



EXchange

Creating Solutions by Changing Environments

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Don't target me.

Underage Drinking Events Escalate



By Richard Yoast, PhD
Director, American Medical
Association Office of Alcohol and
Other Drug Abuse

In May, the Chicago area was rocked by an incident involving high school girls that was described as a “brutal powder puff melee in which senior high school girls attacked junior girls during a traditional hazing rite.” This story quickly spread to national news with the primary focus on why the girls were behaving violently like boys. Two weeks later, also in the Chicago suburbs, 55 youth were charged in a suburban party where two homes were ransacked and vandalized.

It was obvious to those of us working on underage drinking that alcohol fueled the violence and lawlessness. But, this fact was not exposed by the media until a review of video tapes from the hazing incident showed beer kegs, and youth raising their glasses and cheering the girls on throughout the attacks. Photos from the home invasions showed the homes and surrounding yards strewn with beer bottles and hard liquor containers.

In the incident in Northbrook, IL more than two dozen girls were injured. Five were sent to the hospital for concussions, stitches and poisoning. An annual tradition billed as a powder puff football game was actually a hazing ritual complete with personal vendettas. The senior girls created concoctions of feces, urine, animal intestines and paint thinner which were thrown on selected participants.

Two beer kegs were on the scene; a third was delivered to a parent’s home prior to the “game” where a party was held. All three kegs were bought for the girls by parents who knew

Violence is perhaps the most troubling consequence of alcohol consumption by underage youth.

full well what activities and possible violence were going to take place. When interviewed afterwards, a number of parents indicated that they saw nothing wrong with the annual event, or the drinking—it was the violence and the behaviors of a few students that concerned them.

Violence is perhaps the most troubling consequence of underage alcohol consumption. According to the National Center on Addiction and Substance Abuse at Columbia University, the gender gap for alcohol consumption has disappeared. Forty-one percent of ninth grade females are likely to drink versus 40 percent of their male counterparts. Teen drinking has also been linked to adult alcoholism.

Knowing this and seeing the tapes, everyone needs to ask why are such events allowed to occur—and on a regular basis. Clearly, the values of the parents involved need to be questioned, but the whole community knew about the annual event and yet it continued. The community included the enforcement agencies, school administrators who knew of the annual hazing ritual, and parents who encouraged and helped it happen.

Local ordinances and state laws need to be rewritten so that they hold adult providers and sellers of alcohol to youth more accountable. The alcohol industry assures a constant public focus on individual accountability when consumption leads to problems. But it acts to promote heavy consumption and to fight against any legal remedies that would make it harder to sell, serve and promote alcohol to youth. They want everyone else but them held accountable and for the “irresponsible” individuals to be punished while assuring us that for their part they self-monitor and do all they can to prevent underage drinking.

Numerous studies from the Center on Alcohol Marketing and Youth illustrate industry marketing expenditures and the over exposure to underage youth. The industry has fought against keg registration, even though studies prove its effectiveness in reducing the number of adults who provide alcohol to underage youth. In addition keg registration has been shown to limit the amount of alcohol consumed illegally by youth. Northbrook, where the violent hazing incident took place, has keg registration, while Glenview, where the parents purchased the kegs does not. Clearly the parents knew this and thought they would not get caught.

The AMA Office of Alcohol believes in science-based applications to eliminating underage drinking and the role environmental change has in changing public attitudes and policies. Youth all over the country at the community and college level have been taking action and moving to pass legislation, enact regulations and send strong messages to the alcohol industry. We need to form new partnerships and enhance existing relationships to become louder, more strategic and stronger. Parents need to become allies in change rather than promoters of underage drinking. Producers and distributors need to be held accountable. We call on communities to take the recent report from the National Research Council and Institute of Medicine (www.national-academies.org) on underage drinking and hold town hall meetings to implement strategies to prevent the violent and deadly incidents that are becoming too commonplace. ●

Change the Context . . . Change the Outcome

By Juli C. McGreevy, Communications Coordinator
Pennsylvanians Against Underage Drinking

Why must we stop underage keg parties if we ever hope to reduce underage drinking? Underage keg parties signal an atmosphere that encourages irresponsible behavior. Kegs contain a huge quantity of beer, and a drinker can fill a cup again and again.

In this context, it is easy for the uncontrollable nature of consuming from the keg to spread throughout the party—to other alcohol consumption, to other drug use, to disrespect for property and other partygoers, to behavior that is light-years beyond teenage fun. It isn’t only the impairment caused by alcohol consumption at underage-drinking parties that leads to teenage boys raping teenage girls. It is the whole uncontrolled atmosphere. Teenagers do things they wouldn’t do in another context, a context that, for example, signaled that underage drinking is not acceptable.

