



PRC COMMUNITY OUTREACH



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

July, 2011

Call for Action!

California's Community Colleges Seek Partnerships for Alcohol Prevention

Many of California's universities, the California State University and University of California systems, have been working to reduce alcohol-related issues on campuses and their surrounding communities. However, these efforts do not include any of California's 108 community colleges which serve more than two million students statewide and also experience alcohol problems on campus and in neighboring communities. Community colleges tend to have a large population of older students and students enrolled in vocational program or attending part-time, and most do not offer any type of campus housing. Furthermore, these students are also more likely to continue living in the surrounding community and could be valuable sources to help combat alcohol issues on campus and in the community. To read more and see contact information, visit:

http://www.marininstitute.org/alcohol_policy/campus_community.htm

Success story from the Underage Drinking Enforcement Training Center (UDET)

May 2011: Mississippians successful in passing a statewide social host law!

On March 30, 2011, Governor Haley Barbour signed into law the Mississippi statewide social host bill. The statewide law, effective July 1, 2011, was unanimously passed by both the House and the Senate and becomes effective July 1, 2011. The social host bill makes adults liable for knowingly allowing underage drinking parties on their property. The law applies to any private property, including deer camps or lake houses and imposes a maximum fine of a \$1,000 fine and/or 90 days in jail.

"The purpose of this bill is to hold parents accountable for knowingly allowing underage drinking parties to take place either within their homes or on their private property. ...Policies such as a social host law do just that," said DREAM's Caroline Newkirk, Statewide Underage Drinking Prevention Coordinator and EUDL Leadership Institute graduate. The Mississippi coalition reported that 28 percent of Mississippi's students aged 13 and younger have tried alcohol and that this statistic increases the closer they get to graduation. "Forty to fifty percent of eighth graders report that it's easy to get alcohol," Newkirk said. Benefits of passing a social host bill include:

- Ø Decreases underage drinking and drinking-related consequences (i.e., car accidents and fatalities, violence, sexual assaults, and risky behaviors);
- Ø Reduces the long-term effect of underage drinking. (95% of adult alcoholics began drinking before age 21); and
- Ø Reduces the number of underage drinking parties by holding adults liable for knowingly hosting such parties.

In the past, local officials have had to rely on charging adults with contributing to the delinquency of a minor. The stronger penalty and the criminal liability associated with the social host law should make parents or other adults consider the consequences of hosting parties. For further information contact:

Ms. Jackie Ledger, EUDL Coordinator

Phone: (601)987-4171 **E-Mail:** jledger@mdps.state.ms.us

Ms. Caroline Newkirk, Underage Drinking Coordinator

Phone: (601) 933-9165

E-mail: cnewkirk@dreaminc.org

Research tools : Using mapping programs

Using maps and mapping database programs such as ArcGIS (Geographic Information Systems) can enhance research and support policy change. ArcGIS combines attribute and spatial information, and is used in many fields (such as ecology, history, public policy, public health, engineering, education). The two articles below are examples of studies that used maps to look at liquor store outlets. The Pacific Institute examined how close liquor stores in Contra Costa County are located to schools and parks using ArcGIS, and the EPIC Youth program looked at violations of West Oakland liquor stores.

Our resources site recently uploaded a presentation on using GIS for alcohol policy. It can be found at:

<http://resources.prev.org/documents/FreisthlerEUDL2010Conference.pdf>

If you would like to learn more about ArcGIS courses in the Bay Area and educational resources, contact the editor.

East bay liquor stores: Research using GIS (mapping database program)

The Pacific Institute in Oakland, CA, which focuses on environment protection, economic development and social equity, examined liquor stores and community health in Richmond, North Richmond, and San Pablo. The report starts with a narrative about an 8th grader assigned to observe what he sees on his ten-block walk to school. The student decides to buy a soda for each liquor store he passes, and upon arriving to school he has accumulated 6 cans of soda and bypassed a few stores that had questionable activity going on.

The report presented data that included the number of alcohol outlets per city, density of alcohol outlets per 10,000 residents, and cities with liquor stores located within 1,000 feet of a school or park. The cities with the highest number of liquor stores near a park or school were San Pablo, Concord, and Richmond. Richmond had the most, 25 out of a total of 64 liquor stores in the city were located near a park or school. Concord was found to have 20 out of 59 liquor stores near a park or school, and San Pablo 14 out of 38. The cities with the lowest number of liquor stores near a park or school included Moraga (1 out of 5), Pinole (2 out of 5), San Ramon (2 out of 21), and Danville (3 out of 17). The report did not list cities with zero liquor stores near a park or school, and also noted that Richmond and San Pablo have 25% of Contra Costa County's liquor stores, but only represent less than 14% of the county population.

