Conference Summary

The Solution Is Within Our Reach: Working Together to Keep Kids Alcohol Free

January 10-11, 2002
Washington, DC

Governors' Spouses Leading the Way

LEADERSHIP TO KEEP CHILDREN ALCOHOL FREE

www.alcoholfreechildren.org

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LEADERSHIP TO KEEP CHILDREN ALCOHOL FREE

Summary of the Second National Conference

"The Solution is Within Our Reach: Working Together To Keep Kids Alcohol Free"

January 10-11, 2002

The Monarch Hotel

Washington, DC

Introduction

Leadership to Keep Children Alcohol Free was established in 1999 by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and The Robert Wood Johnson Foundation (RWJF) in response to the need for leadership in the prevention of alcohol consumption by children aged 9 to 15. Based on the best alcohol research and spearheaded by 33 Governors' spouses, this initiative has also been joined by five additional Federal funding partners, including the Office of Research on Women's Health, the National Center on Minority Health and Health Disparities, the Office of Juvenile Justice and Delinquency Prevention, the Substance Abuse and Mental Health Services Administration, and the National Highway Traffic Safety Administration. Representatives of 28 major national organizations with a shared interest in children's health serve in an advisory capacity on the *Leadership* initiative's Executive Working Group. The purpose of this unique collaboration of Governors' spouses, Federal partners, and national organizations is twofold: to raise public awareness about the serious issue of alcohol use by children and to mobilize prevention efforts across the country.

During the conference many attendees asked for summary points from the presentations that they could use in their own prevention efforts. Therefore, we have included a section entitled "Presentation Points" following the conference summary.

Leadership to Keep Children Alcohol Free was formally launched at its First National Conference in March 2000. The purpose of the second conference was to continue to build an informed national alliance. By bringing together Governors' spouses, leading alcohol researchers, prevention practitioners, policy makers, and media representatives, this conference offered a unique opportunity for sharing information and forging new relationships critical to moving the initiative's mission forward.

"The Solution Is Within Our Reach: Working Together To Keep Kids Alcohol Free"

Thursday, January 10, 2002

7:30 a.m. - 9:30 a.m.	**Continental Breakfast** *Shared Voices from the Field*: Exhibits, Videos, Materials, Demonstrations This session will afford the opportunity to view and discuss prevention strategies and representative programs. This session will be repeated from 5:00 p.m. – 6:00 p.m.	*Culpepper/ Longworth/ Latrobe Room*
9:30 a.m. - 9:45 a.m.	**Welcome and Conference Overview** *Conference Moderator* *John Palmer* *NBC News* *Leadership Committee Co-Chairs* *Columba Bush, First Lady of Florida* *Vicky Cayetano, First Lady of Hawaii* *Hope Taft, First Lady of Ohio* *Sharon Kitzhaber, First Lady of Oregon*	*Ballroom*
9:45 a.m. - 10:15 a.m.	**Keynote Speaker** *J. Edward Hill, M.D.* *Chair Elect* American Medical Association Board of Trustees	*Ballroom*
10:15 a.m. - 11:00 a.m.	**What a Child Sees** ■ Video Presentation: *A Child's View* ■ The Appeal of Alcohol Advertising to Youth – *George Hacker* *Director, Alcohol Policies Project* *Center for Science in the Public Interest* – *Joel Grube, Ph.D.* *Senior Scientist* *Pacific Institute for Research and Evaluation* *Prevention Research Center* ■ Community Mapping – *Richard Scribner, M.D., M.P.H.* *Professor* *Department of Health Systems Research & Public Health* *Louisiana State University Medical Center*	*Ballroom*

11:00 a.m. - 11:45 a.m. **Research: New Answers for Action** *Ballroom*

- Alcohol and Adolescence: An Overview
  - *Michael Windle, Ph.D.*
    Professor of Psychology and
    Director of Doctoral Studies Program in
    Developmental Psychology
    University of Alabama, Birmingham
- Alcohol and Adolescent Brain Development
  - *Sandra A. Brown, Ph.D.*
    Professor
    Psychology and Psychiatry Department
    University of California, San Diego, and
    Chief of Psychology Services
    VA Medical Center Psychology Service
- What Is the Magic of 21?: The Minimum Legal Drinking Age
  - *Ralph W. Hingson, Sc.D., M.P.H.*
    Professor and Chair
    Social and Behavioral Sciences Department
    Boston University School of Medicine
    School of Public Health
- Understanding the Role of Policy and Environmental Factors in Youth Substance Abuse
  - Report from "Bridging The Gap" Study - Impact Teen
    Alex Wagenaar, Ph.D.
    Director
    Alcohol Epidemiology Program
    University of Minnesota
    School of Public Health

11:45 a.m. - 12:15 p.m. **Questions and Answers** *Ballroom*

12:15 p.m. - 12:30 p.m. **Break** *Ballroom*

12:30 p.m. - 2:00 p.m. **Luncheon** *Ballroom*
Speaker
Armando Peruga, M.D., D.R.P.H.
Regional Advisor for Alcohol, Tobacco and Drugs
WHO Regional Office for Americas/Pan American
Health Organization
World Health Organization

2:00 p.m. - 2:15 p.m. **Break** *Ballroom*

2:15 p.m. - 4:15 p.m.	**Fred Friendly Seminar** Roundtable Discussion of Underage Drinking *Moderator* *Jack Ford* *ABC News*	*Ballroom*
4:15 p.m. - 5:00 p.m.	**Panel Commentary and Audience Discussion on Issues Raised During Roundtable**	*Ballroom*
5:00 p.m. - 6:00 p.m.	***Shared Voices from the Field*: Exhibits, Videos, Materials, Demonstrations** This is a repeat of the Continental Breakfast session	*Culpepper/ Longworth/ Latrobe Room*

Friday, January 11, 2002

8:00 a.m. - 9:45 a.m.	**State Teams Breakfast** "Making Prevention of Underage Drinking a Priority in Every State"	*Ballroom*
9:45 a.m. - 10:00 a.m.	**Break**	*Ballroom*
10:00 a.m. - 12:00 p.m.	**"What We Know and How You Can Use It"** [Each workshop is an hour in length and will be repeated in the second hour]	

- Media Literacy and Advocacy — *Culpepper Room*
  - *Joseph Behson, M.A.*
    Director of Counseling Services
    New York State Office of Child and Family Services
  - *David Considine, Ph.D.*
    Professor of Instructional Technology and Media Studies
    Appalachian State University
- Parents, Schools, and Prevention — *Roosevelt Room*
  - *Robert W. Blum, M.D., M.P.H., Ph.D.*
    Department of Pediatrics and Adolescent Health
    University of Minnesota
  - *Michael R. Roona, Ph.D.*
    Meta Analysis of School Prevention Programs
    Social Capital Development Corp.
  - *Judy Cushing*
    President/CEO
    Oregon Partnership
  - *Patricia Harmon, M.A.*
    Executive Director
    Ohio Parents for Drug Free Youth

- States' Best Practices: Policies, Legislation and Enforcement — *Longworth Room*
  - *Barbara Alvarez Martin, M.P.H. (RWJF Grantee)*
    Project Director
    North Carolina Initiative to Reduce Underage Drinking
    Governor's Institute on Alcohol and Substance Abuse
  - *Kathlyn Bartosz, M.P.A. (OJJDP Grantee)*
    Statewide Enforcing Underage Drinking Laws Coordinator
    Nevada Juvenile Justice Programs
  - *Mary Ann LaFazia, M.S.W. (SAMHSA Grantee)*
    Supervisor, Special Prevention Projects
    Division of Alcohol and Substance Abuse
    Washington Department of Social and Health Services
  - *Olivia M. Boggs, Ph.D. (NHTSA Grantee)*
    Director of Research and Evaluation
    Georgia Governor's Office of Highway Safety

- Survey Data and Public Attitudes — *Latrobe Room*
  - *Constance Horgan, Sc.D.*
    Professor and Director for Health Services Research
    Brandeis University
    Heller Graduate School
  - *Estus Smith, Ph.D.*
    Vice President and COO
    Kettering Foundation/National Issues Forums

- Working with the Media and the Entertainment Industry — *Executive Room*
  - *Marie Gallo Dyak*
    Senior Vice President
    Program Services and Government Relations
    Entertainment Industries Council
  - *Karen Derby, Ph.D.*
    Director of Aftercare
    The Montel Williams Show

12:00 p.m. - 2:00 p.m. **Luncheon** — *Ballroom*

2:00 p.m. **Adjournment**

THURSDAY, JANUARY 10

Welcome

John Palmer of NBC, who was the conference moderator, opened the Thursday session by introducing the four Governors' spouses who serve as the initiative's co-chairs and the other First Ladies who attended the conference.