Thought of another way, this explains underage-drinking parties in general, whether the alcohol arrives in kegs, cans or bottles. Parents who either ignore alcohol at parties in their homes or who permit kids to drink are showing that they,

the parents, are not in control. That was all that was needed to create the uncontrolled atmosphere that led to tragedy in eastern Pennsylvania in 2001 when three teens leaving such a party died from a combination of high speed, lack of safety belts and underage drinking. There was no control at the party, and that lack of control spilled onto the roadway. The mother said she didn’t notice dozens of teenagers walking past her with alcoholic beverages while she was watching television. A jury of her peers didn’t buy it and sent her to jail.

To prevent tragedies like the one in Pennsylvania, 23 states and the District of Columbia have passed keg-tagging laws. These laws prevent the sale of kegs to those who would provide them to underage drinkers by linking each keg sold to the name of the buyer who promised to not serve alcohol to anyone under 21. The adult providers for underage-drinking parties can no longer be anonymous.

Changing one small thing at a teenage party—eliminating the huge quantity of beer—changes the atmosphere enough to turn the party into what it should be. The social context becomes alcohol-free fun for teenagers. ●



Texans Standing Tall (TST) Tell It Like It Is

One Tall Texan put his money where his mouth is when it came to saying no to alcohol advertising. **Lendell Martin Jr., a 19-year veteran on the professional Bass Anglers Sportsman Society tour, faced a dilemma when the tour accepted Busch Beer as a sponsor. Part of the agreement called for all pro-fishermen on the tour to wear the Busch logo on their shirt, and to place the logo on their boats.**

Martin decided not to wear the beer logo, and that decision cost him \$100,000 in sponsorship dollars. He believed that being a role model for youth was more important.

“We’re living in a society that tries to say everything is OK,” said Martin. “Our kids are completely confused. As adults we need to set an example. I lost some money over this deal, but I haven’t lost any sleep.”

For his stand, Martin was honored with the Texans Standing Tall Champion Award at the Sixth Annual TST Policy Summit in August.

Case Studies: A Matter of Degree Advocacy Initiative

A Matter of Degree: the National Effort to Reduce High-Risk Drinking Among College Students has just published a new book presenting case studies of the program’s Advocacy Initiative in 2001–2002 to help four campus-community partnerships more effectively test the environmental management model. During the two-year initiative, the partnerships received intensive technical assistance, and two major national media campaigns were conducted.

The case studies provide practical information about community organizing, media advocacy and strategic planning in order to change community policies and normative beliefs to address the complex problem of college high-risk drinking. The book recounts the experiences of the University of Delaware and the city of Newark, Delaware; the University of Iowa and Iowa City, Iowa; the University of Nebraska-Lincoln and the city of Lincoln, Nebraska; and, the University of Vermont and the city of Burlington, Vermont.

The 80-page book, funded by The Robert Wood Johnson Foundation, is available for download as a PDF at the Web site, www.alcoholpolicysolutions.net. Copies may also be obtained by calling 312-464-4516 or e-mailing Tina_Mosley@ama-assn.org ●

We want to know what you think about *ExChange*. Please take the time to participate in our reader survey on page 7.

American Medical Association Renews Commitment to Fight Underage Drinking

Adopts Stronger Alcohol Policies at Annual Meeting



AMA President-elect John C. Nelson addresses inaugural meeting of House of Delegates Alcohol and Health Policy Action Team.

The American Medical Association, the nation’s largest doctors’ group, is calling for increased awareness about the harms caused by underage drinking, more research, and increased excise taxes on alcohol. Studies show that increased alcohol excise taxes can help reduce consumption, especially by underage drinkers.

At its annual meeting in Chicago in mid-June, the AMA’s House of Delegates adopted stronger alcohol policies based on a report on the effects of alcohol on the brains of underage drinkers. Adolescence and college attendance are high-risk periods for initiating alcohol use and engaging in patterns of binge drinking. The report, which examined the physiological and medical consequences of drinking by young people, found that underage drinking is associated with brain damage—possibly permanent—as well as learning and memory deficits and impaired intellectual development.

(A summary of the report and the policies adopted by the AMA’s House of Delegates are available at: <http://www.ama-assn.org/ama/pub/article/2036-7821.html>)

According to the new AMA policies, the organization will work with medical specialty societies—whose members provide care for adolescents and young adults—to create a higher level of awareness about the negative effects of underage drinking. The AMA is also encouraging increased medical and policy research in this area, including the design and implementation of environmental strategies to reduce youth access to, and high consumption of, alcohol.

At the annual meeting, several dozen physicians gathered to form an alcohol and health policy action team to push these issues. The session was organized by the AMA’s Office of Alcohol and Other Drug Abuse, which administers two national programs—Reducing Underage Drinking Through Coalitions and A Matter of Degree: The National Effort to Reduce High-Risk Drinking Among College Students—and the AMA’s Council on Scientific Affairs, and was co-sponsored by 14 specialty societies and state medical associations.

“We have no interest in prohibition, but we are particularly concerned about the growing use of alcohol among adolescents,” said AMA President-elect John C. Nelson, MD, MPH, who led the meeting. ●

Keg Tracking Legislation Trend Continues

Keg registration and tagging legislation continues to be an important tool in reducing underage drinking. It has been proven to discourage adults from providing alcohol illegally to underage youth. In addition, there is evidence that it also reduces the amount of alcohol being consumed.

