



# EXchange

Creating Solutions by Changing Environments

- Ban drink specials
- Reduce outlet density
- Keg Registration
- Responsible alcohol sales and service
- Compliance checks
- Alcohol-free festivals

**Communities  
Take Local Action**

# Policy Begins At Home



By Richard Yoast, PhD

Director of the American Medical Association's Office of Alcohol and Other Drug Abuse

Parents play a vital role in shaping their children's attitudes and behaviors. Recent studies show that children whose parents are actively involved in their lives—including talking and listening to them—are less likely to drink or smoke. Studies have also shown that children want and need structure in their lives. They behave more responsibly when parents set reasonable limits and consistently follow them. So it is important to have boundaries that can be set through family policies—rules or guidelines. Once those boundaries are set, parents need to be firm. Children need to know from an early age that there will be consequences if they break family policies.

Some common examples of family policies include “No phone calls from friends during meals,” “No TV before homework is done,” and school night curfew. To help protect children from the dangers of alcohol, families can set policies on alcohol use. Setting clear expectations through those policies eliminates confusion, gives young people standards, and provides a context in advance of any potential crisis or situation involving alcohol.

Parents can make it clear to young children that underage drinking is unacceptable.

Family policies can reflect state and local laws (it's illegal to buy alcohol before age 21; drug-free school policies). They can also reflect common sense ways to avoid harm and trouble—e.g., don't ride with a driver who's been drinking.

What's more challenging to determine is how policies apply to difficult situations:

- When an adult offers your child a drink
- When your child is at a party where kids are drinking
- When family events have an open bar

These situations require discussion and practical applications on how to deal with them, which may change as your child becomes older.

Family alcohol policies don't necessarily require changing appropriate levels of adult alcohol consumption in the household or religious practice. But adult behaviors need to be examined for the lessons they teach children and the example they set. Here are a few adult behaviors that children will observe for parents to reflect on:

- Do you drink alcohol? Why?
- Do you drink and drive?
- If it's your practice to serve alcohol at an adult gathering, do you let guests become intoxicated? Does it seem that the main purpose of a party is to have a good time with alcohol?
- If you drink, when, how often and how much?

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Under what circumstances?

- What do you say to your child about others who drink to intoxication? Is getting drunk made fun of, made light of, or clearly discouraged?
- Do you serve alcohol to your child and if you do, what do you teach along with it?
- If you have alcohol at home, how do you keep it out of the hands of your child when you're not around?
- If you or a family member has difficulty controlling the use of alcohol, has help been sought?

As parents we also can influence the situations children confront by letting others know what kind of community we want and how we expect the community to interact with our children. This directly connects family policies to community policies. Here are a few examples of community policies that will help protect children:

- Schools should teach the health consequences of alcohol
- Schools should have written policies about underage alcohol use
- All school functions should be alcohol free
- Law enforcement should enforce equally all underage drinking laws—e.g., laws prohibiting alcohol sales to minors, adults providing alcohol to minors, minors being in possession of alcohol
- Community festivals should not have any alcohol advertising—reducing children's exposure to alcohol promotion
- No alcohol should be served at community sports arenas, parks and other public areas frequented by children

A community is not just its institutions—schools, religious institutions, government, and businesses—but is its people who live and work there. Having a community reflect the values and desires of parents in that community will make it easier for parents to raise their children and for the community to effectively implement its policies. When members of a community decide to change the community's alcohol environment, success depends on community support. You can help change the alcohol environment by starting in your own home. ●

# Texans Walk the Walk With The Texas Sports Coalition



Mary Hill, past chairperson of Texans Standing Tall, and three members of the Texas Sports Coalition.

After thousands of TV ads, event sponsorships and endorsements by retired athletes, Americans link sports and beer. Viewers of all ages draw the connection between sports and alcohol—even children. That's a dangerous linkage that the Texas Sports Coalition is breaking one student at a time.

