interventions were 1) nuisance party enforcement operations that stepped up police response to disruptive parties and parties where alcohol was served to minors, 2) minor decoy operations to prevent sales of alcohol to minors, and 3) driving-under-the-influence checkpoints. Campus and local media were used to increase the visibility of environmental strategies.

The study showed that students at Safer intervention universities were less likely to become intoxicated at off-campus parties. It also showed that Safer universities students were less likely to drink to intoxication during the last time they drank in other settings. The strategies had the effect of reducing the incidents of intoxication among students by an average of 10,000 cases per campus per semester. The universities with the strongest implementation of the strategies had the greatest decreases in student drinking.

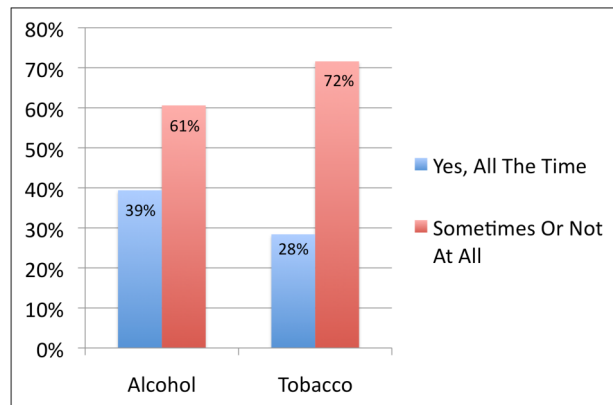
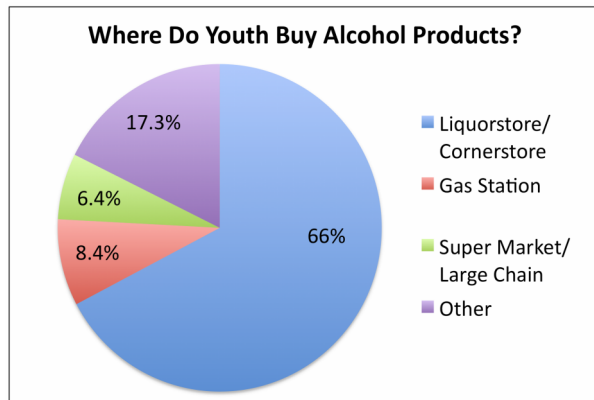
"These findings should give college administrators some degree of optimism that student drinking is amenable to a combination of well-chosen, evidence-based universal prevention strategies," commented lead investigator Robert F. Saltz, PhD, Pacific Institute for Research and Evaluation (PIRE), Berkeley, CA. "Here, one set of alcohol control strategies was found to be efficacious, but other combinations may work as well, or even better. With a growing body of such evidence, and combined with strategies already shown to be effective, it will be possible to craft a comprehensive prevention program that ratchets down the harm currently produced by alcohol use on and near college campuses."

Robert Saltz was interviewed for KPBS Radio, 89.5 FM in San Diego. The interview can be heard at http://www.ajpm-online.net/content/podcast_collection.

The full article can be found in the *American Journal of Preventive Medicine*, Volume 39, Issue 6 (December 2010), and is entitled "Alcohol Risk Management in College Settings: The Safer California Universities Randomized Trial" by Robert F. Saltz, PhD; Mallie J. Paschall, PhD; Richard P. McGaffigan, MSW; and Peter M. Nygaard, PhD.

Youth in Action

As mentioned in the previous (December) issue, the Youth Advisory Board (YAB) from Sequoia High School in Redwood City conducted a survey on youth access to ATOD. In this issue, we present some of the results and other information from their final report and dissemination of the results. The study was conducted last Spring of 2010, and surveyed 462 students from Sequoia High School.