Indiana passed its keg-tracking law last year. It went into effect in July.

“Passage of this bill represents a true partnership among students, universities, concerned citizens and law enforcement,” said Tammy Loew, Alcohol Risk Reduction Coordinator at Purdue University and member of the Indiana Coalition to Reduce Underage Drinking. “It reinforces everyone’s commitment to eliminating underage drinking.”

The importance of passing keg registration is often tied to the amount of underage drinking on college campuses. Students over 21 purchase kegs for the underage students.

Even if the parties don’t result in tragedy, these parties are disruptive to communities where neighbors complain about noise, violence and destruction of property.

Another state that saw success was Louisiana, whose law became effective in August.

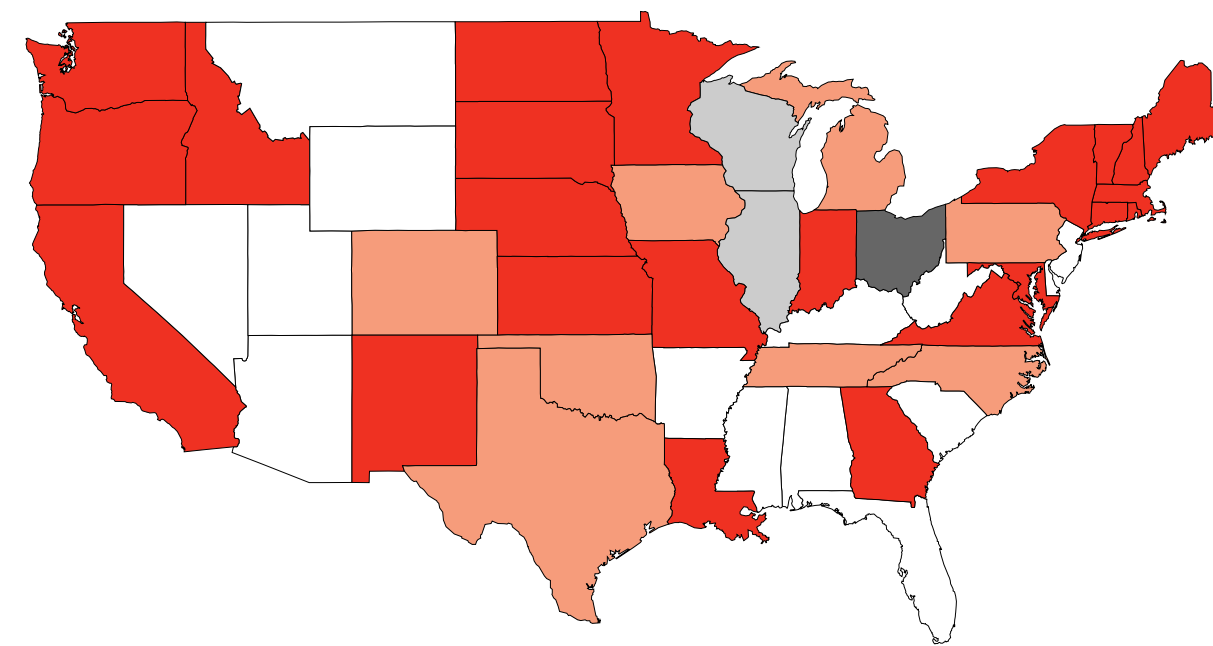
“We have been working on this for seven years. Keg parties have been a real concern especially in our rural areas,” said Sharron Ayers, director of the Louisiana Alliance to Prevent Underage Drinking.

In Missouri, several communities had legislation regulating keg sales, but people would flaunt the law by going to a nearby community without keg tracking.

“We needed a state-wide law that deters all adults from providing kegs to kids,” said Sherry Neal-Horsey, project director of Missouri’s Youth/Adult Alliance.

Missouri’s law goes into effect next July. Nearly two dozen states have enacted keg tracking legislation. ●

Status of Beer Keg Registration Laws in the United States



- Laws in Effect (also includes Alaska)
- Laws Pending
- Hybrid Laws
- Local Laws
- No Laws (also includes Hawaii and Puerto Rico)

Teens from Across the Country Hold Rally in Washington, DC

Call on the Beer Institute to Honor Its Marketing Code and Stop Targeting Teens

On June 27, more than 90 youth “marched” on Washington DC to highlight the problem of underage drinking and the targeting of teens by the alcohol industry, especially beer manufacturers. The teens held a rally in front of the Beer Institute, a trade association whose members produce 90 percent of the beer brewed in America and manufacture malt-based, alcohol infused beverages that are extremely popular with underage youth.

