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...together becoming a part of the ...

STRATEGIES TO REDUCE UNDERAGE ACCESS TO ALCOHOL AND SAVE LIVES IN YOUR COMMUNITY





Foreword

Join Together convened a Policy Panel on Underage Access to Alcohol in August of 1992 because hundreds of coalition leaders identified teen drinking as a major problem in their communities. They told us that public policies on the 21-year-old drinking law were inconsistent, weak, and poorly enforced.

The Panel's enclosed report, *Save Lives! Report and Recommendations of the Join Together Public Policy Panel on Underage Access to Alcohol*, provides clear recommendations on the steps we should take. It contains factual background information on the issue and the reasoning to support each recommendation.

We believe that issuing this report alone is not enough. The recommendations will be adopted only if people like you, throughout the country, work with friends and neighbors to move communities to action.

This Community Action Guide shows how you can make the promise in these recommendations come true. Throughout the guide there are examples of practical programs that people like you have created in their own communities. We are sure there are many more programs that could have been mentioned.

We would like to thank Diane Barry, Tamara Cadet, Bob Downing, Midori Evans, Lisa Falk, Ralph Hingson, Roberta Leis, and Adele Pollis for producing this guide.

We hope these examples will help and inspire you to join together to save lives in your community. As you act, please let us know what you are doing so that we can report your success to others.

Sincerely,

A handwritten signature in cursive script that reads "Calvin Hill". The signature is written in dark ink and is positioned above the printed name and title.

Calvin Hill
Chairman
National Advisory Committee



to
Save Lives!

Companion Guide to the
Join Together Recommendations
on Underage Access to Alcohol

NCJRS

JAN 17 1995

ACQUISITIONS

**Strategies to Reduce
Underage Access
to Alcohol and Save Lives
in Your Community**

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Join Together is a national program to help communities fight substance abuse. It is funded by a grant from The Robert Wood Johnson Foundation to the Boston University School of Public Health. Join Together's program components include: Public Policy Panels to identify ways communities can overcome policy barriers to effectiveness; a National Fellows Program to recognize and train leaders to guide community-based efforts; a National Computer Network to electronically link communities to share information and ideas; a Communications Program to help coalitions get substance abuse back on the public agenda; and Technical Assistance to help coalitions develop successful strategies.

If you would like more information about Join Together, please call us at (617) 437-1500, or write to: Join Together, 441 Stuart Street, Sixth Floor, Boston, MA 02116.

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1

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Introduction

Every year, at least 6,000 young people under the age of 21 die across this nation in alcohol-related incidents—traffic crashes, homicides, and suicides. The lives of thousands of other people are irreparably damaged from the abuse of alcohol. The power to stop this tragic waste is in the hands of people like you and your neighbors.

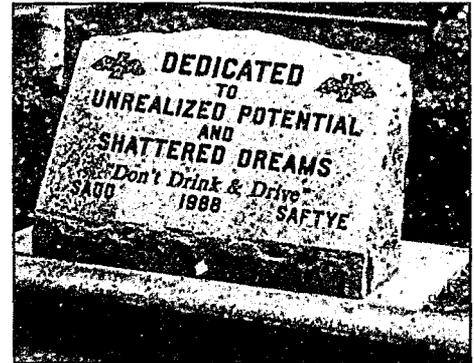


Photo courtesy of Mt. Tahoma High School, Tacoma, Washington.

People united in coalitions across the country are changing laws, calling for stricter enforcement of existing laws, and getting youth involved in solutions to reduce the harm from underage drinking. They are restricting inner city billboard advertising, establishing keg registration in suburban towns and on college campuses, visiting schools to teach students about the potential health risks of drinking, and using the media to report and publicize the harm caused by underage drinking.

More than 2,000 broad-based coalitions are working in big cities, the suburbs, and rural communities. These coalitions include parents, youth, police, clergy, school, and business leaders. In the 1992 Join Together Survey, these community leaders told us that underage drinking and inadequate attention to alcohol policy were major impediments to their success.

In response, Join Together convened a national public policy panel to review the consequences of underage drinking and provide the nation with clear recommendations for policies that will help communities reduce underage drinking and save lives. The panel made five recommendations (see sidebar) described in the accompanying report: *Save Lives! Report and Recommendations of the Join Together Public Policy Panel on Underage Access to Alcohol*.

This guide is written to assist you in using these recommendations in your community to reduce the harm from underage drinking. It is organized in two parts. *Building Community Support to Reduce Underage Access to Alcohol* outlines elements of effective grassroots campaigns. *Strategies to Reduce Underage Access to Alcohol in Your Community* offers examples of successful coalition efforts that have reduced underage drinking and saved lives.

This guide shows the power of public ideas. Changing public policy is possible. Communities like yours have reduced underage drinking through coalition building, media and advocacy strategies, policy panels, and other promotional events. *You can too!*

Building Community Support to Reduce Underage Access to Alcohol

COMMUNITY ORGANIZING:

It is easier to bring about lasting change when you have the support of a cross section of organizations and people representing your community.

Form Alliances

Community norms play a powerful role in determining what is “acceptable” behavior for youth. Therefore, it is important to gain the support of a broad cross section of community members when you are trying to change accepted standards of behavior. Use the issue of underage drinking and its adverse consequences to get as many groups involved in your efforts as possible. Underage drinking is an issue that has attracted a lot of attention and one that is important to many groups. These groups can offer valuable resources that will help your coalition be more successful. Expand your base and broaden your vision by asking:

- Who is already participating in our efforts?
- Who is not participating yet?
- What obstacles, if any, are keeping other people from participating?
- What must we do to get them to participate?
- What help do we need from outside groups to achieve our goals?

Include your natural allies—schools, parent/teacher organizations, teachers’ unions, highway safety agencies, insurance companies, pediatricians, hospital emergency room caregivers, MADD, and SADD. Locate these and other groups by speaking with your local school, city hall, public health, or law enforcement officials. Ask civic associations active in your community to join you, and to recommend other allies.

Counter Arguments to Some Commonly-Asked Questions:

Is it unrealistic to expect that alcohol sales to minors can be prevented?

It is probably impossible to prevent all sales to minors, but studies of the "Age 21" drinking laws have shown that laws which make it illegal to serve minors have decreased the availability of alcohol to youth and resulted in a reduction of drunk driving crashes. Strengthening and better enforcing existing laws can save even more lives.

Is it true that some cultures allow young people to drink at an early age and still have few problem drinkers?

In a heterogeneous society like ours, it is important not to send mixed messages indicating that it is all right for some parents to provide alcohol to their children. The principle, which should be applied across our culture, is that alcohol, like illicit drugs, is not available to youth under 21.

By calling for restrictions on advertising, even for youth, aren't we just taking the path back to prohibition, which didn't work?

No. With two-thirds of adult Americans classifying themselves as drinkers, the United States is unlikely to ban alcohol again. The industry's position on alcohol advertising does not acknowledge the thousands of lives lost and injuries each year due to youthful drinking. We are asking for more effort by the industry to protect the lives of our country's teenagers and young adults.

Know Your Opposition

Who is likely to oppose your efforts? How can you create a dialogue with your opponents to facilitate change? Some steps you can take include:

- Identify your opponents.
- Identify the underlying issues that are causing friction between you and your opponents.
- Conduct research to be well-informed about the issues.
- Listen to your opponents' concerns. Put yourself in their shoes and try to understand their position.
- Seek common ground. Is there a solution that will benefit both sides? You may only agree on lesser aspects of the issue, but any agreement is a step toward understanding.
- Develop counter arguments and use your resources effectively to promote your message.

MEDIA:

The news media are key to your efforts to influence public opinion and change community norms.

Meet the Press

Establish your credibility with the local news media as a source for information on substance abuse issues. Build relationships by meeting regularly with newspaper publishers and editors, and with television, radio, and cable station managers, news, programming, and public service executives.

In preparation for an initial media meeting, review the station's or newspaper's coverage of substance abuse issues. Look at the overall tone and content of programming, feature stories, public service campaigns, advertising policies, station identification taglines, and promotional themes. These will give you an idea of the issues that are important to those in charge of editorial content or programming.

Come to the meeting prepared with local data and examples. Emphasize the importance of the underage drinking issue in your community by presenting local statistics on the prevalence of underage drinking and powerful anecdotes about the consequences.