Mrs. Columba Bush, First Lady of Florida, was the first of the Co-Chairs to welcome participants. She offered special thanks to the *Leadership's* founders, to the First Ladies for their generous contribution of time and energy to the initiative, and to Florida for the support that it has provided her in this effort. She reminded the conference that alcohol is the #1 drug used by children, high school students, and college students in this country and of the harm that it does to all these youth.

Mrs. Hope Taft, First Lady of Ohio, also welcomed the 300 conference participants, calling on everyone to make the title of the conference a reality. Mrs. Taft described the *Leadership* initiative as the outstanding effort in the country to address the use of alcohol by children. She expressed appreciation for opportunities supported by the initiative, such as this conference, to learn about the latest research and best policies for the prevention of alcohol use by children and to speak directly with the experts about specific concerns.

Mrs. Sharon Kitzhaber, **First Lady of Oregon**, gave special recognition to the initiative's Federal funding partners, which are an essential part of this effort on both Federal and State levels. She also acknowledged the critical importance of the entire coalition of funding partners, scientists, practitioners, policy makers, and media representatives who have joined together in promoting the development of effective community-based prevention programs. She spoke about the impact the initiative has had on Oregon, noting that parents have become more aware of alcohol use by children and that the State's Alcoholic Beverage Commission has joined in the effort to stop teen drinking in private homes. Mrs. Kitzhaber then introduced a video presentation by Mrs. Vicky Cayetano, who could not be present at the conference.

Ms. Vicky Cayetano, First Lady of Hawaii, stressed the importance of the message conveyed by so many of the Governors' spouses supporting the initiative. She described specifically how concerned citizens working together have made a difference in her own State of Hawaii in just a short period of time. For example, alcohol consumption by eighth graders in Hawaii decreased from 30% in 1996 to 22% in 2000. In a similarly remarkable change, during a sting operation of alcohol retail stores, 19% of the stores visited in 2001 sold alcohol to minors, as compared to 39% of the stores visited in 2000.

In addition to the above Co-Chairs, First Ladies who attended the conference were Susan Knowles of Alaska, Janet Huckabee of Arkansas, Frances Owens of Colorado, Patricia Kempthorne of Idaho, Mikey Hoeven of North Dakota, Kathy Schweiker of Pennsylvania, and Sherri Geringer of Wyoming. Former First Lady of Pennsylvania Michele Ridge and former First Lady of Montana Teresa Rasicot represented the Governors' Spouses Emeritus Group.

Keynote Address

J. Edward Hill, M.D., Chair-Elect, American Medical Association Board of Trustees, the Keynote Speaker, highlighted several key issues pertaining to alcohol use by children. **Dr. Steven Schroeder, President and CEO of The Robert Wood Johnson Foundation**, introduced Dr. Hill, identifying him as one of the nation's leading and most effective spokespersons on youth alcohol prevention

Dr. Hill noted that alcohol use is one of seven completely preventable behaviors that place America's children at great health risk. The consequences of early alcohol use cost the U.S. billions of dollars each year and will shape public and fiscal policy for years to come unless something is done to alter this trend.

The average age of first drink in America has dropped to age 12. Research has shown a clear link between delayed consumption of alcohol until adulthood and reduced levels of dependency. For example, youth who regularly consume alcohol before age 14 are at least three times more likely to develop a diagnosable alcohol dependency than those who delay drinking to age 21. Medical risks to youth also include brain injury and high blood pressure. The long-term burden of alcohol is still unclear, however, as medical research continues to reveal the full extent of alcohol's impact on young people.

The AMA has taken a public stand on the health risks of dangerous alcohol consumption over the past 50 years, beginning with the affirmation in 1956 that alcoholism is a disease and not a character flaw. It successfully advocated eliminating alcohol from childhood medicines and for early education about fetal alcohol syndrome. Most recently, the AMA has taken a strong stand against alcohol advertising on television. Society once blamed children and later their parents for underage drinking. Dr. Hill observed that we seem to have blamed everyone but the alcohol industry. He then called for a change in the environment influencing our children.

Public policy is our tool for reshaping the alcohol environment; it is, in fact, only public policy that can change the community. The AMA's Reducing Underage Drinking Through Coalitions program, funded by The Robert Wood Johnson Foundation, has focused on State and local changes in public policy and perception and thus far has taken action on social liability, creation of alcohol-free festivals or zones, elimination of alcohol advertising from public transportation, State-wide beer keg registration, elimination of drive-up windows for alcohol purchase, etc. The AMA's other alcohol prevention program, A Matter of Degree, also undertaken with support from The Robert Wood Johnson Foundation, creates campus-community partnerships to reduce high-risk drinking among college students. These partnerships engage in a variety of activities, such as breaking the "bar belts" surrounding their colleges and universities.

The AMA forcefully objected to NBC's recent decision to accept liquor ads, because more alcohol advertising will not reduce the problem of underage drinking. The AMA maintains that advertising sells alcohol: if it didn't, why have distillers demanded "a level playing field" to match vintners and brewers dollar for dollar in airtime? In this country, TV constitutes the backdrop to a child's life. In 1999, The Kaiser Family Foundation published a study revealing that: (1) children 8 and older watch on average nearly 20 hours of TV each week; (2) at 8 and older, parents are watching with their children only 5% of the time; (3) 58% of all children report that the TV is "usually" on during meals; and (4) 1 in 3 children ages 2-7 has a personal TV in the bedroom, but at 8 that proportion jumps to 65%. Further studies of kids and advertising report that children develop brand identification at a young age and that this is a critical part of an individual's later behavior; that Budweiser has higher slogan recall than Tony the Tiger or Smokey the Bear; and that children are growing up assuming that they will consume alcohol.

NBC's recent decision to air liquor advertising has revived interest in Federal Trade Commission (FTC) findings. In 1999, the FTC issued a report evaluating the alcohol industry's voluntary limitations on advertising. Industry documents reviewed by the FTC for the report were revealing. Some noted that as long as advertising appealed to those of legal drinking age in

the same proportion as to teens, it was acceptable by industry standards. Another document discussed the importance of attracting "new" drinkers and stated that many individuals continue to consume the brands that initiated them to alcohol consumption. Research has shown, however, that brand and brand symbol identification can happen at a very young age.

Dr. Hill concluded his address by noting that further examination of alcohol advertising and TV program content is an issue ripe for collaboration among the AMA, the AMA Alliance (an organization of AMA spouses), and the *Leadership* initiative. He further recommended that such a coalition use its collective power to help implement Comprehensive School Health Programs in schools throughout the country. These programs would be staffed with trained nurses and offer a curriculum on all adolescent behavioral risks.

What a Child Sees

Video Presentation: A Child's View

The keynote address was followed by a five-minute video, *Drinking It In*, developed by Johnnetta Davis with funding from The Robert Wood Johnson Foundation. This video powerfully portrays a world full of alcohol images – from street corners to television – that children experience daily in their homes and communities. It is intended for use by prevention advocates as a tool for raising awareness of the alcohol environment affecting youth. It is also designed to help advocates educate policy makers, media, parents, and other adults about the adverse effects of alcohol on youth. Copies of the video are being distributed nationally through the *Leadership to Keep Children Alcohol Free* and will be sent to all conference participants, OJJDP State coordinators, all MADD chapters, and the AMA Reducing Underage Drinking Through Coalitions and A Matter of Degree programs.