The youth were in the DC area as part of a three-day advocacy training. They were selected to attend because of demonstrated leadership in their local Reducing Underage Drinking coalition (RUDC). The planning team included Jeremy Hostin from Missouri, Jacqueline Hackett from Pennsylvania, Darlene Ortega from Texas, Colin Halloran from Connecticut, and Jennifer Penton and Johnny Nichols from Louisiana. Supported by Janet Williams, national RUDC staff, the team developed talking points for fellow youth attendees, wrote testimony, strategized about the rally logistics and made media calls. Once the rally began, everyone took action and started chanting, talking to the media and letting everyone know that “we are not a target.”

“The alcohol industry spends \$4 billion a year promoting their product with images that clearly focus on encouraging teens to enjoy a beer or hard lemonade,” said Jeremy. “The message is that if you drink our product you will be a popular person who loves to party.”

The Beer Institute has its own advertising and marketing code

that its members are supposed to follow but the code lacks any type of oversight or corporate responsibility. Recent studies from the Center on Alcohol Marketing and Youth clearly outline the beer industry’s systematic targeting of underage youth. Underage youth saw 45 percent more beer ads in magazines than adults—the intended target. According to the author of a recent study on magazine alcohol advertising in the *Journal of the American Medical Association*, “Self-regulation by the alcohol industry is not adequately preventing indirect targeting of adolescents through magazines.”

“The beer industry capitalizes on the images of sex and popularity in its advertising which they know is attractive to teens,” said Darlene. “Beer Industry marketing code 4E assures us that all models and actors will appear to be over 21 years old. Number 7B says ads will not portray sexual passion or promiscuity. Ads for Coors, Miller and Bud Light do not follow the industry’s self-imposed code. The alcohol industry utilizes a powerful combination of advertising dollars and savvy marketing to recruit new, youthful drinkers in order to maintain its customer base.”

At the rally, teens wearing shirts emblazoned with bull’s eyes and “Don’t Target Me” held up signs with underage drinking statistics and slogans, calling on the Beer Institute to follow its own code. Speakers showed examples of egregious violations while reminding people of the need to hold the alcohol industry accountable for the rise in underage drinking.

“The teens assembled here today are asking Beer Institute President Jeff Becker to show some leadership and enforce its advertising and marketing code by removing all models and actors from its ads and just show the product,” said Jacqueline.

Following the rally, three teens representing the group entered

the Beer Institute offices to present a resolution signed by all the teen advocates. But this was no easy task. When the teen representatives made their way towards the door of the office building, a guard stopped them, and when they tried to take an elevator to the Beer Institute office, the electricity was cut and stairwells locked.

“I could not believe what was happening,” said Janet. “This was an orderly group that had an important message to deliver. Plus, it was all being captured on camera by a television crew.”

With intervention from an unlikely source, the Beer Institute’s attorney, the youth were escorted upstairs and received a 40-minute private meeting with Becker. And while no minds were changed, the Beer Institute got the message.

Media coverage included ABC Radio Network, Reuters News Service and Univision.

The National Youth Advocacy Assembly (NYAA) is a three-day advocacy training for teens in leadership roles in their local coalitions. Topics covered at the assembly included alcohol tax campaigns, countering alcohol industry tactics, continuing to be an advocate in college, media advocacy 101 and preparing to testify before elected officials.

The 2003 NYAA was hosted by the National Capital Coalition to Prevent Underage Drinking and held at the Conference Center in Lansdowne, Virginia. ●

Live Internet Broadcast Focuses on Campus/Community Efforts to Curb High-risk Drinking

By Sue Moncure
University of Delaware Office of Public Relations

The environmental or policy approach to high-risk drinking, where universities and communities join forces to deal with the problem, was the focus of a national Web cast June 11 hosted by the University of Delaware (UD).

Presented by A Matter of Degree (AMOD): The National Effort to Reduce High-Risk Drinking Among College Students, the Web cast featured a panel of university representatives from AMOD partnerships, who shared their experiences, successes and challenges to implement change. More than 650 people and institutions saw the live Web cast, which has been archived and is available for viewing through the end of November at www.alcoholpolicysolutions.net

Moderated by Ralph Begleiter, Professor of Communication at the University of Delaware and former CNN world affairs correspondent, the panel included Tracy Bachman, program director of the UD–City of Newark’s Building Responsibility Coalition; Lisa Erk, former national communications director of AMOD; Philip Jones, vice president of student services and dean of students at the University of Iowa in Iowa City; Linda Major, project director of NU Directions at the University of Nebraska–Lincoln; and Richard Yoast, director of the American Medical Association’s Office of Alcohol and Other Drug Abuse, which administers AMOD.

During the Web cast, UD President David P. Roselle was invited to comment on AMOD. He said that the University of Delaware was more highly regarded for taking responsibility and intervening in high-risk drinking and its possible consequences of illness, injury or even death. He said one result of the AMOD program is that there is a marked decrease in vandalism on campus and in the community.