To read the report, go to: http://www.pacinst.org/reports/measuring_what_matters/issues/liquor_store.pdf

Pacific Institute website: <http://www.pacinst.org/>







From EPIC (Environmental Prevention in Communities:

West Oakland Liquor Stores:...It's pretty ugly

Based on a 1996 CA Alcoholic Beverage Control regulation, West Oakland has an over concentration of off-sale alcohol outlets (liquor stores). In 2009, the EPIC youth program looked at liquor stores in West Oakland using census tract data. Over a period of six weeks, EPIC youth interns conducted observational storefront surveys, cold calls and photo documentation of all the liquor stores in West Oakland within the boundaries of I-580, I-880 and I-980 freeways. EPIC interns then developed a data chart, Google map, fact sheet and wrote an editorial about their findings.

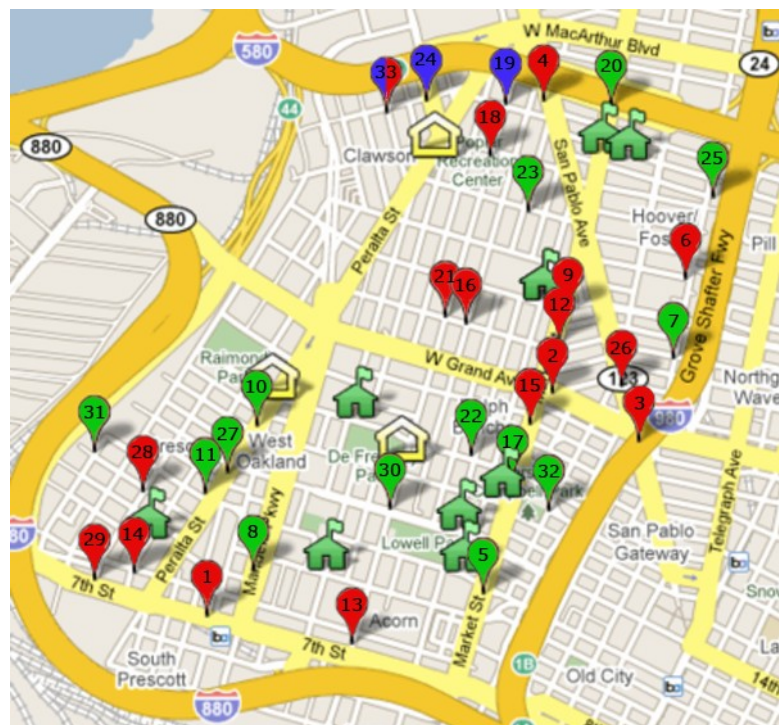
All other West Oakland liquor store data used in this report was obtained from the California Alcoholic Beverage Control's website (www.abc.ca.gov) in July 2009. The population and demographics data was obtained from the 2000 US Census. (www.census.gov)

Of the 33 liquor stores in the area, 19 of them had a total of 31 violations. And ten of these stores had multiple violations, 9 of which had their license suspended at least once. For sales to underage drinkers, 15 of the 19 disciplined stores had sold to minors, and of those 15, 6 had done so more than once. Overall, of the liquor stores in the area 58% had broken the law and 79% of the disciplined stores had sold to minors.

-  Sales to Minors Violation (19/33)
-  Sales to Minors Violation and Stolen Property Violation 1/33
-  No Violations (14/33)
-  Stolen Property Violation (3/33)
-  School
-  Community Center

To view the entire report:

http://issuu.com/celanapearson-ahtye/docs/west_oakland_liquor_store_report-final_copy
<http://www.oaklandnet.com/government/ceda/revised/planningzoning/Commission/November-18-09/>



Correction: The Youth Access Survey discussed in Issue V is actually the YLI Youth Access Survey, a model survey implemented throughout the state. For more information on the survey, contact the Youth Leadership Institute's Research and Evaluation department through Dr. Jennifer Juras at jjuras@yli.org

More Memory Research!