Customize your request for coverage according to your contacts' area of interest. For example, you could suggest a story on how easy it is for kids in the community to purchase alcohol. Another story idea might be the amount of alcohol that people consume at local ball games, festivals, or other events, and the problems that arise as a result.

Persistence, awareness of the media's needs, and courtesy will make your media efforts pay off. Your first meeting with a newspaper editorial board or station manager may not result in immediate news coverage or public service programming. Often it is a matter of timing. Continue the dialogue by keeping your contacts up-to-date on the issue. When news about a substance abuse issue does break, you'll be in a position to help shape the story.

Don't forget the common courtesies and special efforts that will improve your relationship with the media. Send thank you notes and letters praising feature articles and news programs. Use award luncheons and recognition certificates to show local cable, radio, and television stations, and newspapers that you appreciate their collaboration. Remember, reporters, producers, and editors need, and appreciate, feedback too.

Examples of Strong Coalition/Media Relationships

In Santa Barbara, California, the Fighting Back coalition invited the local newspaper publisher to head the coalition's media task force. Staff also involved the manager of a local television station, who agreed to air the coalition's video, "Trouble In Paradise," during prime time. This helped the public understand that alcohol use and abuse was a major community problem. The television station, convinced of the importance of the alcohol problem and conscious of its power to mobilize support, agreed to produce a weekly feature story on alcohol issues for the 6:00 PM news. The feature stories ran from early 1992 to January 1993. The station now uses "Fighting Back" as a tagline to identify all drug- and alcohol-related stories.

In Massachusetts, the Governor's Alliance Against Drugs joined forces with the NBC-TV affiliate (WBZ) in Boston to create "Drug Busters," a theatrical presentation and discussion program for elementary school children and their parents. The program was moderated by news anchors who brought the performance to more than 50 elementary schools. The station received a very positive response to the program.

Is it fair to penalize a teenage driver for a BAC level that would be perfectly legal in an adult driver?

It is fair for three reasons. First, individuals under the age of 21 cannot legally purchase or possess alcohol. Second, inexperience in driving places a teenage driver at a much greater risk of being in a crash for every drink consumed. The risk of a fatal crash increases more with every drink consumed by a driver under 21, than for each drink consumed by a driver over 21.* Third, almost one-half of the people who die in teenage alcohol-related crashes are victims other than the teenage driver.**

Refer to MADD's *Youth Issues Compendium*, listed in the resource section of Recommendation 1 for more counter arguments.

* *Alcohol Related Relative Risk of Fatal Driver Injuries in Relation to Driver Age and Sex*, P.K. Zador, Journal of Studies on Alcohol, 1991.

**U.S. Department of Transportation Fatal Accidents Reporting System, 1991.

PUBLIC EVENTS:

Public hearings, youth rallies, dramatic performances, and other special events can highlight the problem of underage drinking and motivate the community to work to reduce it.

Make it Public

Events such as a public hearing, youth congress, or poster contest can help your coalition achieve several goals. These events simultaneously motivate participants, inform the community at large, and promote the issue of underage drinking by offering the media a story with real local news value.

Be creative in your selection and promotion of special events. Use the event to attract additional groups to your coalition as participants or sponsors. Be sure to involve all members of your coalition, as their support is necessary to ensure widespread interest in the event.

Prepare materials for the local media to announce the event and to report on the results. Use the event as an opportunity to describe the prevalence and consequences of underage drinking; include statistics and human interest stories. The background section of *Save Lives! Report and Recommendations of the Join Together Public Policy Panel on Underage Access to Alcohol* provides a good summary of the problem of underage drinking at the national level. The information can be used to develop fact sheets and to illustrate the scope of the problem, but whenever possible, use local data.

Policy Panels

Policy panels can be particularly useful for developing local recommendations on underage drinking. Community leaders can serve as panelists and witnesses. Local statistics and examples can be featured, and local liquor laws, retail and server practices, and alcohol advertising can be targeted for change.

Things to Consider in Planning a Local Policy Panel:

- Select a topic that will enable the panel to develop clear, concise recommendations to bring about the changes you have identified as key to reducing underage access.
- Name a chairperson with credibility on the issue, and who is recognized as a community leader.
- Select panel members who represent key segments of your community. The Join Together panel included a student, police chief, former governor, local liquor licensing authority director, coalition project director, MADD representative, and a researcher. You may want to include individuals who have had very different experiences with alcohol-related issues, such as a college president and an emergency room caregiver.
- The panel should meet prior to the hearing to organize its agenda and to hear background briefings. Provide background material; use the Join Together recommendations.
- Identify witnesses to testify using local statistics and experiences. People who have been directly harmed by teenage drinking can be particularly effective witnesses because they can make the issue real to others. You may also want to include individuals who represent different aspects of the underage drinking issue, to provide a comprehensive overview, as well as groups that oppose your approach, to learn more about their views.
- Publicize the hearing to coalition members, outside groups, and the general public.
- Invite the media to cover the hearing as a news event; a local cable channel may want to videotape it.
- Promote the panel's final report. Use media and coalition organizations to publicize and gain support for the recommendations. Invite groups interested in youth issues (e.g., Boys/Girls Clubs, MADD, 4-H) to play a prominent role, even if they are not active in your coalition. Involve youth in endorsing the recommendations.
- Follow-up on the recommendations. Schedule meetings with public officials and others who will implement the recommendations. Issue a report card one year after the hearing to measure community progress and to grade local officials' commitment to change.

ADVOCACY

Educate local opinion leaders about the scope of underage drinking in your community, and persuade them to work with you to try to reduce it.

Advocate for Change

To advocate for change, begin by learning about state and local community laws and regulations that restrict underage drinking. Then talk with your local legislator, district attorney, liquor licensing official, police chief, and MADD representative. Discuss existing laws and how they can be more effective. (You can use the Join Together recommendations as a guide.) Learn about the process and the time frame for changing laws and regulations in your community and state. Identify legislators who are active—or at least interested—in the issue by consulting with your local legislator and some of the groups mentioned above.

Things to Consider in Changing State and Local Laws and Regulations:

- Establish a relationship with your legislators. They rely on people like you for new ideas.
- Provide your legislative allies with background statistics and anecdotes that describe the problem of underage drinking in your community. Use these materials to illustrate community support and to show how your proposed changes would reduce underage drinking and save lives.
- Work with your legislator to draft and file legislation.
- Follow the progress of any legislation closely. The sponsoring legislator will show you how to do this. When the legislation is being reviewed at a committee hearing, be prepared to present testimony. Bring allies from districts represented by other members of the committee. Provide materials to other witnesses, the committee, and the news media covering the hearing.

- Most of the Join Together recommendations can also be adapted for local and state licensing and zoning regulatory agencies that oversee alcohol sales and service.
- Use your media contacts to publicize your legislative initiative, and to gain editorial endorsements to persuade legislators to vote for your bill.

Drinking Keeps Its Grip on Suburban Teens

A. W. FODERARO
 ... has dominated public drug use, alcohol remains ... among suburban teens in Westchester County. ... remains more prevalent ... than among surveys show, and many ... alcohol has become a ... school life.

... and Kim Bulger, an anti- ... from Rye Brook, N.Y., ... al. Mention beer, and ... Everyone drinks," she ... get drunk. It's fun."

Substance-abuse experts say that many teen-agers appear to have embraced alcohol as the one safe drug, and that their drinking comes almost as a relief to parents terrified of crack.

"Give Up the Battle"
 "It's unfortunate, but to some extent we have, as a society, given up the battle to get students not to drink," said Abby Hirach, a guidance counselor at Hastings High School in Hastings-on-Hudson, N.Y., and adviser to the high school's chapter of Students Against Driving Drunk, known as SADD.

"In fact," she said, ...

... with SADD is the implicit admission that students do drink." The group has chapters in 15,000 high schools and 4,000 junior high schools across the nation.

The concern about alcohol has risen despite surveys showing that the percentage of students who drink has fallen, in line with a decline in the general population. This decline comes after years of school anti-drinking programs, and after the last state with a drinking age of 18 re- ... it to 21. New York did so in 1985.

... who work with young people ... ed that alcohol is so ...

society at last about teen-age ... as people bec ... deadlier drugs.

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Strategies to Reduce Underage Access to Alcohol in Your Community

The five Join Together policy panel recommendations are described below, with steps and strategies for implementation, examples of successful community efforts, possible barriers, and resources to contact for further information.