Yoast outlined some of the problems caused by high-risk drinking, pointing out that 44 percent of college students engage in binge drinking, putting themselves and others at



Web cast participants (from left): Phillip Jones, vice president for student services and dean of students, University of Iowa; Tracy Bachman, program director, Building Responsibility Coalition, University of Delaware; moderator Ralph Begleiter, Professor of Communication, University of Delaware and former CNN world affairs correspondent; Lisa Erk, former national communications director, A Matter of Degree; Richard Yoast, director, A Matter of Degree, American Medical Association; and Linda Major, project director, NU Directions, University of Nebraska.

risk, and that 1,400 student deaths per year are caused by alcohol. He said that this is a community/campus problem because most drinking is done in the community.

Jones described the bar culture of Iowa City as a civic and university problem. He said the first step in decreasing high-risk drinking is to recognize the problem.

Iowa’s approach to community/campus support was to start at the top and involve the mayor, Chamber of Commerce and university administrators. He said a school should get its own house in order before trying to bring about changes in the community and to bring closure to small issues associated with high-risk drinking.

UD’s Building Responsibility Coalition Program Director Tracy Bachman spoke about student participation in the

program and the importance of their input in planning non-alcoholic events and using grant money to sponsor them.

Bachman also described the establishment of the Newark Mayor’s Alcohol Commission and the three police officers who comprise an alcohol unit in Newark, which monitors underage drinking and the over service of alcohol.

Major said it is important for the community and university to all “sing out of the same song book” in terms of consistency and what they are trying to accomplish. Her school formed a core coalition, including students. Students should be meaningfully involved in the decision-making and program projects, she said. ●



Youth send a clear message to beer advertisers: “Don’t Target Me!”



The press conference at the Beer Institute draws television and radio crews to hear what the youth have to say about alcohol advertising.



Jacqueline Hackett reads the resolution that was signed by more than 90 youth advocates calling on the Beer Institute to follow its own code of advertising ethics.



Darlene Ortega, a featured speaker at the news conference along with Jeremy Hostin on the right, explains how the beer companies break the voluntary code of the Beer Institute.



Beer Institute President Jeff Becker talks with a reporter from Reuters.



Several youth advocates talk with Becker about how the voluntary code is meaningless and that the ads clearly illustrate that underage youth are being targeted.

Limits on Drink Specials May Be Linked to Crime Decline

By John Lucas, Media Relations Specialist
University of Wisconsin–Madison

A voluntary effort by 25 downtown Madison bars to limit weekend drink specials coincides with declines in liquor-law violations and disorderly-conduct incidents during the first six months of the program, according to new data from the University of Wisconsin Madison’s PACE Project.

PACE (which stands for Policy, Alternatives, Community and Education) is in the seventh year of a comprehensive campus-community partnership designed to reduce the negative consequences of high-risk drinking.

Enforcement data collected from the Madison Police Department and the UW Police Department during the period of Oct. 1 to March 31 shows that incidents of disorderly conduct on Friday nights decreased by 35 percent, compared to the same period in 2001–2002.

Incidents of vandalism on Friday nights decreased by 28 percent compared to 2001–2002. Liquor-law violations decreased by 16 percent.

On Saturday nights, liquor-law violations and disorderly-conduct incidents also decreased, by 2 percent and 8 percent, respectively. Incidents of vandalism increased by 28 percent compared to the same period in 2001–2002.

Both police departments say that enforcement levels and reporting methods have remained consistent between 2001 and 2003. An incident is defined as any time police responded to a crime, whether through a call or patrol. A night is defined as the time period of 6 p.m. through 4 a.m. the following morning.

Beginning last September, members of the Dane County Tavern League agreed to voluntarily forgo the sale of drink specials after 8 p.m. PACE Director Susan Crowley says the declines are a promising indicator that these limitations can be an effective part of making downtown safer.

“These initial results show that downtown has become a safer place,” Crowley says. “Quite simply, that’s good news for everyone. While we can’t absolutely say that the limits caused the declines, this is an interesting development that we wouldn’t want to turn away from.”

PACE believes that cheap drinks fuel over-consumption, which frequently leads to serious problems such as violence, vandalism and sexual assault. Prior to the Tavern League effort, PACE had asked the Common Council to consider an ordinance limiting drink specials after 8 p.m.

Crowley says that it is unclear why significant declines did not appear on Saturday nights. Anecdotal data shows that people may drink for different reasons on Friday nights

compared to Saturdays. “We know that Saturday drinking is frequently fueled by sporting events, for example,” she says. “But in any case, it’s encouraging that the drink special limitation appears to have an impact.”

UW-Madison Chancellor John Wiley says he applauds the partnership among the university, city and Tavern League, and he hopes that a productive collaboration can continue.

“This is an example of how the university, city and business community can come together to solve problems that affect us all,” Wiley says.

Aaron Brower, a UW-Madison professor of social work and principal investigator for the PACE Project, says he hopes the Tavern League will consider asking additional members to join the voluntary program while also extending it to Thursdays, a night during which many students frequent area taverns and bars. Thursday nights, which were not included in the voluntary drink-special effort, saw a 40 percent increase in liquor-law violations over 2001–2002.