Fueled by the inexhaustible energy and vision of Mary Hill, past chairperson of Texans Standing Tall Against Underage Drinking, the Texas Sports Coalition has reached 16 Texas colleges and universities and 1,000 high school students.

Ms. Hill knows from her experience that young adults and adolescents need guidance, not lectures. Her gentle blending of lifestyle management and social skills for athletes creates better athletes, balanced athletes.

The process begins with annual self-scored screening by two vulnerable groups, incoming freshmen and college athletes. Past research has demonstrated that these groups are at the most risk of alcohol abuse on campus.

The program has produced 150 trained peer counselors, young athletes who counsel high school athletes during visits to college campuses. The link between the high school and college athletes is very strong; the college athlete becomes a role model and a powerful motivator for younger athletes. High school athletes are vulnerable on and off the playing field. Many have college competition for a goal, and some find the pressure between the demands of their sport and academics crushing. So, a relationship with supportive college athletes is a lifeline for high school athletes.

The program works, according to Ellen Ward of Texans Standing Tall, because it addresses every aspect of a young person's life. A young person is a freshman or an athlete for a very short time—this program provides the life skills that complement their athletic skills. ●

# Making the Grade

By Danny Chun  
Communications Director

A Matter of Degree called on the Princeton Review to remove the “Top Party Schools” ranking from future editions of the popular *Best Colleges* guide because it is misleading and gives college-bound students a skewed perception about partying on campus.

Every year in late August, college administrators around the country worry about the release of the guide and where their school will be on the Review's notorious list and its accompanying rankings in such categories as “Lots of Beer” and “Hard Liquor.”

“The Princeton Review should be ashamed to publish something for students and parents that fuels the false notion that alcohol is central to the college experience and that ignores the dangerous consequences of high-risk drinking,” says Richard Yoast, PhD, director of A Matter of Degree and the AMA's Office of Alcohol and Other Drug Abuse. “College binge drinking is a major public health issue and a source of numerous problems for institutions of higher learning.”

According to the Harvard School of Public Health College Alcohol Study, approximately 44 percent of college students engage in binge drinking, placing themselves and others at risk. A study commissioned by the National Institute on Alcohol Abuse and Alcoholism's Task Force on College Drinking found that excessive drinking accounts for a staggering 1,400 deaths, 70,000 sexual assaults and 600,000 assaults on campuses every year.

“The party schools list contributes to this problem by legitimizing high-risk drinking,” says Yoast. “Students who are looking for little more than a good time may be influenced by this ranking, and the ‘party school’ designation becomes a self-fulfilling prophecy. Moreover, schools should not be carelessly ranked by how hard they ‘party.’”

Yoast questioned the Review's sloppy methodology in developing the party schools list. Every three years the Review dispatches its workers to campuses across the country where they set up tables and poll roughly 65,000 students on 70 questions in 63 categories. Larger schools with the same number of respondents as small schools will have a far smaller sample group to represent the whole. Recent online polling also has been criticized due to evidence that some schools have sent the questionnaire to specific students for predictable responses.

Additionally, the titles for the survey categories do not accurately represent the questions students are actually asked. For instance, students are asked to rank their schools based

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on such questions as “lots of hard liquor,” “major frat and sorority scene” and “lack of time spent studying,” which are combined for the “party school ranking,” irrelevantly assuming that those who spend little time studying automatically party more.

Even the Review's own staff members have expressed second thoughts about including the party ranking in the guide. In 1997, the Review's former editor-in-chief, Evan Schnittman, told a publication that he debated pulling the party ranking for years “because it's not something that represents what the book's about.” But he stopped short of doing that for fear that eliminating the ranking would result in “zero press” (and thus, fewer sales).

Studies conducted on behalf of A Matter of Degree found that an overwhelming majority of parents (95 percent) believe excessive alcohol consumption is a serious threat to their children. And 85 percent say that the easy availability of alcohol in college communities contributes to too much drinking.