The Appeal of Alcohol Advertising to Youth

George Hacker, Director of the Alcohol Policies Project, Center for Science in the Public Interest (CSPI), described the ways children react to alcohol images around them. He explained how alcohol ads capture the fancy of youth, regardless of whether or not children are the intended targets. Imaginative Budweiser ads and alcohol industry sponsorship of major sports and sporting events, such as the 2002 Winter Olympics, are prime examples of how the industry is appealing to youth. It is evident from this and other evidence that alcohol advertising regulations do not protect youth. The Beer Institute Advertising Code specifically states that "beer advertising…should not be placed…where most of the audience is reasonably expected to be below the legal purchasing age," yet NBC President and Chief Operating Officer for the Olympics, Randy Falco, stated that "[the] Winter Games in particular are really all about speed, all about edge. It's really perfect for a younger demographic." That NBC has also approved the renewal of hard liquor advertising on the air led Mr. Hacker to allude to the danger that alcohol advertisers may gain economic clout over television networks, further controlling the use of advertising to win young audiences.

Mr. Hacker discussed the marketing of flavored malt beverages – alcopops – to young people, citing results of a 2001 CSPI survey: (1) teens are three times more likely than adults to have seen or heard about alcopops and (2) teens (41%) are nearly twice as likely as adults (24%) to have tried alcopops. He cited other research results showing that nearly one-fourth of people aged 19 – 20 drink coolers. Although these and other studies of alcohol advertising and youth may not be definitive, a significant effect of advertising on youth drinking decisions cannot be ruled out. Referring to what has been learned from the tobacco controversy, Mr. Hacker concluded by quoting the U.S. Supreme Court on the effects of advertising: "Product advertising stimulates demand and the absence of it suppresses it."

Joel Grube, Ph.D., Senior Scientist, Pacific Institute for Research Evaluation, Prevention Research Center, described his research on children and TV alcohol advertising. His study has examined to what extent children are exposed to, attend to, and like TV alcohol advertising, as well as its relation to drinking initiation and related behaviors. Research shows that alcohol advertising is a frequent occurrence on television, particularly during sports programming. Moreover, children and adolescents are aware of and attend to televised alcohol advertising. Dr. Grube found that 65% of 5th – 11th graders reported that they had seen a Budweiser ad featuring Louie the Lizard and a ferret and 50% reported seeing a Budweiser ad with Dalmatian dogs. In addition, 52% reported seeing a Heineken ad with a party setting and 62% reported seeing a Bud Light ad with a mouse character. In comparison, 59% reported seeing a Coca Cola ad and 92% remembered seeing a Mountain Dew ad with skateboarders. The lizard-ferret Budweiser ad was the most liked, and actors/characters, the story, and humor were the reasons children liked the ads. The study showed that liking alcohol ads was related to youth drinking beliefs and behaviors. Dr. Grube's recommendations for alcohol use prevention focus on (1) reducing children's exposure to alcohol advertising; (2) increasing media literacy and critical skills; (3) avoiding characters, stories, music, and humor that appeal to youth; and (4) increasing counter-advertising.

Community Mapping

Richard Scribner, M.D., M.P.H., Professor, Department of Health Systems Research & Public Health, Louisiana State University Medical Center, focused his presentation on the environmental approach to prevention through the use of community mapping. Mapping permits the study of health outcomes as smaller units of analysis that better approximate what people mean when they think of community. These smaller units of analysis studies have shown that the shared neighborhood environment, particularly the environment associated with alcohol availability, influences a number of health outcomes. Dr. Scribner presented data from neighborhood-level studies in Louisiana that show strong geographic associations between communities with high alcohol outlet density and high rates of alcohol-related outcomes such as homicide and sexually transmitted disease. For example, in a neighborhood-level study in New Orleans, the high rate of homicide in African American neighborhoods was explained in part by the density of liquor stores. Dr. Scribner indicated that the relation is not merely the effect of increased drinking on violent behavior but also that alcohol outlets tend to be a dominant social institution in many problem neighborhoods, shaping the social expectations of children growing up in those neighborhoods. These results indicate that neighborhood policies targeting alcohol outlets really do make a difference in youth behavior. Dr. Scribner's work made a strong case for an environmental approach to alcohol use prevention and for the use of community mapping as a powerful tool for policy makers in targeting both prevention and intervention strategies to problem areas.

Research: New Answers for Action

Alcohol and Adolescence: An Overview

Michael Windle, Ph.D., Professor of Psychology and Director of The Center for Youth Health, University of Alabama, Birmingham, provided an overview of adolescence and alcohol. He noted that among 8th graders, 50% report use of alcohol sometime in their lifetime, 22% report use in the past 30 days, and 14% report binge drinking in the past two weeks. Lifetime use levels are almost the same for boys and girls, although binge and past-30-day drinking levels are higher for boys than girls. Among youth who drink, 47% report doing things while drinking that they regretted the next day, 29% report passing out from drinking, 24% report thinking about cutting down on their drinking, 22% report drinking alone, and 16% report getting into a fight or heated argument with someone they didn't know while drinking. The Youth Risk Behavioral Survey of 1999 found that 32% of respondents reported alcohol use prior to age 13, compared to 17.4 years in 1987 and 15.9 years in 1994. By further describing associated public health problems, lifetime prevalence for those who begin drinking early, the prevalence of alcohol disorders in adolescents, resulting personal and social problems, and risk factors for early drinking, Dr. Windle emphasized the pervasiveness of early alcohol use in — and encouraged by — our society. Effective alcohol youth intervention models that target multiple risk and protective factors, however, are evident in a number of programs, for example: Project Alert, the Iowa Strengthening Families Program, Jump Start, and Project Northland.

Alcohol and Adolescent Brain Development

Perhaps most compelling of all youth alcohol research findings are those that show the adverse effects of alcohol on the developing brain. **Sandra A. Brown, Ph.D., Professor, Psychology and Psychiatry Department, University of California, San Diego, and Chief of Psychology Services, VA Medical Center Psychology Service,** has undertaken pioneering research on alcohol and the adolescent brain. Although it has long been known that alcohol-dependent adults have demonstrable effects on language, memory, attention, visuospatial, and executive functioning, it has been more difficult to sort out the effects of alcohol on the growing brain. Dr. Brown's neuropsychological research shows that alcohol impacts neurocognition in middle adolescence and results in fewer learning strategies and memory impairment. Alcohol-dependent teens, after detoxification, still showed 10% lower verbal and nonverbal information retention than did non-alcohol-abusing teens. Functional magnetic resonance imaging (fMRI) has recently made it possible to look at the functioning of the brain during specific tasks over a period of time. Using this technique, Drs. Brown, Tapert, and the University of California, San Diego group have shown that in young people, alcohol use and neurocognition appear to be associated with visuospatial functioning and working memory. In brief, alcohol is a neurotoxin that affects the brain as early as age 13; alcohol use prior to age 15 produces significant differences in thinking ability; and early alcohol use may also have implications for motivation. Although the study of alcohol and the adolescent brain has already yielded powerful information that can be used to substantiate the need for prevention of early alcohol use, many questions remain to challenge researchers, such as: (1) Are these deficits permanent? How long do they last? Can we speed recovery? (2) To what extent are neurocognitive and neuroanatomical differences present before alcohol use starts? (3) Which children are most vulnerable to these adverse alcohol consequences?

What Is the Magic of 21? The Minimum Legal Drinking Age

One serious consequence of underage drinking that has been extensively documented is the number of fatal traffic crashes involving youth. **Ralph W. Hingson, Sc.D., M.P.H., Professor and Associate Dean for Research, Boston University School of Public Health,** discussed research findings that show a direct correlation between the age of drinking initiation and engaging in behavior that increases the risk of traffic deaths and other unintentional and intentional injuries that are the leading causes of death among adolescents and young adults. In fact, research shows that this relationship persists into adulthood. The Centers for Disease Control and Prevention reported that alcohol-related traffic crashes *increased 10%* when the drinking age was lowered and *decreased 16%* when the drinking age was raised. According to the National Highway Traffic Safety Administration, from 1975 to 2000, an estimated 20,043 lives have been saved by minimum drinking age laws. Raising the legal drinking age also has important implications for other adverse consequences of early alcohol use, including other unintentional injuries, homicides, sexual assaults, suicides, STDs, unplanned pregnancies, alcohol dependence, teen drug use, and poor academic performance. Dr. Hingson concluded by recommending that (1) parents, educators, and health care professionals explore the age children start to drink and share information with them about the increased risk of injury among persons who begin drinking before the age of 21; and (2) clinical, education, legal, and community interventions be expanded to delay the onset of drinking.