“As we’ve monitored this initiative over the past six months, it’s great that Madison tavern owners stuck with it and made a good-faith effort to make these voluntary limits work,” Brower says. “We hope that other establishments might follow the lead.” Stated definitions of what constitutes a drink special would also be beneficial, he says. ●

Greek Re-evolution at University of Nebraska

By Tom Workman, Associate Director, NU Directions

The University of Nebraska in Lincoln (UNL) has launched a “Greek Re-evolution” to bring about cultural change and address high-risk drinking among Greek students on campus. The two-year grant project is funded by the U.S. Department of Education.

Based on findings from the 2002 Harvard School of Public Health College Alcohol Study, Greek-affiliated students at UNL had a binge drinking rate of 74 percent, compared to a 50 percent rate among the general student population. While recent Harvard data has found that binge drinking rates continue to decline among the general population at UNL, the binge rate for Greek students has remained unchanged.

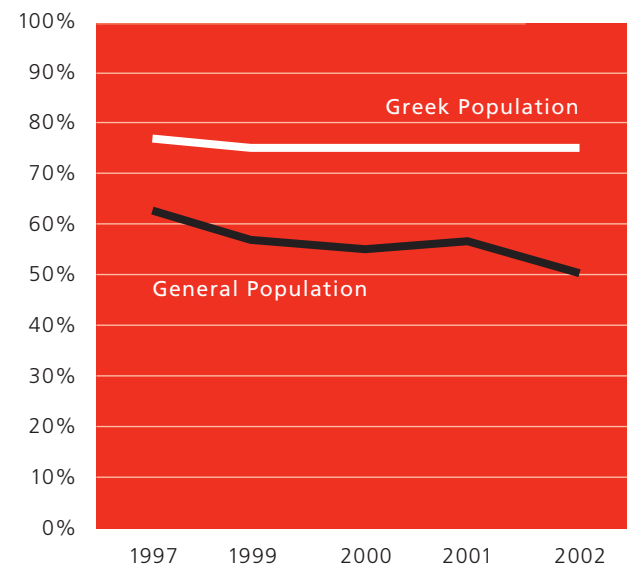
A steering committee of Greek leaders and alumni, university staff and administrators will oversee the project. With assistance from NU Directions, the A Matter of Degree campus-community partnership at UNL, the Greek Re-evolution will target high-risk drinking practices of UNL students affiliated with fraternities and sororities through a multi-dimensional

system aimed at producing specific change in the Greek environment. Activities will include training chapter officers and alumni board members in leading organizational change; changing university policy and judicial procedures for Greek chapters that support prevention of alcohol problems and enable chapter-based enforcement; instituting motivational feedback programs; developing chapter-led prevention programs; instituting member-to-member intervention programs; and, changing new member recruitment practices.

In 2003–2004, five volunteer fraternity chapters and three volunteer sorority chapters will be selected to be a part of the pilot program. ●

Data from the Harvard School of Public Health College Alcohol Study (see graphic at right) shows the difference between the general student population and the Greek student population drinking rates at the University of Nebraska-Lincoln over the past five years. While general population binge rates are on the decline, Greek rates remain largely the same.

University of Nebraska in Lincoln Binge Drinking Rates



Lehigh University Sees Drop in Alcohol Numbers

By Y. Sarah Suh, Integrated Marketing Communications Associate, Lehigh University

In just six years, Lehigh University has seen a 37 percent decline in underage students ability to get alcohol without showing an ID at off-campus bars and clubs, according to the newly released College Alcohol Study conducted by the Harvard School of Public Health.

The College Alcohol Study also shows an 18 percent decline in the number of underage students who received alcohol from someone under the age of 21 and a 23 percent drop in the number of underage students who made alcohol purchases without being carded. Students reported a 7 percent drop in getting hurt or injured while drinking, a 6.4 percent drop in doing something that they regretted and a 5.7 percent drop in getting behind in school work. Lehigh also saw a decrease in the negative second-hand effects of others from students who had been drinking. Students reported a 16 percent drop in being pushed, hit or assaulted, a 6.9 percent drop in babysitting a drunken student and a 6.8 percent drop in property damage.

Lehigh was aided in the transformation of its campus culture by a strong campus-community partnership, according to John Smeaton, vice-provost for student affairs and director of the A Matter of Degree program that is designed to foster a safer and healthier environment while addressing the problems of abusive drinking.

“The campus-community collaboration has helped to foster responsible hospitality practices and other successful initiatives,” says Smeaton. “Lehigh and its neighbors are a safer and healthier community for it.”

Lehigh’s aggressive approach to addressing the problems associated with high-risk drinking dates back to 1996, when it was one of 10 universities nationwide selected by The

Robert Wood Johnson Foundation to receive a five-year grant to build a campus-community coalition to address the problems. With a four-year grant renewal from the Foundation in 2001, Lehigh’s A Matter of Degree program continues that work.