Recommendation 1

It should be illegal for individuals under age 21 to drive with any measurable amount of alcohol in their bodies.

Some key steps you can take to enact this recommendation in your community:

- Find out what the current legal Blood Alcohol Content (BAC) level is for minors in your state.
- Expand your existing coalition to include organizations that support a .00 BAC law. These could include police, school leaders, juvenile court judges, youth, and community organizations, as well as local substance abuse agencies, neighborhood groups, and state and local government officials.
- Educate your governor and other state officials about the costs of drunk driving in the state and the benefits of a .00 BAC law.
- Meet with state legislators and tell them why this issue is important. Ask them to support .00 BAC legislation.

What Others Have Done. . .

Maine was the first state to pass a lower BAC level for youth.

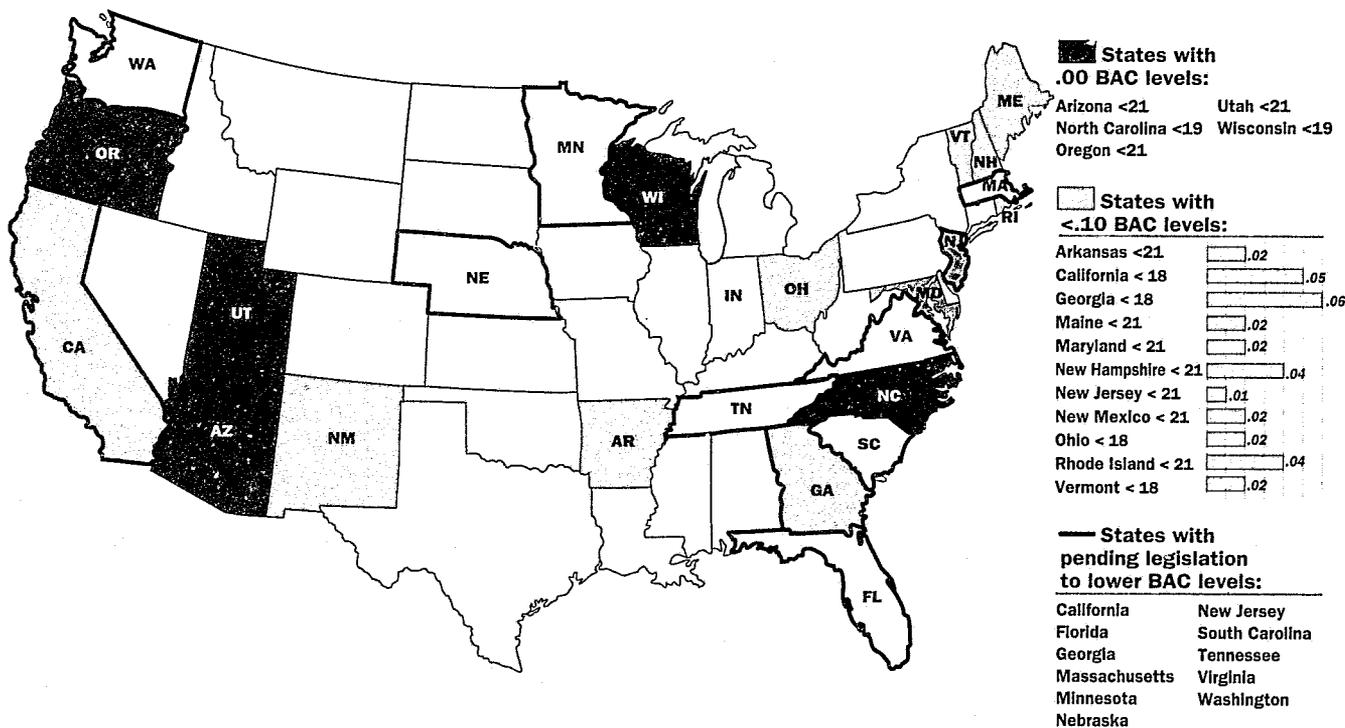
In 1983, Maine passed a .02 BAC level for drivers under age 21. Lead organizations for the bill included MADD, the Governor's Office and the Maine Office of Public Safety. There was virtually no opposition to this law because the administrative per se law, allowing police to revoke an offender's license on the scene, was already in place. **Since the 1983 law was passed, the number of youths killed in alcohol-related car crashes has declined by 34%.**

Even if you are successful in passing such a law, you may face opposition *after* the law is passed. In Maine, a class action lawsuit was filed on behalf of two 18-year-olds who violated the law. The youth claimed that the law discriminated against people under 20 because there was not a significant difference in the number of alcohol-related accidents for people under 20 and people over 20. The court ruled to uphold the law.

The Maine experience also illustrates that education should go hand-in-hand with enacting a new law. A survey conducted three months after the law was passed in Maine found that many youth did not know about the law and the penalties for breaking it. In response, the Maine Department of Education produced a video for high school students to teach them about the .02 law and its consequences. The video and public service announcements were broadcast on local TV and resulted in a significant increase in awareness about the .02 law among youth.

For more information contact: Bureau of Highway Safety, Maine Highway Safety Commission, 36 Hospital Street, Augusta, ME 04333; (207) 624-8756, or the Maine Department of Education, Division of Alcohol and Drug Education Services, State House Station, Number 57, Stevens Complex, Augusta, ME 04333; (207) 624-6525 or (800) 499-0021, extension one.

States with Lower Blood Alcohol Content (BAC) Levels and/or Pending Legislation for Minors



In March 1993, Arkansas passed a BAC level of .02 for youth.

When the Arkansas House of Representatives began its review of a proposal for a .02 BAC level for drivers under 21 in March of 1993, opponents of the measure countered with a proposed .05 level. Arkansans for Drug Free Youth (ADFY) contacted Join Together for information in support of a lower BAC level. Join Together responded, citing the panel's .00 BAC level recommendation and research conducted by Dr. Ralph Hingson. The research indicates that states with BAC levels of .04 and above did not achieve significant declines in night-time auto crash fatalities, while states with BAC levels of .02 and below did. Legal BAC levels of .02 and below send a clear message to youth that it is illegal to drive after consuming any amount of alcohol. Legal levels of .04 and above send a message that it is okay for youth to drink and drive. Using this information, ADFY helped to defeat the higher .05 BAC amendment. Within a week, the House enacted the .02 BAC level, and Governor Tucker signed it into law.

For more information contact: Mary Swoope, Arkansans for Drug Free Youth, 2020 West Third Street, Suite 1C, Little Rock, AR 72205; (501) 375-1338.

In Maryland, the drivers' licenses issued to all minors are imprinted with the words "Under 21-Alcohol Restricted."

The restriction is part of Maryland's .02 BAC law for people under 21, passed in January 1989. In addition to the license restriction, a public information campaign was developed to publicize the .02 law and the penalties for breaking it. A brochure about underage drinking and driving is distributed by the Motor Vehicle Administration to high schools, clubs, colleges, universities, and health fairs throughout the state. **There has been a 50% reduction in crashes involving underage drinkers since the .02 law was passed in Maryland.**

MVA

MOTOR VEHICLE ADMINISTRATION
 5601 RITCHIE HIGHWAY N.E.
 GLEN BURNIE, MARYLAND 21062


 W. Marshall Robert
 Administrator

Noncommercial Driver's License Class Codes

A— Any noncommercial vehicle except motorcycles.

B— Noncommercial vehicles and combination vehicles with GVW 26,001 or more pounds GVW, except combination class F (tractor) and class G (trailer) and motorcycles.

C— All noncommercial vehicles under 26,001 pounds GVW except motorcycles.

M— Motorcycles.

LICENSE CLASS CODES

A— All vehicles except motorcycles.

B— Motor vehicles 26,001 or more pounds GVW except trailers over 10,000 pounds and motorcycles. All class C & B noncommercial vehicles.

C— Motor vehicles under 26,001 pounds GVW except trailers over 10,000 pounds and motorcycles.