Understanding the Role of Policy and Environmental Factors in Youth Substance Abuse

Policies can affect alcohol availability and alcohol-related norms, attitudes, and beliefs, which then affect youth drinking behaviors. **Alexander C. Wagenaar, Ph.D., Professor of Epidemiology and Director, Alcohol Epidemiology Program, University of Minnesota School of Public Health,** stressed the importance of good policies in restricting alcohol flows to underage youth. Many policy options are available. Policies that can reduce commercial access to alcohol include: minimum age of seller, restriction on home delivery, required server training and licensing, compulsory compliance checks, and administrative penalties. Policies that can reduce social access to alcohol include: keg registration, restrictions at community events, parking lot lights at alcohol outlets, billboard restrictions, restrictions on noisy assemblies, school and college policies, arrest/citation of adult providers, alcohol control in the home, counter advertising, mass media stories, and restrictions at public locations/events. Any number of good policies will not be effective without equally good enforcement, however. Dr. Wagenaar noted that only 5 out of every 100,000 occasions of underage drinking result in action against the outlet. When enforced, however, policies have been shown to be effective prevention tools. For example, youth zero or very low blood alcohol content (BAC) limits on driving after drinking, resulted in a 19% reduction in teen driving after drinking. Public support for alcohol controls is high across the political spectrum. When asked, 83% of respondents believed there should be adult penalties for supplying alcohol to youth, 67% supported a ban on TV liquor ads, 84% supported the minimum legal drinking age of 21, 66% supported compliance checks, and 82% supported higher alcohol taxes.

A brief Question and Answer period followed the research presentations. Among the more interesting issues raised were the significance of the first drink as a point for intervention, how public policies may help families, and circumstances in which alcohol pricing affects consumption.

Luncheon Address

Armando Peruga, M.D., D.R.P.H., Regional Advisor for Alcohol, Tobacco and Drugs, WHO Regional Office for Americas/Pan American Health Organization, spoke to conference attendees at Thursday's luncheon. In his introduction of Dr. Peruga, **Raynard Kington, Ph.D., M.B.A., Acting Director of the National Institute on Alcohol Abuse and Alcoholism,** dispelled the myth of the European "model" of underage drinking. Until recently, many people pointed to the European "model" as one that this country should emulate. It is argued by some that if alcohol use is introduced at an early age in a controlled setting, such as within the family, children will learn to use alcohol more moderately and responsibly. This assumption has been soundly refuted by a recent study commissioned by the World Health Organization (WHO), which showed that teens from many European countries do not engage in any less drinking and binge drinking than do young Americans. Last year, WHO established a strategy advisory committee on alcohol because alcohol abuse by young people is such a serious public health problem in Europe and globally.

Dr. Peruga then characterized alcohol as a burden of disease throughout the world and described alcohol-related projects and plans at the World Health Organization. Projects in the pipeline include a World Health Report on alcohol risk factors, a key informant survey on consumption, an update of a global alcohol database, a report on clinical management, dissemination of alcohol science to countries around the world, and a child advocacy effort. Among planned activities are (1) guidelines for alcohol control, (2) recommendations for best practices, and (3) examination of trade agreements. Dr. Peruga also spoke about the importance of fiscal, marketing, and product regulation as possible key policy approaches to international alcohol control. Peruga concluded his remarks with a slide presentation of provocative targeted alcohol advertising in other countries.

Fred Friendly Seminar – Alcohol and Kids: Do Not Mix

Moderated By:

Jack Ford
ABC News

The Panelists

William A. Alford
President
International Lighthouse Group, Inc.

Bill Bronrott
Maryland Delegate (D-16)
Bethesda, MD

Jim Crowley
President
Community Intervention

George Hacker
Director, Alcohol Policies Project
Center for Science in the Public Interest

Kevin Jackson
Vice President of the Executive Committee
Texans Standing Tall

Barbara Laraway
Founder and Executive Director
Parents Helping Parents

Stacia Murphy
President
National Council on Alcoholism and Drug Dependence

Eric Newhouse
Journalist
Great Falls Tribune

Jeanette Noltenius, Ph.D.
Executive Director
National Latino Council on Alcohol and Tobacco Prevention

William Patterson
Senior Program Manager
Pacific Institute for Research and Evaluation

Jasmine Pickner
High School Student
Teen World Champion Hoop Dancer
2000-2001

Steve Schmidt
Director of Alcohol Education
Pennsylvania Liquor Control Board

Alex Wagenaar, Ph.D.
Professor of Epidemiology
University of Minnesota School of Public Health

Norman Wetterau, M.D.
Rural Family Physician
Chairman, American Society of Addiction Medicine, Family Practice Committee

The Fred Friendly format is a roundtable discussion of a challenging problem by panelists who have been assigned the roles of various individuals with an interest in the issue. This format is designed to present expert information about the issue to panelists and to elicit a discussion among them that both elucidates and works toward possible solutions to the problem. With the conference as backdrop, this Fred Friendly Seminar, "Alcohol and Kids: Do Not Mix," featured a chief of police, doctor, school principal, parent, students, prevention scientist, State legislator, and others in addressing the problem of underage drinking in Wellville, their imaginary community.

The panelists were presented with scenarios based on real-life experiences. In the first of these, a prominent, wealthy member of the community is furious because his 15-year-old daughter has been arrested for

possession of alcohol. The chief of police takes his call. The next scenario involves a meeting of parents at the Wellville Hospital where the 9-year-old brother of one of the young teens has been admitted for alcohol poisoning; the parents tell stories about their children's experiences with alcohol. The expanding group of parents then decides to go to the middle school principal, the alcohol retailers, the police chief, and finally to the city council and State legislature to press for solutions to alcohol use by children in the community. In the final scenario presented to panelists, the primary sponsor of the new minor league baseball team scheduled to come to Wellville the next year is a beer distributor.

Among the many issues to come to light was the general lack of awareness of the seriousness of youth alcohol use. Some kids take the lack of a strong community stand against underage alcohol use as permission to drink. Other kids believe that they are still "good kids" because they do not smoke or use other drugs. Additionally, inconsistent enforcement of underage drinking laws by the police sends a message of community tolerance.

This led to a discussion of the role that parents take in preventing their children from drinking alcohol. Some would prefer to shift the responsibility for their children's actions. Many parents are unaware that the average child first consumes alcohol at age 12, and that early-onset alcohol use has been implicated in impairment of learning and memory. Others are reluctant to be burdened by involvement in community programs.

As the scope of the discussion widened, it became apparent that there is widespread apathy regarding prevention of alcohol use by children throughout the Wellville community. The enforcement of underage drinking laws is hardly a priority for the police. Retailers have little incentive to crack down on the sale of alcohol to minors. The relationship between concerned members of the community and retailers is often strained, making positive steps to resolve underage drinking problems difficult. Many citizens see great value in having a baseball team for Wellville, but others feel that the progress of the parent group working to prevent underage drinking would be greatly compromised by the message to youth that beer company sponsorship would represent.

Ultimately, the members of the panel demonstrated that the problem of early-onset alcohol use is a complex issue, and that no single solution will be effective against this multifaceted problem. Parents must be educated as to the importance of preventing their children from drinking and then become involved in supporting community programs. Underage drinking laws need to be uniformly enforced and a priority for the police. Retailers also have to be informed of their responsibility for training employees and actively working to prevent the sale of alcohol to minors. Lastly, the community needs to find a workable solution to bringing a baseball team to the city in a way that does not further promote alcohol consumption among its youth.