Working Memory

In previous newsletter editions we have presented information on alcohol effects on brain development and memory. A recent study looked at how working memory can influence alcohol consumption among problem drinkers. Working memory, our ability to store and manage information and perform conscious tasks, if weakened can increase automatic impulses that allow irresponsible drinking behavior. The researchers decided to explore whether training working memory help people control their alcohol consumption. They found that training working memory has positive effects on people's working memory and decreased their alcohol assumption for over a month after training.

To read the full abstract: <http://alcoholreports.blogspot.com/> and search for postings on June 18, 2011

Declarative memory: stores memories than are consciously recalled such as facts, events, and personal experiences. Also referred as explicit memory, and is stored in long term memory.

A recent study examined declarative memory among binge drinking (BD) students and non-binge drinking (non-BD) students. The 122 university students, 18-22 years old, were given neurological assessments to measure verbal and non-verbal declarative memory. Results found that BD students remembered fewer words and performed worse in logical memory at both immediate and delayed recall. There were no differences among gender and BD, and findings support previous studies associating binge drinking with poorer verbal declarative memory. There were no differences in measuring visual declarative memory among BD and non-BD students. <http://alcoholreports.blogspot.com/2011/05/binge-drinking-and-declarative-memory.html>

Abstract Alerts:

Carpenter, Christopher, and Carlos Dobkin. 2011. "The Minimum Legal Drinking Age and Public Health." *Journal of Economic Perspectives*, 25(2): 133-56.

This article discusses the debate over the drinking age and suggests that lowering the age to 18 could increase deaths among 18-20 year olds by 8%. Most interesting from the article is comparing mortality of people who were born just a few years apart between 1975 and 1993, when the drinking age was lowered in some states. For more information on the article, go to: <http://blogs.wsj.com/ideas-market/2011/05/20/keep-the-current-drinking-age/>
Full article: <http://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.25.2.133>

Article abstract: <http://www.aeaweb.org/articles.php?doi=10.1257/jep.25.2.133>

New!!!

The combating Underage Drinking Coalition in Baltimore County, Maryland, has united members from Baltimore County Policy, the Towson University, the Baltimore County Liquor Board and others organizations to fight underage drinking and other alcohol-related issues both on- and off-campus. Below are some materials developed by the collaborative and used to combat alcohol problems in the community. For more on the collaborative, read their Success Story at http://www.udetc.org/documents/success_stories/MD0708.pdf#xml=http://search.preventionresearch.info/texis/search/pdfhi.txt?query=towson&pr=UDET&prox=page&rorder=500&rprox=500&rdfreq=500&rwfreq=500&rlead=500&sufs=0&order=r&cq=&id=48a7be6a0

http://www.udetc.org/documents/success_stories/MD0708.pdf#xml=http://search.preventionresearch.info/texis/search/pdfhi.txt?query=towson&pr=UDET&prox=page&rorder=500&rprox=500&rdfreq=500&rwfreq=500&rlead=500&sufs=0&order=r&cq=&id=48a7be6a0

[Doortag: Having a Party? Don't Get Busted!](#)

[Doortag: Have You Met Your Neighbors?](#)

[Cooperating Taverns and Alcohol Retailers' Agreement](#)

[Alcoholic Beverage Service Policy](#)

Having A Party? Don't Get Busted!

Your neighbors have probably lived in their homes for a long time. **They care about their community and would welcome knowing that you care about it as well. Take the time to meet them and find out what is important to them.** You may be able to help them and vice versa!

Want to know what your neighbors are thinking?

- Will you keep the apartment or home you are renting clean or will trash and unkempt lawns be a problem?
- Will the noise level be off the charts or will you be respectful of their needs (especially families with small children)?
- When you have friends over will you be responsible for their behavior (parking cars on the lawn, shouting, increased traffic, litter)?

Planning A Party?

- Talk to your neighbors beforehand
- Give them your phone number so they can call you if a problem arises
- Check outside periodically to observe what's happening
- Provide food and non-alcoholic drinks for your guests
- Make sure everyone who has been drinking has safe transportation home
- Overcrowding can lead to problems. It is impossible to control a loud and boisterous crowd.

Protect Yourself

Know The Law!

Noise Ordinance- In Baltimore County is in effect from 11 p.m. until 7 a.m. There is also a "no undue noise" ordinance that prohibits extreme noise levels at any time.

Open Container Law – It is illegal for a person to possess an open container of an alcoholic beverage in a public place. Fines range from \$500 for a first time offense to \$1000 for a subsequent offense.