Commercial Driver's License Endorsement Codes

T— Doubles/Triples

P— Passenger Transport

N— Tank Vehicle

H— Hazardous Materials

X— N and H combined

RESTRICTION CODES

B— Corrective lenses

C— Special brakes, hand controls or other (See restriction card)

D— Prosthetic Limb

E— Adaptive Transmission

G— Outside mirror

L— Limited to daylight only

H— Limited (See restriction card)

I— Limited (See restriction card)

J— Other (See restriction card)

L— Vehicles without airbrakes

UNDER 21-ALCOHOL RESTRICTED

**PLACE
 DONOR
 STICKER
 HERE**

For more information contact: Maryland State Highway Administration, Office of Traffic and Safety, 7491 Connelley Drive, Hanover, MD 21076; (410) 787-4079.

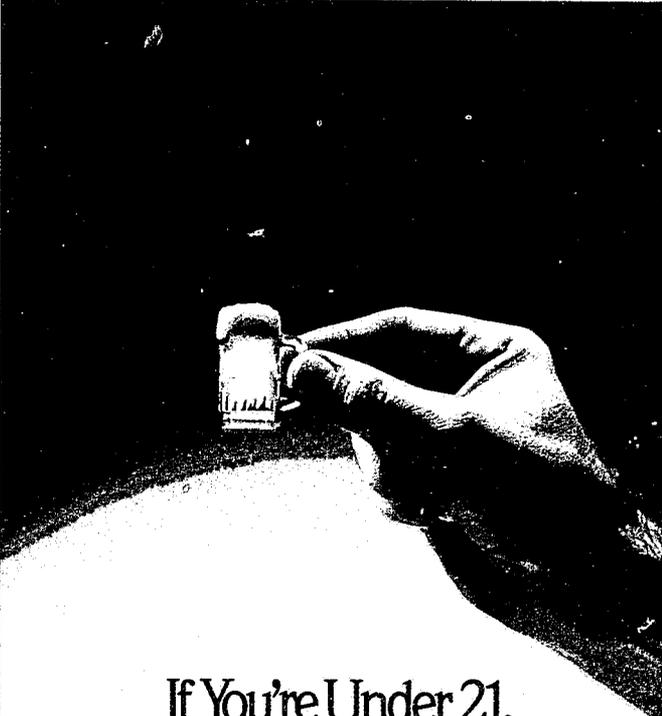
You may want to contact the following organizations for more information about lowering BAC levels for youth:

Administrative License Revocation Coalition, c/o Advocates for Highway and Auto Safety, 777 North Capitol Street, NE, Suite 410, Washington, DC 20002; (202) 408-1711 or (800) 659-2247. This group provides technical assistance and information to coalitions on how to adopt administrative license revocation. This regulation allows a police officer to take a driver's license away until the offender's court date if a driver's BAC level is above the limit or if the driver refuses to take a breath test.

Remove Intoxicated Drivers USA (RID), P.O. Box 520, Schenectady, NY 12301; (518) 372-0034. This group can provide information on working with victims, particularly in court, to push for stronger BAC laws. RID also offers strategies for raising the taxes on beer and other alcoholic beverages.

Mothers Against Drunk Driving (MADD), 511 W. John Carpenter Freeway, Suite 700, Irving TX 75062; (214) 744-6233. MADD's *How-to Compendium*, and *Youth Issues Compendium*, (1990), cover youth and drinking, enforcement, sanctions, responsible marketing, and service of alcohol. Available from your state Office of Highway Safety, the National Highway Transportation Safety Administration (NHTSA) regional office serving your state, or from NHTSA headquarters.

...Finding Out More



**If You're Under 21,
You Could Lose Your License
No Matter How Much
You Drink.**

What does it take for you to lose your driver's license? If you're under 21 and behind the wheel of a car, a couple sips of beer should just about do it.

And when you're underage, you don't have to be blitzed, bombed or even buzzed. Almost any amount of alcohol can cost you your license.

So unless you plan on riding shotgun with your mom, or beitering your friends for rides until they dread the very sight of you, think before you drink. It took you 16 years to get your license, don't lose it over half a beer.

**MARYLAND'S
DRIVE TO SURVIVE**

John D. Belton
Governor

Maryland Department of Transportation



Recommendation 2

There should be a 5-cent per-drink increase on the current federal excise tax on all alcoholic beverages.

This recommendation would adjust the alcohol tax rate for inflation. Since taxes haven't kept up with inflation, it is much cheaper to purchase alcohol today than it was 30 years ago. In 1990, the United States Congress raised taxes on beer, wine, and liquor; taxes were also raised on liquor in 1985. These tax hikes were enacted as a source of revenue to counter soaring budget deficits.

Studies on the effects of state excise taxes on beer consumption by youth age 16-21 have shown that when taxes on beer were increased, consumption has decreased.* Therefore, you may want to consider raising excise taxes in your state.

Some key steps you can take to enact this recommendation in your community:

- Find out what the tax rate on alcohol is in your state. When was it last raised? How does it compare with inflation?
- Build public support by describing the benefits of a tax increase, i.e., additional revenue for public health programs, and the benefits of reduced alcohol consumption. Use radio and TV talk shows to reach the public.
- Unite public health forces to sponsor a ballot initiative to raise alcohol taxes. Coalition members can work to raise awareness of the issue and gain community support.
- Educate key legislative staff about why they should raise state taxes on alcohol.
- Publicize successful examples of other communities that have raised alcohol taxes. (Tax hikes have been enacted in California, Connecticut, Delaware, Florida, Hawaii, Maine, New Hampshire, New Jersey, New York, North Carolina, Rhode Island, Texas, and Washington, D.C.)

In 1989:

Connecticut increased the beer tax from \$3 to \$6 per barrel.

Maine increased the tax on alcoholic beverages sold in bars from 5% to 10%.

New York increased the beer tax from 5.5 cents to 11 cents per gallon.

Rhode Island increased the alcoholic beverage tax rate by 50%.

* *Effects of Alcoholic Beverage Prices and Legal Ages on Youth Alcohol Use*, National Bureau of Economic Research, 1989.

Nickel-a-Drink Initiative sets the stage for California's first tax increase in over twenty years.

In California, citizens organized a ballot initiative in 1988 to raise the state alcohol tax. Nicknamed "Nickel-a-Drink," the measure was defeated by voters in 1990. However, eight months after the election, the state legislature voted to approve an alcohol tax hike as part of the 1992 budget. The issue's visibility and strong public support were key factors in the one and a half cent per-drink tax increase—the first such increase in twenty years. Key factors in the initiative's success include:

- The Nickel-a-Drink coalition included many groups: physicians, park and recreation departments, highway patrolmen's association, children's advocates, substance abuse treatment providers, recovering people, and mental health providers.
- The initiative was carefully packaged to gain media attention. The name "Nickel-a-Drink" focused on the fact that the tax was to be paid by those who drink; the term "nickel" was intended to portray the tax as reasonable and inexpensive.
- Given limited financial resources, free media coverage was essential to the media campaign's success. Under the Fairness Doctrine, campaign organizers obtained TV and radio air time equal to their opponents' to present their case. (The Fairness Doctrine supports a principle of donated broadcast television and radio time for outspent opposition groups in political contests.)

For more information contact: The Advocacy Institute, 1730 Rhode Island Avenue, N.W., Suite 600, Washington, D.C. 20036-3118; (202) 659-8475.

You may want to contact the following organization for more information on increasing alcohol taxes:

Center for Science in the Public Interest (CSPI), 1501 16th Street, NW, Washington, D.C., 20036; (202) 332-9110. CSPI publishes: *Impact of Alcohol Excise Tax Increases on Federal Revenues, Alcohol Consumption, and Alcohol Problems*; *State Alcohol Taxes: Case Studies of the Impact of Higher Excise Taxes in 14 States and the District of Columbia*.

...What Others Have Done

Barriers

Alcohol tax increases save lives by reducing consumption, especially among young people. Reduced consumption means reduced revenues for the alcohol industry, an industry that will strongly oppose any attempts to raise alcohol taxes. One argument commonly used is that an alcohol tax is regressive and falls on those least able to afford such a tax—the lower and middle classes.

A counter argument is that these same groups are often the most susceptible to alcohol-related injuries and the adverse health consequences of consumption. Unable to pay for the health care they require, these costs are passed on to people who have not contributed to the problem.