A brief discussion of zero tolerance policies and development of intervention strategies for individual children ensued during a Question and Answer period.

Shared Voices was a continuous conference activity in which 12 organizations participated in giving conference participants an opportunity to meet one-on-one to view materials and discuss best practices of successful prevention programs.

FRIDAY, JANUARY 11

State Teams Breakfast: Making Prevention of Underage Drinking a Priority in Every State

The State Teams Breakfast gave Governors' spouses and other conference participants from the 49 States, Puerto Rico, and the District of Columbia an opportunity to share information and network both within and among the States.

Mrs. Michele Ridge, former First Lady of Pennsylvania and Chair of the Governors' Spouses Emeritus Group, then introduced **Terrence Donahue, M.P.A.,** who represented the **Office of Juvenile Justice and Delinquency Prevention (OJJDP).** OJJDP was the first major Federal agency to join NIAAA and The Robert Wood Johnson Foundation in supporting the *Leadership* initiative. The agency's activities have helped to strengthen States' involvement in the initiative.

Mr. Donahue described two OJJDP programs and their link to alcohol and substance abuse. The first is a community-based reentry program for juvenile offenders. While there are 108,000 juveniles imprisoned in the United States for serious violent crimes, few communities are prepared to receive returning offenders. Alcohol is frequently a factor in most first juvenile offenses and again plays a critical role in the lives of those returning to communities without adequate support services. Upon reentry, many turn to alcohol and substance abuse either for self-medication or as a livelihood. As a result, the average juvenile offender commits 10 crimes before being returned to prison, with a 94% recidivism rate by the fourth year following release to society. In Mr. Donahue's view, the *Leadership* initiative will provide communities with a roadmap for renegotiating State resources for prevention programs for this special population. In a second initiative, OJJDP will enlist the help of the faith-based community with the reentry program as part of its strategic local approach to preventing juvenile crime and recidivism.

The next speaker, **Judge Michael A. Martone, District Judge from Troy, Michigan,** stressed the critical role of education in preventing alcohol-related tragedies. He identified exciting ways in which a community can work with kids to elevate attention to the drinking issue in their schools and communities and, in the process, educate themselves about alcohol use and its impact. The first of these efforts, "Courageous Decisions," actually takes the courtroom into schools where it becomes a powerful tool for initiating dialogue with students and educators about alcohol use. A parallel learning experience, "Courageous Persuaders," is a statewide contest that invites teams of high school students to produce short films with a prevention message. The Judge's presentation included a brief video of powerful award-winning student films, many of which have been aired by CBS, Fox, and UPN. Sixty-five thousand students have been involved in this contest to date. Judge Martone encouraged conference participants to replicate these programs across the country. His presentation elicited a great deal of excitement from conference participants, many of whom expressed an interest in bringing his programs to their communities/States.

What We Know and How You Can Use It

During the afternoon on Friday, five breakout sessions provided participants with specific information and models for action that they could take back to their respective communities.

Media Literacy and Advocacy

As moderator, **Jim Sgueo** introduced the two speakers: **David Considine, Ph.D., Professor of Media Studies at Appalachian State University,** and **Joseph Behson, M.A., Director of Counseling Services for the New York State Office of Child and Family Services.** Both speakers focused on empowering youth through media literacy training.

Media literacy training is a means of assisting young people in recognizing media images and various techniques of manipulation. However, Professor Considine argues that we would be remiss if we used Hollywood as a scapegoat and in doing so failed to account for how we make use of the media. There are three purposes to media literacy training: preparation, pleasure, and protection. Media literacy begins with an examination of our own use and misuse of the media.

Mr. Behson uses media literacy training to help at-risk kids develop "life skills." Media portrayals may influence young people's attitudes and behaviors toward substance abuse. Through media literacy training, kids learn to discuss and analyze their favorite advertisements and learn to identify manipulation techniques. Mr. Behson's premise is that children tend to accept and believe what they see; therefore, they can be empowered with critical thinking skills by becoming "media literate."

There are four principles to Mr. Behson's media literacy training. The media construct a reality that is either created or manipulated; the media use identifiable techniques, with everything serving a purpose; the media are comprised of businesses with commercial interests and do not exist for the purpose of providing us with entertainment; and the media present ideologies and value messages.

Media literacy training is essential when considering the role that the media play in the lives of today's youth. By kindergarten, a child has spent more time watching television than a four-year college graduate has spent in the classroom. By age 18, on average, a child has spent 22,000 hours watching television and only 15,000 hours in the classroom. Alcohol commercials promote the myths that drinking is risk-free, people cannot survive without drinking, problem drinking behaviors are normal, and sports and alcohol go together, to name a few.

As children reach adolescence, the family and community have less impact on decisions regarding alcohol use, while friends, youth culture, and television begin to play a more dominant role.

As illustrated by the effectiveness of drug education, sex education, and food education, there is a contradiction between what kids know and how they behave. Therefore, it is imperative that we develop an understanding of advertising and its attraction to adolescents. Today's youth are visual learners, and advertising is most successful in reaching and educating our children. In working with adolescents, Professor Considine advises that preaching and talking down to them fails. Marketing to kids provides them with pleasure.

Interactive activities, media production, and participation in developing and analyzing ads are techniques used in media literacy training that draw on visual learning techniques. Both Professor Considine and Mr. Behson agree that it is critical to understand youth culture in order to be effective. Reading magazines, knowing what is popular, making use of popular television programs, and speaking the language all help to effectively communicate the message of critical thinking through media literacy.

Parents, Schools, and Prevention

Robert W. Blum, M.D., Ph.D., M.P.H., Department of Pediatrics and Adolescent Health, University of Minnesota, discussed school "connectedness" as a protective factor in youth alcohol use and other risky behaviors. Dr. Blum presented highlights of a longitudinal study of adolescent behaviors that surveyed 90,000 junior and senior high school students, and conducted more than 12,000 in-home interviews that included parents as well. The adolescents have now reached adulthood. The following are highlights of the findings: (1) young people connected to school are less likely to use alcohol, drugs, and tobacco or to become pregnant, attempt suicide, experience emotional distress, and exhibit violent and other socially deviant behavior; (2) connected youth are likely to achieve better outcomes, regardless of participation in any prevention programs; and (3) school connectedness is a protective factor even for those who perform poorly in school. Among the most salient factors contributing to school connectedness for students are: (1) smaller school size where closer personal relationships are possible; (2) school climate in which positive classroom management facilitates learning; and (3) school culture in which doing well is respected, friendship groups are integrated, and fewer cliques exist overall. (The study also found that integrated schools do not necessarily create integrated friendship patterns.) Dr. Blum concluded by noting that the quality of interpersonal relationships is key to creating a healthy school environment for students.

Michael R. Roona, Ph.D., Executive Director, Social Capital Development Corporation, discussed "meta analysis" of school prevention programs for determining an overall sense of program effectiveness. Findings have shown that interactive prevention programs are most effective because (1) they focus on exchange of ideas about alcohol; (2) a teacher serves as facilitator, providing constructive criticism; and (3) the focus is on understanding social influences to use alcohol as well as developing social skills to diffuse social pressures to drink. Interactive prevention programs can be organized around social influences, comprehensive life skills, or system-wide changes. Dr. Roona noted that systems approaches can be most effective in preventing overall alcohol use but stressed that social influence programs have proven most effective with heavy student drinkers, many of whom drink to self-medicate.

Judy Cushing, President/CEO, Oregon Partnership, focused her discussion on the role of parents in prevention. Although parents have tremendous potential to be leaders in preventing youth alcohol use, she maintained that the prevention community is failing to engage them in this effort. Similarly, not enough is being done to help parents communicate effectively with their children regarding alcohol and drug use. She described a serious "disconnect" between kids who say few parents are communicating with them about drugs and alcohol and parents who maintain that they are communicating with their children about these issues. When parent – child discussions do take place, they are predominantly between mothers and offspring; engaging fathers in this dialogue remains a challenge. A similar "disconnect" between students and school faculties and principals also exists, with students and adults in schools describing very different scenarios. Ms. Cushing emphasized a critical need to raise public awareness and to mobilize preventive action at the *local* level by (1) reaching parents through neighborhood organizations, sports leagues, booster clubs, and other school activities; (2) engaging faith communities; and (3) reaching community members through the workplace. Key factors in engaging parents are (1) providing them with appropriate information and skills, (2) choosing optimal times and places to make connections, (3) understanding cultural barriers, and (4) empowering parents to recruit other parents. Ms. Cushing enthusiastically endorsed Dr. Hill's call for Comprehensive School Health Programs, including alcohol and drug education, throughout the nation's schools.