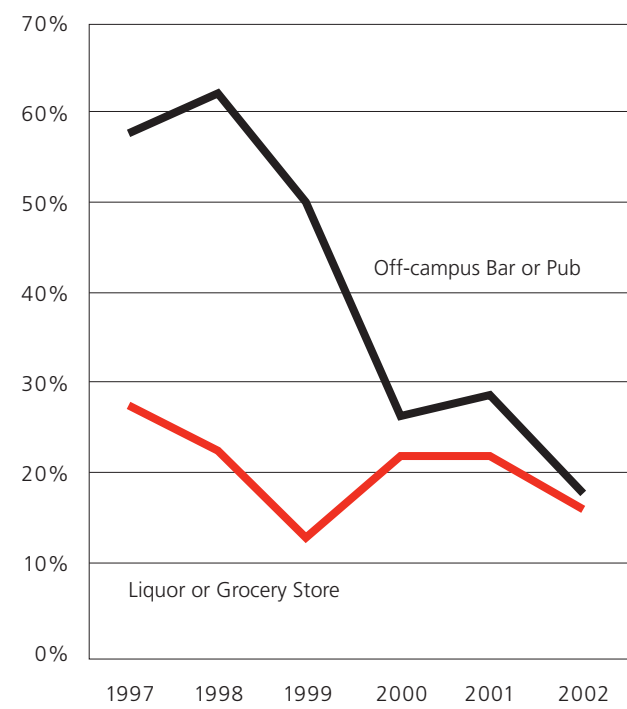
Interventions such as the Responsible Alcohol Management Program (RAMP), provided through a partnership between the Pennsylvania Liquor Control Board and Lehigh’s A Matter of Degree program, have also been key to the change.

At two recent RAMP trainings, for example, 27 owners/managers from 15 local establishments received an overview of current and pending legislation, liability concerns, carding practices and guidelines on writing a house policy. The voluntary RAMP training provides many incentives to owners/managers such as a possible reduction in fines and penalties if they incur a violation; knowledgeable, responsible and well-trained service staff and management; and recognition as a responsible licensee in the community.

Other interventions include community policing, birthday lists that confirm the age of potential patrons, a community liaison, landlord ordinances, and the “Everything You Needed to Know to Live Off-Campus” brochure that details the rules, regulations and safety tips of the university. ●

A case study on Lehigh’s campus-community partnership efforts to address problems resulting from risky student drinking was published in the inaugural issue of *Journal of Drug Education and Awareness* in March 2003. To obtain a copy, e-mail Danny_Chun@ama-assn.org

Percentage of Underage Drinkers Who Get Alcohol Without Showing an ID



The Building Responsibility Coalition at the University of Delaware used a David Letterman approach on t-shirts, posters and magnets to reach students with the message that high-risk drinking is dangerous and disrespectful of others. The list was developed by a recent UD graduate, using students’ own lingo and appealing to their interests.



Latino Community Takes Action Against Underage Drinking



The alcohol industry targets underage drinkers who account for up to 20 percent of alcohol consumption. This targeting is particularly evident in the Latino community. According to a report from the Center on Alcohol Marketing and Youth, Hispanic youth saw more alcohol advertising in magazines and heard more ads on radio than non-Hispanic youth.

With funding from the Office of Juvenile Justice and Delinquency Prevention, the Indiana Coalition to Reduce Underage Drinking (ICRUD) and the Indiana Latino Institute (ILI) joined together to address underage drinking in the Latino community. This initiative “Latinos—En Acción” will focus on assessing the environment as well as enforcing laws through alcohol compliance checks. A planned statewide symposium will allow youth and adults to come together to discuss underage drinking and strategize solutions.

“It is clear that the alcohol industry is targeting Latino youth,” says Amelia Munoz, Program Director, ILI. “Something needed to be done to alert the community to this problem and to develop a strong response. The partnership with ICRUD is designed to uncover where Latino youth are buying alcohol and let the sellers know—if you provide alcohol to our kids—you will be prosecuted. Our goal is to let our community know what we are up against and to move towards securing a healthier future.”

Another component of this project is to educate the Latinos about the health and social consequences of alcohol in the Latino community. For more information on the project, contact Lisa Hutcheson at ICRUD, 317-638-3501 x.232, or Amelia Munoz at ILI, 317-472-1055. ●

This One’s For You: An Intern’s Experience

While most of my friends spent this past summer interning at high-profile financial and consulting firms, I had set on a different track, interning as a policy coordinator for the American Medical Association Office of Alcohol. Within my first week, I quickly learned that there was no better or more ironic time for me to be there than after my first year at college. As a freshman at a large university, I had become no stranger to seeing the large amount of underage and binge drinking on college campuses. I, along with many of my peers, had accepted alcohol use as a normal part of the college experience.