...Finding Out More



Loopholes in State Laws

- Twenty-three states do not make it illegal for a minor to attempt to purchase alcohol.
- Six states have no laws against minors who purchase alcohol.
- Two states have no laws banning or limiting minors from possessing alcohol. Thirty-five states have exceptions, other than relating to employment, that allow minors to possess alcohol. Most commonly, minors may possess with parental permission or in private settings. Some states make it illegal only if the minors intend to consume the alcohol.
- Twenty-one states have no laws that make consumption by minors specifically illegal, although the minor may be charged under possession laws.
- Sixteen states have no laws prohibiting minors from deliberately misrepresenting their age to obtain alcohol.
- Nineteen states have no laws prohibiting minors from presenting false identification.

SOURCE: *Youth and Alcohol: Laws and Enforcement Compendium of State Laws*, September 1991. Department of Health and Human Services, Office of the Inspector General.

Recommendation 3

All retail outlets and private individuals should be held liable for negligently providing alcohol to a minor.

Retail availability refers to liquor stores, bars and restaurants, variety stores, convenience markets, and gasoline stations that sell alcohol. Social host availability refers to private parties, special events, and college functions where alcohol is available to all guests. Communities have the power to regulate alcohol availability and consumption by minors through local planning and zoning ordinances and through city codes governing the use of public areas as places to drink.

Some key steps you can take to enact this recommendation in your community:

- Find out which liquor outlets in your community sell alcohol to minors and work to reduce this access.
- Learn what your state or local Alcohol Beverage Control Commission (ABCC) does and what laws currently govern serving practices.
- Find out about legislation that makes it illegal to serve minors. In many places, dram shop laws or civil liability precedents specifically allow lawsuits against people who provide alcohol to minors.
- Review your state's server licensing laws. Are there mandates requiring server training for bartenders and other service personnel on the state's alcohol laws, regulations, and penalties?
- Review state laws for loopholes. For example, although all states prohibit outlets from selling alcohol to minors, in 23 states it is not illegal for a minor to attempt to purchase alcohol. (See sidebar.)
- Work to pass laws that make it an offense to manufacture or use a fake ID.

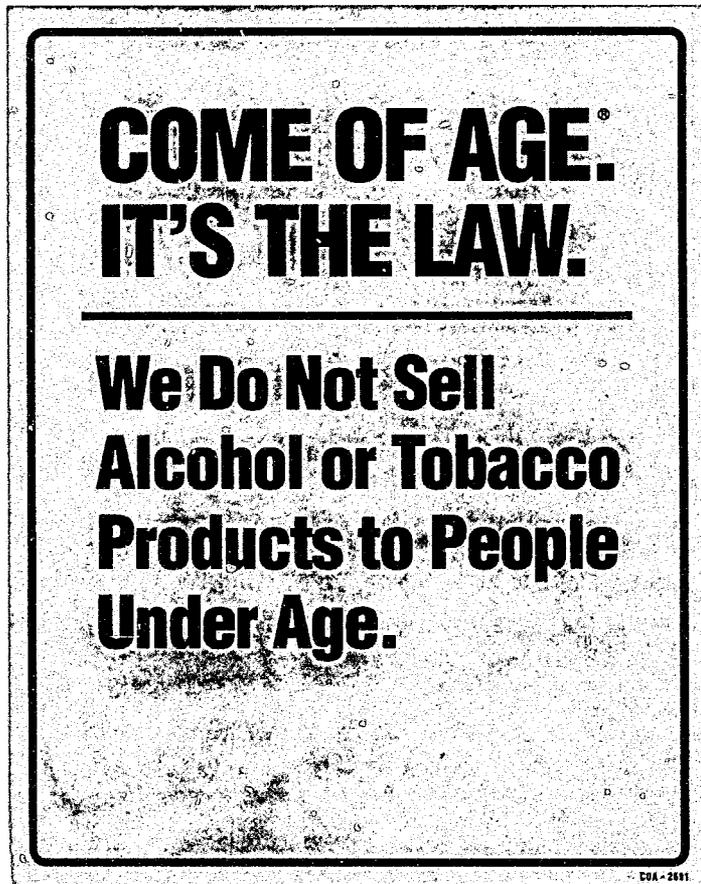
Business Involvement

The Southland Corporation of Dallas, Texas, parent company of 7-Eleven convenience stores, has developed a program to reduce alcohol sales to minors in their stores.

The program, called "Come of Age," trains 7-Eleven employees to handle customers who refuse to provide an ID, provide a fake ID, or become unruly. The company posts signs in all stores that prominently announce the "no sale to minors" policy; all clerks are encouraged to wear buttons that state the policy; employees who fail to check IDs risk the possibility of losing their jobs.

Southland also produced an alcohol education packet that was sent to 40,000 junior high school students. In addition, Southland has sponsored a poster contest and co-sponsored Red Ribbon campaigns, Project Graduation, and SADD events. For more information contact: The Southland Corporation, 2711 North Haskell Avenue, Dallas, TX 75204; (214) 828-7011.

...What Others Have Done



Barriers

A recent California state court decision makes stings illegal, despite their success.

Before the court ruling, stings were deterrents to retailers selling to minors. Several hundred young people in the state were trained and paid to participate in sting operations. Because the stings embarrassed retailers, they filed suit based on a state law that prohibited anyone under 21 from purchasing alcohol.

The court interpreted the law to mean that it applied to anyone under 21—no matter what their intent—and ruled in favor of the retailers, making stings illegal. The decision was upheld in a subsequent appeal, and stings are now prohibited in California. Police rely instead on stake-outs to enforce under 21 purchasing laws.

Stings:

Sting operations use underage or youthful looking buyers (decoys) to purchase alcohol as a way to identify merchants who sell alcohol to minors.

Once identified as a repeat server to minors, merchants can be penalized or fined. Stings work to ensure the effectiveness of purchase age laws, thereby reducing alcohol-related motor vehicle deaths and other negative health consequences among young people and adults. Sting operations should include follow-up in court to be sure that sanctions are imposed on the offender.

Doctors and Lawyers for a Drug-Free Youth has conducted sting operations in 55 U.S. cities.

Members of this organization believe that stings are an effective and inexpensive way (\$11 per sting) to control the sale of alcohol to minors. One of its strategies is to use decoys that look much younger than 21, and have them attempt to purchase alcohol using the ID of someone who does not resemble them. They recommend that communities conduct comprehensive stings at least twice a year and that violators be checked monthly until they are in compliance.

For more information contact: Dr. Tom Radecki, Executive Director, Doctors and Lawyers for a Drug-Free Youth, P.O. Box 2653, Champaign, IL 61825-2653; (217) 328-3349.

Denver, Colorado, is conducting successful stings.

Police cadets under age 21 serve as “decoys” attempting to purchase beer in randomly-chosen stores. After each sting, a press conference is held to announce the results. Warnings are sent to the offending liquor outlets threatening prosecution if they sell to minors again. Outlets caught twice selling to minors are immediately cited and are given the option of having their license suspended or paying a fine. If caught a third time, the outlet’s liquor license is suspended for six months. Outlets that didn’t sell to minors are thanked and told they will be visited again. As a result of the stings and intensive follow-up activity, many outlets have stopped selling beer to minors.

For more information contact: David Preusser, PRG Incorporated, 2962 Main Street, Bridgeport, CT 06606; (203) 366-1321.

Keg Registration:

Saving Lives Program in Marlborough, Massachusetts

Marlborough is one of six Massachusetts communities participating in the Saving Lives traffic safety program, funded by the Governor's Highway Safety Bureau and the Commonwealth Fund. All sites have formed coalitions working to reduce the injuries and deaths from traffic crashes. Each coalition includes representatives from law enforcement, government, and business, as well as alcohol servers, educators, and community leaders. Each Saving Lives program sponsors community initiatives on impaired driving, pedestrian safety, speeding awareness and bicycle safety.

Marlborough's Saving Lives site also runs a keg identification program. Each keg is tagged and the purchaser's name is recorded by the liquor store dealer. A \$40 keg identification deposit is charged. If the keg is returned without the ID tag in place, the dealer keeps the \$40 deposit. Police can use the tags to identify adults who purchase kegs for parties where minors are served. As a result of this program, there has been an increase in the number of adults prosecuted for serving beer to minors.

For more information contact: Nancy Klein, Saving Lives Program, City Hall, 140 Main Street, Marlborough, MA 01752; (508) 460-3715.