Patricia Harmon, M.A., Executive Director, Ohio Parents for Drug Free Youth, described a specific prevention program funded by OJJDP and targeted to parents of teens in Ohio. This program, "Those Who Host Lose the Most," is premised on the effectiveness of pairing legal ramifications with knowledge of health and safety risks involved in making alcohol available to youth. The program's primary goal is to change community norms to make provision of alcohol to youth parties unacceptable. Major corporations have

been enlisted as partners in this effort, not to contribute financial support but to distribute educational materials to employees and customers. The program has also developed 60-second radio ads and purchased radio time over the past two years, targeting stations and times when parents are most likely to listen. Airing of ads is especially heavy from April through June, the season for proms and graduation parties. The program distributes information kits to juvenile judges, police chiefs, PTA's, and others involved with youth in local communities, and provides grants as further incentives to local coalitions to become involved. The campaign has used media events, an awards presentation by Ohio's First Lady Hope Taft, and other occasions to generate press coverage. A recent household survey found that the campaign is leading to more discussion between parents and youth about the dangers of alcohol use.

States' Best Practices: Policies, Legislation and Enforcement

One of the primary objectives of the *Leadership* initiative is to educate decision-makers about the problem of alcohol use by youth and the need for effective alcohol policies. **Barbara Alvarez Martin, M.P.H., Project Director, North Carolina Initiative to Reduce Underage Drinking, Governor's Institute on Alcohol & Substance Abuse, Inc. (The Robert Wood Johnson Foundation Grantee),** described her State's experience in organizing a policy briefing with First Lady Mary Easley to educate policy makers, study policy solutions, build public/private partnerships, and demonstrate public concern about alcohol use by youth. Key elements in organizing the successful policy briefing for State Legislators and other officials on underage drinking in May 2001 included: (1) involving the First Lady and other high-profile convenors, (2) recognizing that the messenger is as important as the message, (3) creating awareness that this is a bicameral and bipartisan effort, (4) holding the briefing at a convenient time and place, (5) making sure that all potentially interested persons were invited to attend, (6) using the planning process to secure formal commitment from policy partners, (7) sending materials to everyone, including those who did not attend, and (8) ensuring that there would be a "next step." Twenty to thirty legislators and public officials attended the briefing, 80 participated overall, and all major TV stations covered the event. Following the briefing, the legislature created a commission to study ways to reduce commercial and social availability of alcohol to youth.

Effective law enforcement must go hand in hand with good alcohol policies. **Kathlyn Bartosz, M.P.S., Statewide Enforcing Underage Drinking Laws Coordinator, Nevada Juvenile Justice Programs (OJJDP Grantee),** addressed law enforcement initiatives as a critical part of prevention practices. Key to effective law enforcement efforts are (1) compliance checks, (2) tight local ordinances, (3) strong community support, (4) cooperation with and training for retailers, and (5) incentives to stem troublesome turnover of law officers and retail clerks. Natalie Bergstrom, a junior high school student who accompanied Ms. Bartosz to the conference, described youth involvement in underage drinking prevention through a program called "Stand Tall, Don't Fall." In this statewide program, teams of high school and middle school students form cooperative relationships with alcohol retailers and law enforcement officers and educate peers, parents, and communities about alcohol issues.

Washington State recently implemented a new streamlined substance abuse prevention system that combines new and existing initiatives. **Mary Ann LaFazia, M.S.W., Supervisor, Special Prevention Projects, Division of Alcohol and Substance Abuse, Washington Department of Social and Health Services (SAMHSA Grantee),** summarized key elements in the successful development of the new State prevention system: (1) having a funding incentive, (2) the Governor's dedicated leadership, (2) a statewide framework, (3) a strong focus on communities, (4) the commitment of 6 State agency directors, and (5) 18 overarching State prevention objectives and outcome benchmarks. A four-year $8.9 million incentive grant was awarded to the Governor to develop a State prevention system targeted to youth in grade 4 through the first year of high school, their families, siblings, schools, and communities. Under the Governor's leadership, a 30-member advisory committee formulated a State action plan to create the new prevention system, utilizing a statewide philosophy for program change, partnerships and coalitions, evidence-based

prevention programs, and the collection of outcome data. Nine of the 18 benchmarks are targeted to keeping children alcohol free.

In contrast to sparsely populated Nevada, Georgia is a rapidly growing State with a population of 8 million, 159 counties, 900 police jurisdictions, 180 school districts, and 2.5 million people under the age of 21. In order to ensure highway safety for its citizens, Georgia has implemented a statewide program that is strongly community-based. **Olivia M. Boggs, Ph.D., Director of Research and Evaluation, Georgia Governor's Office of Highway Safety (NHTSA Grantee),** described the program as data driven and using a partnership/ownership approach to enlist the cooperation of churches, schools, and other community organizations to achieve its goals. Because crashes happen where people live, the program offers education and training programs, proposal writing assistance, and grants to grassroots populations for highway safety projects. Georgia boasts a 79% rate of seat belt use and 94% rate of child safety seat use by its citizens. The Teenage and Adult Driver Responsibility bill became Georgia law in 2001.

Survey Data and Public Attitudes

Survey data provide important planning and evaluation tools for State and community prevention efforts. These data assist in characterizing drinking patterns among young people, tracking changes in these practices, and identifying potential points of intervention. Two sets of documents reflecting public opinion had been distributed to conference participants. **Constance Horgan, Sc.D., Professor at the Heller School for Social Policy and Management and Director of Research at the Schneider School for Health Policy, Brandeis University,** received The Robert Wood Johnson Foundation funding for one of these reports. Entitled *Substance Abuse: The Nation's Number One Health Problem*, updated February 2001, the report reviews survey data from the last two decades that tracked changes in patterns of alcohol use among youth and changes in young people's perceptions of the risks of alcohol use. These data show upward trends in perception of risk accompanied by downward trends in use. Dr. Horgan pointed out that these findings have important implications for our prevention efforts. It appears that raising perceived risk can reduce levels of use. Data also showed that perception of risk increases with age: adults 26 years old and older perceive heavy drinking and binge drinking to be more risky than do younger adults (18 to 25) or teens (12 to 17). Thus, initiation to drinking occurs when perceptions of risk are lowest. On the other hand, overall levels of drinking increase with age, suggesting the importance of additional factors as young people mature. Dr. Horgan ended her talk with a discussion of the role of mass media in shaping young people's attitudes toward alcohol. She cited recent research suggesting that repeated exposure to positive media portrayals or product advertising fosters positive feelings toward the use of alcohol and other substances. She then presented data from a survey of recent motion pictures and popular songs. This study revealed that 97% of motion pictures and 17% of popular songs feature alcohol use in some way.

Generating public will to address drinking by children and youth is fundamental to reducing these problems. Unfortunately, the public is sometimes misinformed, apathetic, or immobilized by feelings of powerlessness in the face of pressing social issues. **Estus Smith, Ph.D., Vice President and Chief Operating Officer at the Kettering Foundation,** discussed a series of public forums the Foundation has conducted to catalyze public debate about alcohol problems. The forums are part of the National Issues Forums, a nationwide network of educational and community organizations that deliberate about nationwide issues. By publicly thinking together, participants in the alcohol forums were led to a shared, mutual understanding of alcohol issues and to the development of more carefully weighed personal judgment. *Americans Deliberate on Alcohol Abuse: A National Report*, prepared in 2002 by the Kettering Foundation in collaboration with Public Agenda, describes key points/themes found throughout these forums. The report discusses how participants' concern for personal safety did not translate into a desire for new laws but the consistent enforcement of existing laws. Prior to discussion of the alcohol issue, many participants were highly skeptical of the potential effectiveness of public education; by the end of the discussion, however, people had an expanded view of education as part of an overall campaign for cultural change in attitudes toward alcohol. Citizens moved from unchallenged individual opinion to considered public judgment. Dr. Smith argued that

public judgment is a much more useful tool for the development of public policy than the public opinion gleaned from focus groups and other common methods for gathering citizen input. He also argued that mechanisms of citizen participation like the forums instill a belief that individuals can make a difference.