Underage Drinking Law- It is illegal for anyone under the age of 21 to possess or have within their control any alcoholic beverage. Fines range from \$500 for a first offense to \$1000 for a subsequent offense.

Furnishing Alcohol for Underage Consumption- It is illegal to knowingly furnish or purchase alcohol for consumption by an individual under 21. Fines range from \$500 for a first offense to \$1000 for a subsequent offense.

A safe environment for everyone is the goal!

East Bay honors their own!

Contra Costa County's Alcohol and Other Drugs Advisory Board, who every year honor select volunteers and county staff working with alcohol and substance abuse issues, recently honored community activist Naomi Williams and Police Sergeant DeWayne Williams (no relation). Naomi Williams has long worked on keeping new liquor stores from opening near parks and schools, and has participated in "ride-alongs" with police offers to target liquor stores selling to minors. Officer DeWayne Williams has long been involved with the West County Alcohol Policy Working Groups, working to prevent new liquor stores from opening and preventing youth access to alcohol as well as helping educate merchants and promoting effective peer education programs in the community.

Alcohol Prevention and School Programs

Researchers looked at 53 studies conducted around the globe (North America, Europe, and others) to compare drinking among youth (ages 5-18) who participated in school-based prevention programs and those who did not participate in the school-based prevention programs. While they found school-based prevention programs were not always effective in youth drinking alcohol, they found that general prevention programs, such as those focusing on life skills or behavior management, were more effective than alcohol-specific prevention programs. (note: 47 of the studies were from North America).

From: http://www.upi.com/Health_News/2011/05/16/Some-school-alcohol-prevention-effective/UPI-87741305604044/#ixzz1PgZaeLLm

College Students Respond Better to Positive Anti-Binge Drinking Messages

MU researchers find "gain-framed" PSAs more effective at curbing

college students' binge drinking – by Nathan Hurst, Senior Information Specialist at the University of Missouri

COLUMBIA, Mo. – Binge drinking among college students has long been viewed as dangerous and destructive. Government and non-profit health organizations spend millions of dollars annually on public service announcements (PSAs) aimed at dissuading college students from hazardous drinking habits. These organizations primarily use "loss-framed", or negative messages, to show the dangers of binge drinking. Now, University of Missouri researchers have found that "gain-framed", or positive messages, are much more effective in convincing college students to abandon binge drinking.

Joonghwa Lee found that gain-framed, or positive messages are much more effective in convincing college students to abandon binge drinking.

Gain-framed messages portray positive reasons for avoiding risky behavior such as improved grades or more fulfilling relationships. Alternatively, loss-framed messages focus on negative consequences, such as failing school or suffering from health problems. Through in-depth interviews of college students, Joonghwa Lee, a doctoral candidate at the Missouri School of Journalism, identified four areas of interest for college students regarding the effects of binge drinking: relationships, academic success, health, and control safety.

"We found that gain-framed anti-binge drinking messages featuring relationships and academic performance were much more effective in convincing students to avoid binge drinking than negative messages," Lee said. "College students want to know how an action will help them, not how they could be hurt. Not many college students respond well to threats."

(and below is the rest of the article, I didn't paraphrase and author said we can use whatever parts or all)

For the study, participants received either gain-framed or loss-framed printed PSA messages addressing each of the four areas of interest. The researchers observed that participants responded most positively to gain-framed messages showing that avoiding binge drinking increases the quality of relationships. Academic success was ranked second, followed by messages touting better health to those who do not binge drink. Seoyeon Kim, a master's student at the Missouri School of Journalism, believes this study shows the need for increased use of gain-framed messages when addressing college students.

"When we looked for examples of existing gain-framed anti-binge drinking PSAs, we found very few," Kim said. "Our results suggest that when practitioners plan college binge drinking prevention messages, they need to ensure that the audience-specific content has potential value. Different audiences respond differently to various message framing styles. Practitioners should better evaluate their audience to make their messages more effective."

Because this study focused on printed PSAs, Lee hopes to continue this line of research by looking into message framing for social media and online PSAs. This study was co-authored by Paul Bolls, an associate professor at the Missouri School of Journalism. The study was presented at the Health Communications Division of the International Communications Conference in May. For the full article, go to:

<http://munews.missouri.edu/news-releases/2011/0601-college-students-respond-better-to-positive-anti-binge-drinking-messages/>