Server Training Programs:

Collaboration between the Amherst Police and the University of Massachusetts

The University of Massachusetts in Amherst and the police department there sponsor alcohol server trainings that focus on liability, alcohol service, and fake identifications. Liquor store and restaurant owners and their staff are invited to the training by the police chief. At the training, liability law and the possible penalties for serving a minor are explained. For more information contact: Karen Jacobus, DH, Hampshire College, P.O. Box 5001, Amherst, MA 01002-5001; (413) 549-4600 or Captain David Jankowski, Amherst Police Department, Main Street, Amherst, MA 01002; (413) 256-4016

College Campuses:

As of December, 1991, fraternity parties at the University of Pennsylvania are being monitored by the local Inter-fraternity Council (IFC) to prevent violations of the "dry-rush" policy.

Many universities and IFCs have adopted similar policies. They have been motivated partly by fear of lawsuits and skyrocketing liability insurance rates. Many national fraternities and universities are also taking an active role in

Finding Out More. . .

Did You Know That:

- Ohio and New Hampshire are among the states that send letters to high school principals about enhanced enforcement activities during proms and graduation time.
- In Oregon, when school personnel hear about a party attended by teens where alcohol was served, they contact the Alcohol Beverage Control Commission. The Commission then sends a letter to the parents about the potential liability of hosting a party where minors are served alcohol.

campus alcohol reform. Among the reforms encouraged by IFCs are keg bans, eliminating open parties, and greater vigilance to discourage underage drinking. Some student groups are controlling the campus party scene through party patrols, peer educators, and other interventions.

As of 1991, 34 of the 62 national college fraternities had stopped serving kegs at fraternity functions. A number of universities and colleges, including Brown University and Skidmore College, have also recently banned kegs.

You may want to contact the following organizations for more information about liability:

Boost Alcohol Consciousness Concerning the Health of University Students of the U.S. (BACCHUS), P.O. Box 100430, Denver, CO 80250; (303) 871-3068. BACCHUS produces and distributes materials and information on alcohol specifically geared towards college student populations, including fraternities and sororities, through the GAMMA project.

Health Promotion Resource Center, Stanford Center for Research in Disease Prevention, 1000 Welch Road, Palo Alto, CA 94304-1885; (415) 723-1000. The Center publishes *Responsible Beverage Service: An Implementation Handbook for Communities*, by James Mosher. This handbook explains how community leaders can help restaurants, bar owners, and patrons become more conscious of the risks associated with serving alcohol, and helps them evaluate policies for reducing those risks.

National Public Service Research Institute, 8201 Corporate Drive, Landover, MD 20785; (301) 731-9891. Contact: James McKnight, Ph.D., for information on seller/server training programs.



Recommendation 4

Each television, radio, and cable operator who runs advertisements promoting alcoholic beverages should be required to provide equal time for counter advertisements about the health risks associated with alcohol consumption.

Counter advertising can include all advertising mediums, including billboards, newspapers, college papers, magazines, and posters. Community festivals, college functions, spring break promotions, and sporting events are also seen by the alcohol industry as opportunities to advertise alcoholic beverages, and can be targeted for presenting counter advertising messages.

Some key steps you can take to limit alcohol advertising aimed at youth and provide a more balanced view of alcohol consumption in your community:

- Ask local broadcasters or their statewide association to voluntarily limit alcohol advertising to hours that youth are unlikely to be viewing or listening. Ask them to air alcohol counter ads that discourage underage drinking during times youth will be viewing or listening.
- Enlist your local advertising council to develop strong counter ads for broadcast, print, and billboard media.
- Conduct a survey to locate billboards that advertise alcohol in your community. Is one neighborhood more heavily “targeted” than others? Publicize the results and encourage “targeted” neighborhoods to work with you.
- Work to enact ordinances to curtail outdoor advertising of alcohol near schools, low-income housing, and minority neighborhoods, where billboards are often placed in disproportionate numbers compared to other neighborhoods.

What Others Have Done. . .

Billboard Advertising

Detroit was the first city to launch a campaign against alcohol billboard advertising, led by Alberta Tinsley Williams of the Coalition Against Billboard Advertising of Alcohol and Tobacco. Neighborhood leaders developed strategies that included encouraging people to boycott products advertised, asking officials not to use billboards in elections, and picketing billboard companies' facilities.

Designated Drivers

After a popular newsman from the NBC-TV affiliate (WBZ) in Boston was killed in a drunk driving accident, a professor from the Harvard School of Public Health transformed public concern into a major national anti-drinking and driving movement. He persuaded several TV producers to incorporate the designated driver concept into the story lines of their prime time shows. In addition, PSAs were aired, asking people to designate a non-drinking driver on social outings.

- Negotiate a ban on new billboards advertising alcohol; ask companies to remove those already in place.
- Work to eliminate alcohol promotions on college campuses, and at events where minors are present in large numbers.
- Eliminate the use of celebrities to promote alcohol consumption.
- Work to regulate alcohol advertising at local festivals and events, and on public transportation vehicles and facilities.

The Washington State Association of Broadcasters (WSAB) worked with community groups to develop a voluntary counter advertising campaign.

First, the Association's Alcohol Task Force held focus groups to explore why teens drink. The focus groups provided a forum for teens to make suggestions on preventing alcohol use by young people. Using the teens' suggestions, public service announcements (PSAs) were developed and aired on radio and television. The campaign's theme, "Get a Life, It's Your Choice" was designed to make teens realize that it was within their power to decide not to drink and to realize the value of changing their behavior. Taglines included: "Get a life/Have self-respect; Decide what is best for you," and "Alcohol. It destroys all that's near and dear to you. Your family, friendships, and most important, you."

For more information contact: Washington State Association of Broadcasters/Alcohol Task Force, 924 Capitol Way South, Suite 104, Olympia, WA 98501; (206) 705-0774. WSAB publishes a community outreach handbook, *Tough Choices: Tackling the Teen Alcohol Problem*.

In Milwaukee, a community coalition succeeded in limiting the number of billboards advertising alcohol located in low-income neighborhoods.

After citizens documented more than 1,500 tobacco and alcohol ads in the inner city, billboard companies agreed to limit tobacco and alcohol advertising to no more than 50% of existing billboards and not to erect any new billboards in the area. Billboard companies also agreed to serve on a review committee to monitor the content of billboard ads. In addition, the billboard owners now contribute free billboard space for anti-smoking and anti-drinking messages, designed by area art students.

For more information contact: James Mosley at Milwaukee Fighting Back, 235 West Galena Street, Milwaukee, WI 53212; (414) 289-6684.



Across the country, communities are working to eliminate billboards advertising alcohol products. Photo courtesy of the University of Medicine and Dentistry, Robert Wood Johnson Medical School.

You may want to contact the following organizations for more information about counter advertising:

Center for Science in the Public Interest (CSPI), 1875 Connecticut Avenue, NW, Suite 300, Washington, D.C. 20009; (202) 332-9110. Publishes a guide, *Alcohol Warning Posters: How to get Legislation Passed in Your City*, to help communities place alcohol warning posters wherever alcoholic beverages are sold.

National Clearinghouse for Alcohol and Drug Information (NCADI), P.O. Box 2345, Rockville, MD 20847-2345; (800) 729-6686. Publishes: *Youth and Alcohol: Summary of Research*, *Alcohol Advertising's Effect on Youth*, and *Youth and Alcohol: Controlling Alcohol Advertising That Appeals to Youth*.

Did You Know That:

- KSL-TV in Salt Lake City is no longer broadcasting beer and wine ads, despite resulting revenue loss. Station executives decided that this was an important and necessary step toward reducing the rising rate of alcohol-related accidents and deaths among young people.
- Liquor retailers in Dade County, Florida, must display bilingual posters warning against alcohol sales to minors. This is the first municipality to set such a requirement.
- In Orlando, Florida, billboard companies are required to remove three billboards advertising alcohol in exchange for every new billboard erected. Similar billboard exchange ordinances have been passed in Mobile, Alabama, and Seattle, Washington.

... Finding Out More

5

Recommendation 5

Local government officials and community coalitions around the country should systematically assess youth access to alcohol in their communities and examine ways to reduce this access.

Alcohol is readily available to youth in both private homes and public places. Approximately 46% of all drinking occurs in public places or at public events. Public access is provided by cities and counties that permit public drinking in parks and sports stadiums, and at festivals, beaches, and public events.