Through AMOD, 10 of the nation's leading universities participate in a national demonstration project to reduce binge drinking and its harmful effects on colleges and communities. AMOD uses powerful campus-community partnerships to go beyond traditional prevention efforts that focus on the individual drinker, recognizing that the social environment also influences individual decision making.

More information about A Matter of Degree is available on the Web site, <http://www.youthandalcohol.net> ●



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## 2002 Youth Assembly—

# Youth in Action



**There was no energy shortage this year when nearly 100 teens gathered outside of Perry, Georgia for the 2002 National Youth Advocacy Assembly (NYAA). Each year high school youth from all 12 Reducing Underage Drinking Coalitions spend four days meeting their peers from other states, learning how to become effective advocates for a changed alcohol environment and having fun.**

**“Through the week, we talk with other young people from the Robert Wood Johnson Foundation-funded states to share our frustrations and successes that come along with this challenging field of work.”**



**“NYAA is a wonderful week full of young people taking action on preventing underage drinking and sharing ideas. We always walk away with a feeling of fulfillment, excitement and increased knowledge.”**

**“The National Youth Advocacy Assembly came fast again this year. We were off to a camp outside Atlanta.”**

**“It is always wonderful to meet and engage in activities along with peers who have the same values on this issue which we all feel so passionately about.”**

This year Georgia hosted the event, welcoming attendees to the Future Farmers of America facility about 30 miles south of Macon. Even Georgia's weather was welcoming, with temperatures in the 80s and low humidity.

The Reverend Mr. Jesse Brown of Philadelphia set the pace when he challenged youth leaders to mobilize their peers. As the leader of the group that stopped the introduction of “Uptown” cigarettes in the African-American community, the Reverend Brown has seen the impact of adult power when partnered with youth and their energy.

By far the most stimulating activity was the Pleasantville community simulation. For the simulation, students were divided into role playing groups that represent aspects of the community—parent groups, the city council, alcohol retailers-wholesalers, print and broadcast media. Once group roles within the community were established a scenario was tossed to the group. Pleasantville's City Council considered requiring beer keg registration. The newspaper covered the story and TV covered the hearing where advocacy groups provided compelling, self-written testimony on both sides of the issue. Alliances between groups were built, broken and rebuilt. The issues evolved through discussion, debate and compromise.

Program participants worked from authentic draft legislation. Participants learned how a bill or ordinance is constructed. More importantly, they had the opportunity to watch the impact of amendments.

What became immediately apparent to all was the sheer volume of human interaction in creating public policy. When “representatives” of elected officials, regulatory groups, advocacy groups and the media reviewed a subject over and over, participants experienced the complex interaction that creates public policy. Each participant learned how to view alcohol issues on many levels simultaneously.

Between work sessions participants enjoyed cooking out under South Georgia's tall fragrant pines, swimming, playing an ongoing basketball game and getting to know one another.

Mothers Against Drunk Driving provided a little extra star power one evening with Fake ID, a three-screen multi-media performance. The program features some of the brightest music stars with clips from recent hits. Later, a trip to Six Flags theme park allowed everyone the chance to show off their new NYAA shirts, relax and have fun.

Part civics lesson, part prevention and part fun, the annual Assembly provided valuable lessons and created a team feeling that will last until the next Assembly. ●



**“NYAA almost seems like a treat for us after working so hard all year! We are all looking forward to NYAA 2003 in Washington, D.C.!”**

# Three Strikes and You're Out

By Steve Ross, Communications Director  
Texans Standing Tall Against Underage Drinking

That's a basic rule of baseball, and no one understood it better than Nolan Ryan. A major league record total of 5,714 career K's establishes that point.

"Three strikes and you're out" is a basic rule for the Texas Alcoholic Beverage Commission as well. Get caught serving alcohol to a minor three times and lose your liquor permit.

Recently, the minor league Round Rock Express (where Ryan is a principal owner) and the TABC combined to come up with several policies to help stadiums avoid being struck out.

The Express, a new, highly successful AA minor league baseball team just north of Austin, experienced server/seller problems that brought them before the TABC. Two stings performed by local agents had produced two citations, and put the Express in danger of losing their permit.