Other findings include:

- 3 out of 5 youth reported that pressure to use alcohol (64.4%), tobacco (64.8%), or other drugs (70.6%) comes from friends.
- 3 out of 4 youth reported that friends are most often the source of alcohol (72.9%), tobacco (74.7%) and other drugs (76.9%)
- more than 7 out of 10 youth reported that they most often see youth use alcohol (77.3%) and other drugs (59.8%) at social events and house parties.
- 1 out of 4 youth (25%) reported that they most often see other youth using tobacco products at the park.
- 2 out of 3 youth (66.0%) of the students surveyed reported that most youth buy the alcohol products they use from a cornerstore (7-11's, etc.) or liquor store.

Here are a few of YAB Recommendations:

- Local prevention efforts should explore how a Social Host Ordinance can be adapted locally in Redwood City to change our community norms so that it is not acceptable for adults to provide ATOD to young people or tolerate use.
- Local policy-makers should suspend licenses and the privilege of selling alcohol from store merchants who sell alcohol to minors that are within a mile radius of all high schools in Redwood City. Currently when a store is caught either selling or providing alcohol to a minor they are typically issued a misdemeanor citation ticket in which there is usually a fine attached. The storeowner may also have their license suspended for a period of time.
- Local policy-makers and the San Mateo County Environmental Health Department should mandate that ID scanners be available at low or no cost to owners of stores that sell tobacco and/or alcohol.
- All sales clerks AND store owners in Redwood City should attend a Responsible Service Beverage Training (RSBT). This will properly train clerks to ID youth that attempt to purchase alcohol and tobacco.
- The Redwood City/North Fair Oaks Prevention Partnership should conduct outreach to non-English speaking merchants with culturally sensitive materials about how to properly ID youth and to intentionally outreach to and build trusting relationships with local storeowners.

Community Action

In addition to presenting results to the Prevention Partnership in Redwood City, YAB has:

- Presented the results to Sequoia High School's administration, who agree with their recommendations
- Presented to a representative from Parks and Recreation, who stated they will look into increasing signage in park regarding smoking
- Participated in AOD Awareness at Sequoia High School educating students about prevention
- YAB youth representatives have worked with Prevention Partnership on specific community issues

For more information on the complete survey and YAB activities, contact: Brian Lau (brian.lau@yfes.org) or Fahad Qurashi (fqurashi@yli.org)

Focus Issue: Facebook and Alcohol

Facebook Ads and Underage Drinking Prevention

In Kansas, US, the New Tradition Coalition recently launched a campaign on Facebook targeting underage youth (ages 16-20) looking for fake ID's. An advertisement was placed on Facebook called Fake ID 101, funded by the Kansas Department of Transportation, using a popular image from the movie Superbad showing character McLovin showing his fake ID to friends. Those who click on the link are directed to the New Tradition Coalition website which gives information about the dangers of drinking and substance abuse. Within two months the reported 5,000 responses to the advertisement.

For more information on the campaign, see <http://www2.ijworld.com/news/2011/feb/26/no-faking-lawrence-police-cracking-down-bogus-ids/>

From the Editor: After finding these stories at iiaaonline.org, we found that Facebook has a number of sites for alcohol education and prevention. Listed below are some examples:

Science Inside Alcohol: <http://www.facebook.com/pages/Science-Inside-Alcohol/33451484521>

Alcohol Prevention for Parents: http://www.facebook.com/note.php?note_id=174385925922735&comments

YADAPP (Youth Alcohol and Drug Abuse Prevention Project)
<http://www.facebook.com/pages/YADAPP-Youth-Alcohol-and-Drug-Abuse-Prevention-Project/52068983934>

Erie County Council for the Prevention of Alcohol and Substance Abuse
<http://www.facebook.com/pages/Erie-County-Council-for-the-Prevention-of-Alcohol-and-Substance-Abuse/122564307776043>

Facebook Drinking Game “Busted” by Concerned Citizen

West Vancouver Police were tipped off to a drinking game posted on Facebook by a citizen who recognized a number of local teens on a site which challenged members to drink a lot of alcohol within a short amount of time and then post videos of the results. Police contacted both parents and their teenagers identified as site members to the station in order to discuss the dangers of drinking. The Police Department also reported the site to Facebook, and said that a disclaimer was added to the site, stating that it was for adults only.