Some key steps you can take to examine the issue of underage access to alcohol in your community:

- Conduct surveys and focus groups to identify the problems to be addressed by your coalition. Surveys can be conducted at malls, in schools, and during special events. Focus groups can be held with students, parents, police, coaches, and youth workers.
- Use the results to broaden your coalition and to build support by demonstrating the relationship between underage drinking and other community concerns, such as gang violence, vandalism, and date rape.
- Identify your allies.

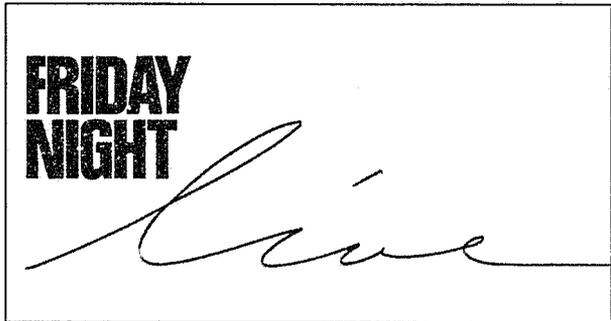


Photo courtesy of the University of Medicine and Dentistry, Robert Wood Johnson Medical School.

- Develop an action plan.
- Involve young people in each step of the decision-making process.
- Hold a public hearing and invite all interested parties. Publicize the results.
- Work closely with the media to create public awareness of the issue.
- Use national survey results to highlight local examples and statistics and build community support.
- Work with legislators to enact change.

In California, Friday Night Live is saving lives.

Friday Night Live (FNL) is a statewide program that offers alcohol- and drug-free alternatives to youth. Local FNL chapters sponsor activities such as parties and leadership conferences to promote the new California lifestyle—party sober and drug-free—and to bring youth together who support an alcohol- and drug-free environment. In Sacramento County, where all high schools have FNL chapters, alcohol-related deaths involving teens have decreased by more than 50% over an eight-year period. For more information contact: Karen Stroud, Youth Prevention Services Section, Department of Alcohol and Drug Programs, 444 North Third Street, Suite 310, Sacramento, CA 95814; (916) 445-7456.



...What Others Have Done

In Haverhill, Massachusetts, the CSAP Community Partnership and the Saving Lives Program work together to fight underage drinking.

The CSAP Partnership in Haverhill conducted a comprehensive set of surveys that included schools (students, teachers, and staff), businesses, the general community, the Hispanic community, and neighborhood groups. These surveys found that alcohol is readily available to—and consumed by—underage youth. The results of these 1991 surveys were publicized, making it easier for local officials to gain support for their prevention efforts. Their strategies include helping high schools establish core groups of students who don't drink but who can still be viewed as "cool." The goal is to have these students serve as new role models for their peers.

Saving Lives contributes funds to the local SADD chapter to underwrite server trainings which have resulted in a 98% compliance rate from 62 liquor license holders. Saving Lives also raised money to fund overtime for police patrols to crack down on drunk drivers.

Youth Involvement

In California, Farmer's Insurance Group sponsored a conference, "Young Drivers at Risk." More than 60 young people got a crash course in lobbying and working with the media to help get tougher drunk driving laws for minors passed in the state. They also visited their legislators to ask them to lower the legal BAC level for young drivers. For more information contact: Farmers Insurance Group, 4680 Wilshire Blvd., Los Angeles, CA 90010; John Millen, (213) 932-3083, or Diane Tasaka, (213) 932-3018.

For more information contact: Haverhill Community Partnership, 25 Locust Street, Haverhill, MA 01830; (508) 373-1971, or Saving Lives, Citizens Center, 10 Welcome Street, Haverhill, MA 01830; (508) 374-2303.

A coalition in Oceanside, California, initiated anti-alcohol and -drug activities after surveys revealed that alcohol consumption was a major problem in the community.

C.H.O.O.S.E. (Citizens Helping Oceanside Obtain a Sober Environment) conducted several surveys and found that many residents believed that the alcohol served at local events was creating community problems. Sixty-nine percent of those surveyed said that the parents who drank at these events set a bad example for youth.

In response, C.H.O.O.S.E. encouraged local promoters to sponsor alcohol-free events and festivals. C.H.O.O.S.E. played a key role in keeping the 1991 Seagaze Concert series alcohol-free when they helped to obtain a \$14,000 grant from Target Stores to fund the series. Concert promoters had originally planned to serve wine at the concerts, but decided not to because of C.H.O.O.S.E.'s help. The group has also sponsored public policy conferences to educate community leaders about alcohol and drug problems. As a result, the city recently adopted stringent alcohol policy guidelines when alcohol is to be served at an event.

For more information contact: C.H.O.O.S.E., 2964 Oceanside Blvd., Suite B, Oceanside, CA, 92054-4860; (619) 967-9072.

Health educators find that school, parent and peer involvement are key to prevention efforts.

Cheryl Perry, professor of Epidemiology at the University of Minnesota's School of Public Health, recommends that schools and communities work together with children at an early age to prevent substance abuse. To bring schools and parents closer together, she suggests that schools establish regular communication with parents and community groups through newsletters and special programs, and by recruiting parents to help in the classroom.

Research by Mary Ann Pentz, associate professor at the Institute for Health Promotion and Disease Prevention Research, University of Southern California's School of Medicine, demonstrates that school-based prevention programs that use peer leaders are successful in teaching youth how to resist peer pressure and avoid drug use. She has also found that prevention efforts are even more successful when children are given assignments to do at home with their parents that require discussion about issues related to substance abuse.

You may want to contact the following organizations for more information about assessing underage access to alcohol:

Gordon Black Corporation, 135 Corporate Woods, Rochester, NY 14623-1457; (716) 272-8400. The following studies are available from Gordon Black: *Drug Use and Attitudes Among Residents of New Haven, CT, 1991*. *Partnership Attitude Tracking Study*—Tracks attitudes on the use of illegal drugs; evaluates the effectiveness of media campaigns in reducing drug use; and develops models that explain drug use.

MADD/Gallup Organization, MADD, P.O. Box 541688, Dallas, TX 75354-1688; (214) 744-MADD. MADD and Gallup conducted a study in September, 1991, that measured the public's experience with, and attitude toward, drunk driving.

Institute for the Study of Social Change, 2232 Sixth Street, Berkeley, California, 94710; (510)540-4717. Publishes *Manual for Community Planning to Prevent Problems of Alcohol Availability*, by Friedner D. Wittman, Ph.D. and Patricia Shane, MPH. This manual is intended to help communities become more effective in dealing with the problems associated with alcohol availability.

National Highway Traffic Safety Administration (NHTSA), 400 Seventh Street, S.W., Washington, D.C. 20590; (202) 366- 2588. Contact for copies of *Community Assessment Tool*, which is part of Tools for Community Action: Youth Traffic Safety Program.

. . . Finding Out More

General Resources

The Join Together Computer Network

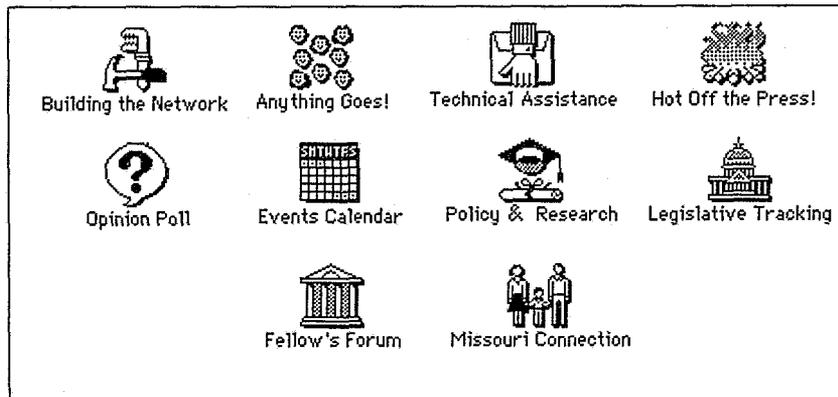
For more information about underage access, subscribe to Join Together's Computer Network. This guide and other information on underage access will be available on the Network. Subscribers are encouraged to request information or assistance through the Network, share examples of successful community strategies, and/or answer questions raised by other coalition leaders.