The concessionaire at Dell Diamond, home to the Express, claimed that they were having a run of bad luck, but Captain David Ball of the TABC disagreed. Ball emphasized the desire of the TABC to be part of the solution, and so there was a meeting with the Express, the concessionaire and the TABC.

"It's amazing what happens when you get a group of people together who have a single goal," said Ball. "You have a problem, and when you talk it out, you can come up with some creative solutions. "

The first problem to be tackled was seller/server training. As in a lot of sports venues, part-time staff are numerous and hard to keep for an entire season. There may be as many as 150 people working concessions, so the vendor is lucky if they all show up consistently, much less have gone through server training.

Captain Ball came up with a solution. "We figured out a way to turn that negative into a positive," explained Ball. "We brought the server training classes to the ballpark."

Because of the heavy turnover, new employees are required to attend a class the first day of every new home stand. Once

**"Complying with the law doesn't have to hurt business. In fact, the Express are a great example of that. Their compliance has improved 1000% and the fans are still coming out."**

those employees were accredited, the TABC came up with a unique method to identify those who were certified to serve alcohol.

"When the certified employees clock in at the ballpark, they also pick up a large button with the slogan, 'We Care—We ID.'" Ball stated. "Then at the end of the game they turn the pin back in."

This allowed management to walk around the park and identify at any time those who are certified to serve alcohol, while also giving out a positive message to the fans.

The next step toward compliance came from the Express. They initiated in-house stings. The ball club decided to use positive reinforcement with their stings. If a minor is not served, the seller/server is rewarded with tickets to an upcoming game or sports paraphernalia.

The third step was to get local law enforcement more involved. The Round Rock Police Department was already on site to help with traffic and crowd control, but now they were asked to help adopt a zero tolerance policy toward minors consuming alcohol. They were asked to begin making arrests when minors were caught attempting to purchase alcohol.

Captain Ball also notes that a key element to the success of the new policy was getting the message out. Aside from the "We ID" pins, there is signage throughout the ballpark as well.

"We encourage the Express to be proud of the policy," Ball commented. "Let Texans know you won't serve to minors, that you care about your community."

Ball went on to state, "Complying with the law doesn't have to hurt business. In fact, the Express are a great example of that. Their compliance has improved 1000% and the fans are still coming out."

They are indeed. When the regular season ended in late August, the Round Rock Express set a new national record

for AA minor league attendance. A total of 670,176 fans came to the ballpark this past season.

Looks like the TABC and the Express took an 0-2 count and turned it into a home run. ●



## Positive Steps of Change

- 1. Employees are required to wear a button that identifies them as certified to be servers of alcohol.**
- 2. If a minor is not served, the seller/server is rewarded with tickets to an upcoming game or sports paraphernalia.**
- 3. Local law enforcement is encouraged to be more involved in stopping minors from purchasing alcohol.**

# Pennsylvania Establishes New Programs To Reduce Youth Access To Alcohol

By Juli McGreevy  
Communications Director  
Pennsylvanians Against Underage Drinking

With the cost of underage drinking at \$1.4 billion a year in Pennsylvania, legislators took a hard look at reducing youth access to alcohol. There are many roads to reducing sales to minors. Pennsylvania combined two into one piece of legislation that became Act 141 of 2000. The state established a new responsible alcohol management program (RAMP), building upon a program already in place. In addition, legislators removed a provision in the licensing law that led to an overabundance of liquor licenses in some communities. It's been just a year since the law took effect, so now is a good time to look at what we've learned in Pennsylvania.

## Responsible alcohol management

For years, the Pennsylvania Liquor Control Board (PLCB) offered free training for servers and bartenders to reduce the chances that alcohol would be served to minors and visibly intoxicated patrons. Nearly 47,000 servers from almost 4,000 establishments took advantage of the opportunity to protect themselves and their businesses, customers and communities.