Working with the Media and the Entertainment Industry

Karolyn Nunnallee, Past President of Mothers Against Drunk Driving, introduced the two panelists, who provided key suggestions for working with the media and entertainment industry in communicating the message about alcohol use by children 9-15. **Marie Gallo Dyak, Senior Vice President, Program Services and Government Relations, Entertainment Industries Council, and Executive Director, Prism Awards,** began her presentation with a brief videotape offering a candid look at celebrities who have dealt with addiction problems. Her discussion, however, focused primarily on how the prevention/treatment community can best engage the media and entertainment industry as a powerful partner in helping to deliver the prevention message. She stressed that *it is of paramount importance that the industry be engaged at the creative level and in a non-judgmental spirit*. There are a number of ways in which this can be done, including: (1) delivering science-based information to the industry and letting the numbers speak for themselves; accurate information can thus be used to inform character and story development; (2) helping to create an affinity with specific issues so that the industry can become proactive in setting a social agenda; and (3) inviting industry members to be a resource to prevention/treatment organizations by serving as advisors or as board members. Ms. Dyak stressed the importance of recognizing the entertainment industry for what it does well, a role played by the Prism Awards for the accurate portrayal of alcohol and drug use in television and film. Films that have been deemed "accurate" have been distributed to the libraries of 3300 treatment centers to date. In another category, "prevention track" awards have been made to high-profile schools to encourage a next generation of film makers who will accurately depict social issues in their work.

Karen Derby, Ph.D., Director of Aftercare for The Montel Williams Show, is consulting psychologist to the show. Dr. Derby has observed first-hand the direct impact the show has had on youth who are its guests, including those with alcohol and drug problems, and how the talk show medium can be used to educate people on a wide scale. With respect to youth at risk for alcohol and drug use, Dr. Derby described two recurring themes made apparent by youth on the show: (1) the dearth of creative activities (music, art, drama, shop, etc.) once offered by the schools and (2) the importance of being good at something by the time kids reach ages 9-11. Referring to NIAAA's new "vending machine of activities" poster, she suggested that the irony is kids will feel cheated because there aren't enough worthwhile activities available to them. For many, drugs and alcohol help fill the void. Her advice to experts/practitioners in the prevention field included: (1) advocating for more "anti-drug" activities in schools and communities, (2) scrutinizing their own beliefs for glibness, (3) writing to commentators they disagree with, (4) writing frequent informational letters to executive producers of TV shows (Ross Reports on TV and Film is reference), (5) telling TV producers something they don't know in order to secure an appearance on the show, (6) watching the show before agreeing to appear, and (7) supporting stations that are doing good work.

Ms. Nunnallee stressed the importance of working with media at the community level. Community coalitions should be enlisted to thank local stations when they are doing a credible job and to encourage them to help create desirable community norms through their programming decisions.

The conference adjourned following a 12 o'clock luncheon.

Presentation Points

During the conference many attendees asked for "summary points" from the presentations that they could use in their own prevention efforts — in speeches, in print materials, and in discussions with key opinion leaders. Based on these requests for easy-to-use facts and statistics, we have prepared the following Presentation Points for your use. They have been approved by the respective presenters, and are in short bullets that can be utilized in your work to mobilize support for the prevention of alcohol use by children. Full references are included to provide more in-depth information about the studies and programs presented.

Keynote Address

J. Edward Hill, M.D.

- Alcohol use is one of seven completely preventable behaviors that place children at great health risk.
- The American Medical Association has taken a strong stand about the health risks of dangerous alcohol consumption, and recently also spoke against alcohol advertising on television.
- Research has shown that recognition of alcohol brands and brand symbols can happen at a very early age, and when many individuals begin to drink they choose these familiar brands – hence advertising that appeals to youth.

What a Child Sees

The Appeal of Alcohol Advertising to Youth

George Hacker

- Teens are three times more likely than adults to have seen or heard about alcopops.
- Teens are nearly twice as likely as adults to have tried alcopops [41% to 24%].

Joel Grube, Ph.D.

- Televised alcohol advertising is pervasive. It is a frequent occurrence on television, especially in sports programming.
- Children and adolescents are exposed to and aware of television alcohol advertising. In a recent study, for example, 65% of 5th – 11th graders recalled having seen a Budweiser advertisement featuring Louie the Lizard and a ferret.
- Children and adolescents also like many televised beer advertisements. In that same study, 92% of the 5th – 11th graders liked the lizard and ferret ad. This ad was even better liked than a youth-oriented Mountain Dew ad featuring skateboarders.
- Appealing actors and characters, interesting stories, and humor were the main reasons young people report liking alcohol ads.
- Young people who are exposed to and like alcohol advertisements have:
  - More favorable beliefs about drinking
  - Say it is more likely that they will drink in the future
  - Consume more alcohol.
- Prevention should focus on:
  - Reducing exposure by restricting times and placement of alcohol ads and eliminating advertising tax incentives
  - Increasing young people's media literacy and critical media skills
  - Avoiding characters, stories, humor, and music that appeal to young people
  - Increasing counter-advertising.

Community Mapping

Richard Scribner, M.D., M.P.H.

- Research shows a geographic association between the distribution of liquor outlets at the community level and the distribution of homicides, assaults, sexually transmitted diseases, motor vehicle crashes, and HIV-infected individuals.
- The high number of outlets in some communities is associated with more liberal social norms regarding alcohol use and as a result affects many of the high-risk behaviors in which youth are engaged.
- Research shows that neighborhood policies limiting the physical availability of alcohol at the community level can make a positive difference in health outcomes affecting youth.
- Community mapping can be a very useful and powerful means to characterize environmental risks associated with alcohol outlets as well as to show leaders how they can target preventive interventions in their communities.

Research: New Answers for Action

Alcohol and Adolescence: An Overview

Michael Windle, Ph.D.

- 51% of eighth graders report use of alcohol sometime in their lifetime.
- 22% report use in the past 30 days.
- 14% report binge drinking in the past two weeks.
- Lifetime use levels are almost the same for boys and girls, although binge and past 30 days drinking levels are higher for boys than for girls.
- Among youth who drink, 47% report doing things while drinking that they regretted the next day; 29% had passed out from drinking; 24% had thought about cutting down on their drinking; 22% drank alone; and 16% got into a fight or heated argument with someone they didn't know while drinking.
- The Youth Risk Behavioral Survey found that 32% reported alcohol use prior to age 13.
- In 1987, average age of first use was 17.4 years; in 1994, it was 15.9 years.
- Adolescent problem drinkers were 3.5 times more likely than non-problem drinkers to develop an alcohol disorder during young adulthood.

Alcohol and Adolescent Brain Development

Sandra A. Brown, Ph.D.

- Neurocognitive impact of alcohol among middle adolescents indicates that they utilize fewer learning strategies and have memory impairment.
- Alcohol-dependent teens, after detoxification, still showed 10% lower verbal and nonverbal information retention than did non-abusing teens.
- Early involvement with alcohol is associated with poorer behavioral measures of thinking abilities of youth, including memory, learning strategies, visual spatial abilities, and attention.
- Early alcohol involvement is associated with lower activation in several brain regions during complex cognitive tasks of visuospatial functioning and working memory in youth.

What Is the Magic of 21? The Minimum Legal Drinking Age

Ralph W. Hingson, Sc.D., M.P.H.