CONTACT:

Chris Cartter
Join Together
441 Stuart Street, 6th Floor
Boston, MA 02116
Phone: (617) 437-1500
Fax: (617) 437-9394
Electronic Mail via HandsNet: HN1267

JOIN TOGETHER

Computer Network Icons



Advocates for Highway and Auto Safety
777 North Capital Street, NE, Suite 410
Washington, D.C. 20002
(202) 408-1711

Advocates for Highway and Auto Safety is a nonprofit lobbying organization that works on highway safety issues. They provide technical assistance in coalition-building, lobbying legislators, and working with the media at no cost.

Advocacy Institute
1730 Rhode Island Avenue, NW, Suite 600
Washington, D.C. 20036
(202) 659-8475

The Advocacy Institute teaches low-cost, high-impact lobbying and public relations techniques to grassroots, nonprofit organizations.

PUBLICATIONS AVAILABLE:

The Elements of a Successful Public Interest Advocacy; Media Advocacy; Strategic Communications for Nonprofits

Center for Science in the Public Interest (CSPI)
1875 Connecticut Avenue, NW
Washington, D.C. 20009-5728
(202) 332-9110

CSPI is an independent, nonprofit consumer advocacy group specializing in health issues.

PUBLICATIONS AVAILABLE:

Mad at the Ads - Citizens' Guide to Challenging Alcohol Advertising; The Booze Merchants; Marketing Booze to Blacks; Citizens' Action Handbook on Alcohol and Tobacco Billboard Advertising

**Center for Substance Abuse Prevention (CSAP)
Teen Drinking Prevention Program**
820 First Street, NE, Suite 510
Washington, D.C. 20002
(800) 937-6727 or (202) 408-5556

CSAP's Teen Drinking Prevention Program develops and implements community-based prevention campaigns to promote effective health and communications strategies in eight cities across the U.S.

Drug-Free Schools and Regional Community Center Programs:

These centers assist schools and communities to develop prevention and early intervention programs to help address the many alcohol- and drug-related problems facing today's youth.

Northeast Regional Center
12 Overton Avenue
Sayville, NY 11782
(516) 589-7022

Southeast Regional Center
Spencerian Office Plaza
University of Louisville
Louisville, KY 40292
(502) 588-0052

Midwest Regional Center
1900 Spring Road
Oak Brook, IL 60521
(708) 571-4710

Southwest Regional Center
The University of Oklahoma
555 Constitution, Suite 138
Norman, OK 73037-0005
(800) 234-7972

Western Regional Center
101 SW Main Street, Suite 500
Portland, OR 97204
(503) 275-9480

**Drug Prevention Programs in Higher Education
Fund for the Improvement of Post Secondary
Education (FIPSE)**

**Office of Post-Secondary Education
U.S. Department of Education
Washington, D.C. 20202-3331
(202) 708-5750**

FIPSE runs grant programs to support and promote substance abuse prevention programs on campuses across the nation. Money is available to institutions of higher learning to develop pro-active prevention approaches and strategies.

CONTACT: Richard Wheeler

**Marin Institute for the Prevention of Alcohol
and Other Drug Problems**

**24 Belvedere Street
San Rafael, CA 94901
(415) 456-5692**

The Institute develops, implements and disseminates innovative approaches to prevention, focusing on environments that support and glamorize alcohol and illegal drug use.

PUBLICATIONS AVAILABLE:

How to Use Media Advocacy

Media Resource Center on Alcohol Issues

**Institute for Health Advocacy
7227 Broadway #305
Lemon Grove, CA 91945-1505
(619) 460-8523**

The Media Resource Center on Alcohol Issues provides training and technical assistance on the use of the media to increase public awareness of alcohol-related problems and potential policy solutions. Offers "Meet the Media" training seminars as well as *Action Alerts* on the hottest local and national policy issues.

**National Clearinghouse for Alcohol and Drug
Information (NCADI)**

**P.O. Box 2345
Rockville, MD 20847-2345
(301) 468-2600 or (800) 729-6686**

NCADI is the information service for the Center for Substance Abuse Prevention. Extensive resources, bibliographies, free computer searches, treatment referral, alcohol and drug education materials, new service, prevention and education

resources. Also works with the Regional Alcohol and Drug Awareness Resource Network (RADAR). Publishes *Alcohol Health and Research World*, *Prevention Pipeline*, and the *Special Reports to the U.S. Congress on Alcohol and Health*.

**National Council of State Legislatures
444 North Capitol Street, Suite 515
Washington, D.C. 20001
(202) 624-5400**

The National Council of State Legislatures offers model legislation to help coalitions draft their own legislation.

**National Families in Action
2296 Henderson Mill Road, Suite 204
Atlanta, GA 30345
(404) 934-6364**

National Families in Action runs the National Drug Information Center, a resource center and clearinghouse, and publishes a newsletter, *Drug Abuse Update*.

**National Highway Traffic Safety
Administration (NHTSA)
400 Seventh Street, SW, Room 5130 (NTS-21)
Washington, D.C. 20590
(202) 366-2724**

NHTSA provides technical assistance and resources to help coalitions distribute information about highway safety programs.

PUBLICATIONS AVAILABLE:

Shifting into Action: Youth and Highway Safety, DOT HS 806 798. Lists programs for various groups in the community such as parent groups, as well as information sources.

Tools for Community Action: Youth Traffic Safety Program, DOT HS 807 769

**Students Against Drunk Driving (SADD)
P.O. Box 800
Marlboro, MA 01752
(508) 481-3568**

SADD provides students with prevention and intervention strategies to help them deal with the issues of underage drinking, impaired driving, and substance abuse.

Publications

Binge Drinkers at Massachusetts Colleges: Prevalence, Drinking Style, Time Trends, and Associated Problems, by Henry Wechsle

AVAILABLE FROM:
Harvard School of Public Health
677 Huntington Avenue
Boston, MA 02115
(617) 432-1137

or: **Journal of the American Medical Association**,
267(21): 2929-2931, 1992

Communities Take Charge! A Manual for the Prevention of Alcohol and Other Drug Problems among Youth

AVAILABLE FROM:
University of Medicine and Dentistry at New Jersey
Robert Wood Johnson Medical School
675 Hoes Lane
Piscataway, NJ 08854-5635
(908) 235-5041

Monitoring the Future Survey, National High School Senior Drug Abuse Survey

AVAILABLE FROM:
Dr. Lloyd Johnston
University of Michigan's Institute for Social Research
412 Maynard
Ann Arbor, MI 48109-1399
(313) 763-5043

Reducing Underage Drinking and its Consequences, by Michael Klitzner, Deborah Fisher, and Kathryn Stewart

Substance Abuse: Early Intervention for Adolescents, by Michael Klitzner, Deborah Fisher, Kathryn Stewart and Stefanie Gilbert

AVAILABLE FROM:
Gail Blankenship
Pacific Institute for Research and Evaluation
4315 Wisconsin Avenue, Suite 1300W
Bethesda, MD 20814
(301) 469-2907

The Designated Driver Campaign: Status Report, March 1990, by Jay A. Winsten

AVAILABLE FROM:
Center for Health Communication
Harvard School of Public Health
677 Huntington Avenue
Boston, MA 02115
(617) 732-1038

The Impact of Alcohol Advertising and the Use of Alcohol in Television Programs and Films on Underage Drinking, A Report by the Prevention Committee of Governor William Donald Schaefer's Drug and Alcohol Abuse Commission

AVAILABLE FROM:
Governor's Drug and Alcohol Abuse Commission
300 East Joppa Road, Suite 1105
Towson, MD 21204
(410) 321-3521

Taking Initiative: The 1990 Citizens' Movement to Raise California Alcohol Excise Taxes to Save Lives

AVAILABLE FROM:
The Trauma Foundation
Building One, Room 300
San Francisco General Hospital
San Francisco, CA 94110
(415) 821-8209

Too Young to Buy and Too Young to Sell - A Case for Raising the Age of Alcohol Sellers, by Linda Cherry, John de Miranda, Gretchen Gundrum and Kay Hursh

AVAILABLE FROM:
Horizon Services, Inc.
2595 Depot Road
Hayward, CA 94545
(510) 785-7142

The Office of the Inspector General conducted a major survey of underage drinking and issued the following reports:

Youth and Alcohol: A National Survey. Drinking Habits, Access, Attitudes and Knowledge, OEI-09-91-00652

Youth and Alcohol: A National Survey. Do They Know What They're Drinking? OEI-09-91-00653

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