With years of experience training servers, it became clear to the PLCB and others that more was needed to better protect the public. An individual server or bartender, no matter how well-trained, could only do so much to manage the sale of alcohol. The entire environment of the bar, restaurant or beer distributorship had to be a zone of responsible alcohol management.

As described in Act 141, responsible alcohol management has four parts:

- Orientation for all new employees
- Alcohol beverage server training for 50 percent of bartenders, servers and doorpersons
- Training of owners and/or managers
- Posting of signs regarding responsible alcohol service

"Licensees with responsible alcohol management programs can significantly reduce the chances that minors will try to or succeed in buying alcohol at their establishments," said Mark A. Alonge, chair of Pennsylvanians Against Underage Drinking (PAUD). Youth members of PAUD met with legislators in 2000 before passage of the law to explain how RAMP could reduce underage drinking.

RAMP certification is good for two years. Participation is voluntary in most cases, although there are incentives for participating. If a licensee is found guilty of selling or serving alcohol to minors or visibly intoxicated patrons, the administrative law judge of the PLCB can require participation in RAMP.

Act 141 also increased the penalties licensees face for serving intoxicated patrons to \$1,000–\$5,000, in addition to possible license suspension or revocation. In cases where licensees serve alcohol to minors or visibly intoxicated patrons, the administrative law judge can reduce the fine to \$50–\$1,000 for those who have completed RAMP. Members of PAUD suggested that establishments that are RAMP Certified should receive recognition in the Pennsylvania beverage journal called the *Observer*. The first 50 licensees will be recognized this year. This magazine is also where notice is given about licensees who violate the liquor laws.

The PLCB has the responsibility for training the owners and managers and for approving those who offer server training. During 2002, there will be about 100 free trainings



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for owners and managers conducted by the PLCB. There are 20 trainers who are approved to train servers and others. Evaluations from the owners, managers and servers who have participated in the training indicate that the most valuable portion of the courses for many people is the section on Pennsylvania's laws.

## Outlet density

The second part of Act 141 is more subtle yet no less significant. It dealt with a problem of outlet density that had gotten out of control over the years since 1935 when the state first regulated outlet density after Prohibition. The change affects both where establishments that sell alcohol are located and how they are managed.

In Pennsylvania, local municipalities determine by referendum whether alcohol can be sold within the municipality. Nearly 25 percent of municipalities are dry, that is, no sales of alcohol are permitted. Since 1992, for municipalities that allow sales of beverage alcohol, there has been a quota of one license per 3,000 people.

Many municipalities exceed that quota. One reason is that until 1992, they were allowed one license per 1,000 people. When that law passed, licenses were not taken away from current licensees. A second reason for municipalities to be over the quota is that allowance was made for resort areas where basing the distribution of licenses on the local population did not make sense if events or facilities brought many more people into the area at certain times.

Originally, there were legitimate economic development issues surrounding this concept. However, over time, some areas had more licenses than they needed and others could not get licenses because the municipal quota had been met. For example, an event or resort would close or move from the municipality. The license stayed in the municipality, but there were no longer enough people to sustain the business of the licensee. In some cases, this resulted in higher-risk business practices by licensees in areas where there was excess competition.

"By enabling licenses to transfer within county borders, we are creating opportunities for economic development while providing relief to areas with an overabundance of licenses," said PLCB chairman John E. Jones III. "Many licensees are also protecting their investment by taking advantage of server training offered through the PLCB's Responsible Alcohol Management Program."

The new law acknowledges that people and businesses move and neighborhoods grow and deteriorate. Since the law became effective, about 140 licenses have been relocated within their respective counties. Many applicants relocating within the county are obtaining licenses from marginal operations or from operations in enforcement jeopardy and opting to open restaurants. Historically, establishments with a focus on family and food sales are lower risk and higher benefit to the community.

Since there are plenty of licenses available and no new licenses will be issued, establishments wanting to sell or serve alcohol must purchase a license from a current licensee. Whether the license is moving within a municipality or from one part of the county to another, people in the community have input into the process.