- There is a direct correlation between the age of beginning to drink alcohol and engaging in behaviors that increase the risk of traffic death, and other intentional and unintentional injuries that are the leading causes of death among adolescents and young adults. This relationship also continues into adulthood.
- The Centers for Disease Control and Prevention found that alcohol-related injuries increased 10% when the drinking age was lowered and decreased 16% when the drinking age was raised.
- Raising the drinking age also affects other problems associated with alcohol use, such as homicides, sexual assaults, suicides, unplanned pregnancies, teen drug use, and poor academic performance.

Understanding the Role of Policy and Environmental Factors in Youth Substance Abuse

Alexander C. Wagenaar, Ph.D.

- Policies can affect alcohol availability and norms, attitudes and beliefs, which then affect drinking behaviors.
- Policies can be implemented at institutional, local, State, and Federal levels.
- Policies that can reduce commercial access to alcohol:
  - Minimum age of seller
  - Restriction on home delivery
  - Required server training and licensing
  - Compulsory compliance checks
  - Administrative penalties.
- Policies that can reduce social access to alcohol:
  - Keg registration
  - Restrictions at community events
  - Parking lot lights at alcohol outlets
  - Billboard restrictions
  - Restrictions on noisy assemblies
  - School/college policies
  - Arrest/citation of adult providers
  - Alcohol controlled in the home
  - Counter advertising
  - Mass media stories
  - Restrictions at public locations/events.
- Public supports alcohol controls
  - 83% believe there should be adult penalties for supplying alcohol to youth
  - 67% support a ban on TV liquor ads
  - 84% support age 21 drinking age
  - 66% support compliance checks
  - 82% support higher alcohol taxes [if used for helping fund prevention efforts].
- Support is similar for Democrats and Republicans, Conservatives and Liberals.
- Policies have been shown to be effective in prevention.

Luncheon Address

Armando Peruga, M.D., Dr.P.H.

- A recent study commissioned by the World Health Organization showed that teens from many European countries do not drink less or binge drink less than American youth.
- The WHO plans to develop new guidelines for alcohol control, recommendations for best practices, and a review of alcohol trade agreements.
- Fiscal, marketing, and product regulations are possible policy approaches to international alcohol control.

What We Know and How You Can Use It

Media Literacy and Advocacy

David Considine, Ph.D., and Joseph Behson, M.A.

- Media literacy training is an important tool to help youth examine the use and misuse of media, and to help them develop positive "life skills." It can also help them see what's wrong with alcohol advertisement messages.
- Children spend much more time watching television than time in the classroom – by age 18 they spend 22,000 hours watching TV compared to 15,000 hours in the classroom.
- Alcohol commercials suggest that drinking is not risky, sports and alcohol go together, and everyone drinks – all issues addressed in media literacy development.

Parents, Schools, and Prevention

Robert W. Blum, M.D., M.P.H., Ph.D.

- Data from the National Longitudinal Study of Adolescent Health show that students who feel connected to school are less likely to use alcohol. The more connected they are the less likely they are to drink alcohol.
- The more connected they are the less likely they are to report emotional distress, or engage in violent or deviant behavior.
- Students respond better to efforts to improve their academic performance when they feel connected to school.
- Students feel more connected in smaller schools because teachers and school leaders have more personal relationships with students in smaller schools.
- Improving the classroom management climate helps makes schools vibrant places where teens want to spend time – and thus be connected.

Michael R. Roona, Ph.D.

- An analysis of prevention programs has found that interactive programs are most effective.
- Important program components include an exchange of ideas about alcohol, with a teacher as facilitator providing constructive commentary and criticism.
- There should also be a focus on understanding the social influences to use alcohol and the development of life skills for prevention.

Judy Cushing

- There is a critical need to raise public awareness and to mobilize action at the local level by reaching parents through neighborhood organizations and at the workplace, and also through the faith community.
- Parents don't always know how to communicate with their children about alcohol, and they need help in developing these dialogues.

Patricia Harmon, M.A.

- A program funded by OJJDP, "Those Who Host Lose the Most," combines information about the legal ramifications of providing alcohol to youth with the health and safety risks of underage drinking. The program tries to change community norms so that providing alcohol to youth parties is unacceptable, not just illegal.
- Corporate sponsorships, educational materials, and radio spots have been successfully used in these campaigns.
- A survey found that the campaign is leading to more discussion between youth and their parents about the dangers of alcohol use.

States' Best Practices: Policies, Legislation and Enforcement

Barbara Alvarez Martin, M.P.H.

- The North Carolina Initiative to Reduce Underage Drinking, funded by RWJF, organized a policy briefing with First Lady Mary Easley to educate policy makers, build public-private partnerships, and demonstrate public concern about youth alcohol use.
- New relationships with legislators have been developed and a legislative study commission was formed.

Kathlyn Bartosz, M.P.S.

- Effective law enforcement is necessary in partnership with strong alcohol policies to reduce underage drinking.

Mary Ann LaFazia, M.S.W.

- A State action plan was created in Washington under the governor's leadership to develop a new statewide prevention system, partnerships and coalitions, evidence-based programming, and outcome data collection.

Olivia M. Boggs, Ph.D.

- Georgia's Governor's Office of Highway Safety provides a community-based partnership/ownership program for highway safety projects.

Survey Data and Public Attitudes

Constance Horgan, Sc.D.

- Since 1996, the percentage of high school seniors who believe heavy alcohol use is very risky has declined.
- Alcohol use by eighth graders in the past month has declined since 1996, but still represents about 24% of that age group.
- Thirteen percent of eighth graders in 2000 reported drinking five or more drinks in a row in the past two weeks.
- In 2000, 71% of eighth grade students reported it is "fairly easy" or "very easy" to get alcohol.
- Only 56% of eighth grade students in 2000 reported seeing a great risk in having five or more drinks in a row once or twice each weekend.

Estus Smith, Ph.D.

- The Kettering Foundation has conducted a series of public forums to catalyze public debate about alcohol problems, through the National Issues Forums. Participants developed an expanded view of the need for cultural change in attitudes about alcohol.

Working with the Media and the Entertainment Industry

Marie Gallo Dyak

- The media and entertainment industry can help prevention when they are informed by science, and involved at the creative stage of story and character development.
- This industry can help in setting a social agenda, and can show accurate portrayals of alcohol and drug use in television and movies.

Karen Derby, Ph.D.

- Youth frequently say that there are not enough positive anti-drug activities available to them, and they want to be good at something they can do.
- The public should support, in writing, shows, stations, and commentators who present accurate and fair depictions of youth and alcohol issues.

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How Does Alcohol Affect the World of a Child? (Available in English and Spanish)

A brochure written for lay audiences, and the only publication currently available that distills vast amounts of data from research studies and national surveys about the effects of early alcohol use by children ages 9 to 15. This easy-to-use reference covers the impact of alcohol on children themselves and in the context of families, schools, and communities.

Make a Difference — Talk to Your Child About Alcohol (Available in English and Spanish)

A booklet to guide parents and guardians in discussing alcohol issues with young people ages 10 to 14. It addresses the risks of alcohol use for older children and young adolescents, building a strong parent-child relationship, how to talk to kids about alcohol, preventive strategies for parents, and warning signs of a drinking problem in a young person. It provides a list of additional resources.

Science, Kids, and Alcohol Series 1 and 2

One-page summaries of notable findings from research on children and alcohol funded by the National Institute on Alcohol Abuse and Alcoholism and other Federal Agency partners of the *Leadership* initiative.

Prevention Guide (Available in English and Spanish)

The *Leadership to Keep Children Alcohol Free* has developed a new prevention guide. Entitled "Keep Kids Alcohol Free: Strategies for Action," this 17-page booklet is an easy-to-use introduction to three basic prevention strategies, with information about how these strategies can be put into practice in the home, school, and community. This addition to the *Leadership's* growing number of resources contains a current synthesis of prevention science as compiled by some of the country's leading prevention researchers. It also offers a wealth of on-line resources and State contacts. The booklet moves the *Leadership* initiative forward from raising awareness about early alcohol use to also offering help to prevent it. The guide also provides a source of information about underage drinking prevention that can be used in preparing speeches and print materials.

All publications can be ordered at www.alcoholfreechildren.org

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