Canada <http://www.nsnews.com/WVPD+reacts+Facebook+drinking+site/4058876/story.html>

College drinking resources at PRC/PIRE:

Preventing Alcohol Problems Among College Students: A Campus and Community Resource Guide

Drinking among college students has long been a source of serious health and social problems. These include acute problems, such as alcohol poisoning and alcohol related traffic crashes, as well as long range problems, such as academic failure and chronic alcohol abuse. The US government as well as states, private foundations, and concerned parents and students have brought attention to this problem. Research has been carried out to measure the magnitude and nature of the problem and to identify effective interventions.

Much of the most promising research points to the importance of coordinated efforts by colleges and communities to change the ways in which alcohol is advertised, promoted, sold, and served to young people. Following is a list of on-line resources that can provide information and ideas for action.

<http://resources.prev.org/collegeresources.html>
<http://resources.prev.org/documents/JSADSuppPressRel1overall.pdf>

More resources:

<http://www.udetc.org/documents/EnvStratCollege.pdf>
<http://www.udetc.org/Publications.htm>

In the Headlines!

Education Alternative for Underage Drinkers

Since October 2009, the Oxford Police Department has offered an alternative for underage drinkers. Offenders are offered to complete a course with the Police Department's Alcohol Education Program and 20 hours of community service in order to have their records sealed. About 400 offenders have participated since the program began.

From the Oxford Press, OH

<http://www.oxfordpress.com/news/oxford-news/second-chance-for-underage-drinkers-1066568.html>

New driver's license

Last fall the California Department of Motor Vehicles announced that a new design for driver's license and identification cards with additional security features would be issued. One of the features is that card holders under 21 years of age will be issued a vertical, portrait layout.

The recommendation for this new layout to help identify individuals under the drinking age was recommended by researchers at PIRE more than a decade ago. PIRE researchers also prepared the Law Enforcement Guide to False Identification published by the US Department of Justice. The full report can be found at <http://www.udetc.org/documents/FalselIdentification.pdf>

Indonesia authorities are addressing concerns over underage drinking in their country where the selling of alcohol is prohibited to those under 21 years of age. Reports of youth drinking after school are common, and reports have found that students have no problem buying alcohol (and tobacco) in shops or being served alcohol in restaurants, even when they are still wearing their school uniforms. Stricter rules will be implemented, and the Ministry of Education has encouraged schools to start educating students on alcohol and tobacco.

Jan 4, 2011

German Youth: Change in Drinking Culture

In February, the Federal Center for Health Education (BZgA) announced in Berlin that the number of German teenagers drinking has dropped 50% compared to a study conducted in 2004. However, they found that dangerous drinking remained stagnant. 7,000 teenagers and young adults were surveyed. Here are some of the findings.

Percent of youth ages 12-17 reporting having consumed alcohol at least one time per week:

1979: 25% 2004: 21% 2011: 13%

Percent of young adults reporting having consumed alcohol at least one time per week:

1973: 67% 2011: 35%

While these numbers show quite a decrease in drinking alcohol, there was still concern for reports of binge drinking. Eight percent of young males reported getting intoxicated (defined as consuming five or more drinks during one occasion) at least once a month, showing no change from a 2009 report.

The BZgA further reported that young drinkers remain uninformed to the dangers of drinking alcohol, and that over half of the 12-17 year olds surveyed stated that alcohol made it easier to meet others, and almost 20% reported that drinking alcohol helped them "forget their problems".

For more on European youth drinking, see our newsletter article "Drinking Age Debate" (<http://resources.prev.org/documents/newsletters/PRCDisslssuel.pdf>) and from the Resources website "Youth Drinking Rates and Problems" (<http://resources.prev.org/documents/ESPAD.pdf>)