Throughout the summer, though, my perspective began to change as I absorbed seemingly endless amounts of alcohol-related medical and policy research, wrote articles on model alcohol policies, and even coordinated a public demonstration against the Beer Institute, a beer industry trade group, during the National Youth Advocacy Assembly. Before my internship, I was never fully aware of the full potential of negative physical and social consequences of alcohol. The time and energy I put into my internship gradually became motivation to reflect on my own perspective of college alcohol use.

Many thanks to everyone in the AMA Office of Alcohol and to everyone I met at the youth assembly for making my experience such an educational and enjoyable one. I may not have gained the enormous paychecks of my friends this summer, but my experience is sure to be one I’ll value for a long while. ●

Cynthia Wong is a sophomore at the Wharton School at the University of Pennsylvania.

Tell Us What You Think: ExChange Newsletter Survey

To make ExChange more relevant and responsive to your needs and a more effective communications tool to help advocates reach their objectives, we need your help. Please answer this survey, cut it out and fax it to 312-464-4024, OR take the survey on-line at www.ama-assn.org/go/exchangesurvey

- How useful is *ExChange* to you?

Very Useful				Not At All Useful
1	2	3	4	5
- How relevant to you are the topics covered in *ExChange*?

Extremely Relevant				Not At All Relevant
1	2	3	4	5
- Should the number of topics covered in an issue of *ExChange* . . . ?
 - Increase
 - Decrease
 - Stay the same
- What are the top three alcohol issues you would like to see addressed in future issues of *ExChange*?
 - _____
 - _____
 - _____
- Have you ever adopted a method or program you first read about in an issue of *ExChange*?
 - Yes Please answer question 5a.
 - No
- Please describe the method/program you adopted.

- Please order the following types of information that could be covered in *ExChange* by usefulness to you, with “1” being most useful, “2” being second most useful, etc.
 - _____ Coalition updates
 - _____ Legislative updates
 - _____ Practical tips
 - _____ Resources
 - _____ Other (please specify below)
- From whom do you receive *ExChange*?
 - American Medical Association
 - Coalition office
 - Colleague
 - Other (please specify below)
- How do you generally read *ExChange*?
 - Read entire newsletter
 - Read articles of interest only
 - Skim newsletter
 - Do not read Please skip to question 10
- After reading *ExChange*, do you file, discard, or pass it on to others?
 - File
 - Discard
 - Pass on to others Please answer question 9a
- Whom do you pass it on to?
 - Colleagues
 - Coalition members
 - Board members
 - Other (please specify below)
- If *ExChange* was only available online, do you think it would be more useful, less useful, or about the same?
 - More useful
 - Less useful
 - About the same
- Why do you think that?

- Which of the following *best* describes you?
 - Coalition board member
 - Physician
 - Other professional
 - Parent volunteer
 - Other (please specify below)

Thank you for participating in our survey. Your answers will help us to improve future issues of ExChange.

New Alcohol Policy Web Site

Resource for Researchers, Advocates, Policy Makers

The National Institute on Alcohol Abuse and Alcoholism has launched a new Web site that provides searchable access to authoritative and detailed information on alcohol-related policies in the United States at both the state and federal levels.

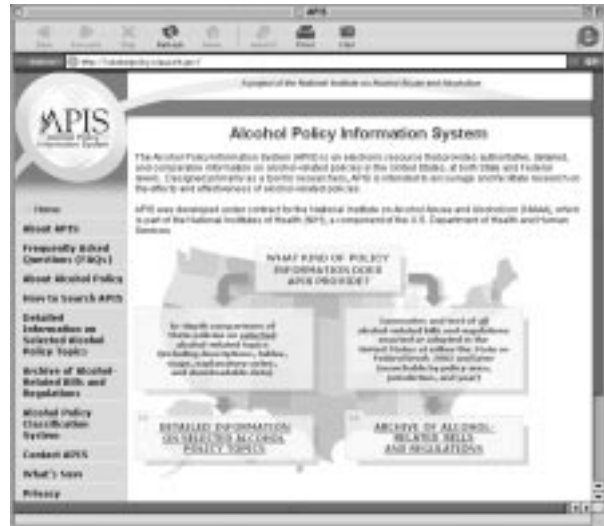
The Alcohol Policy Information System (APIS) is designed for use by researchers as well as policy-makers, alcohol prevention and treatment advocates and practitioners, and members of the general public.

Alcohol-related policies covered by APIS include:

- Alcoholic beverage control
- Taxation and pricing
- Advertising, marketing, and mass media
- Transportation, crime, and public safety
- Health care services and financing
- Education
- Public services, functions, and programs
- Employment and workplace

APIS has an archive of every alcohol-related bill and regulation adopted at the state and federal levels since January 1, 2002, including the full text of each bill and regulation. APIS also includes tables comparing alcohol policies across jurisdictions as of a particular date and/or period of time. ●

The Alcohol Policy Information System (APIS) is available at <http://alcoholpolicy.niaaa.nih.gov>



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Visit us on the web at
www.ama-assn.org/go/alcohol
and
www.alcoholpolicysolutions.net

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