Pennsylvania is a control state. You cannot buy wine or liquor in grocery, convenience or other stores operated by private entrepreneurs. Wine and liquor are sold at about 650 Wine & Spirits Shoppes run by the PLCB. Beer is sold at beer distributorships but not in grocery stores. Sixpacks and other small quantities of beer and other malt beverages can be bought at some bars and restaurants. Some wineries also sell their products directly to the public.

Act 141 is working as anticipated. By allowing the number of liquor licenses to remain static but mobile, the Commonwealth permitted a shift from areas with too many licenses. This shift happened, but of greater significance has been a general improvement in the quality of the licensed operations. Businesspeople who invest time and resources in RAMP or in the process of moving a license are unlikely to risk their liquor licenses by allowing illegal sales to minors and visibly intoxicated patrons. ●

# Change In Big "Villages"

By Sherry Crowley  
Communications Specialist, Georgia Tech SMART Coalition

Some might say that making a significant change to campus alcohol culture "takes a village." However, in Atlanta, Georgia, that "village" is a region that covers nearly 3,000 square miles and is home to more than 3.2 million people (source: Atlanta Regional Commission). For the many colleges and universities in the metro area, reducing high-risk drinking and its environmental effects is a goal that will require collaborative effort.

With this insight, a partnership of several forces is being formed. The Georgia Tech SMART Coalition, one of the Robert Wood Johnson Foundation's "A Matter of Degree" sites, and GAPP (Georgia Alcohol Policy Partnership), one of the Robert Wood Johnson Foundation's "Reducing Underage Drinking through Coalitions" sites, are developing relationships with other metro area institutions to create a metro Atlanta collegiate alliance.

**"As Georgia Tech began to explore environmental change strategies for metro Atlanta, we realized very quickly that we could not operate alone, and that it would take the consolidated effort of all universities and GAPP to accomplish significant change."**

Many factors led to the foundation of this alliance. Gail DiSabatino, Georgia Tech's Dean of Students, said, "As Georgia Tech began to explore environmental change strategies for metro Atlanta, we realized very quickly that we could not operate alone, and that it would take the consolidated effort of all universities and GAPP to accomplish significant change."

In collaboration with GAPP, the alliance will work to alter the alcohol culture in the city through environmental change strategies, focusing on awareness and policy change. The alliance will collectively advocate policy initiatives related to local access issues in the community that will benefit all Atlanta campuses, as well as the community at large. GAPP will support the alliance with institutions of higher education in stimulating discussion, collaboration, and action against high-risk drinking by bringing together campuses, law enforcement, businesses, policy makers and community representatives in the metro area of Atlanta.

Joel Hardy, Director of GAPP, said his organization could provide guidance to the alliance. "We can provide support because we have dealt with many of the common issues that may exist across college campuses." GAPP has led Georgia in many policy initiatives, including keg regulation. Hardy said that GAPP will utilize the skills and resources they have developed to help the alliance select and take action on policy issues that can benefit all campuses and communities in metro Atlanta.

Mary Margaret Hill, a counselor for Spelman College and a participant in the alliance, said she believes this group will be an important tool in creating greater awareness to college communities regarding alcohol safety. "I see the involvement of all colleges as crucial. There is power in numbers, and our cause will benefit greatly from the diversity of leadership that is gained by such an alliance."

DiSabatino also said bringing the issue of alcohol abuse into public consciousness is a necessary step. "In a large urban environment, there are many issues that are competing for attention. It is important for us to work together so that this issue gets the attention it deserves."

The goals of the alliance are clear, according to DiSabatino. "First and foremost is to get the people of Atlanta to become aware, knowledgeable, and concerned; we want them to see that this issue impacts their quality of life. Then, that understanding will compel and empower them to change laws and policies, as well as alter how the city needs to view the role of Atlanta's many college campuses." ●

## Zipper-shot Down!

### Gelatin dessert or a shot?

In July, officials from the Ohio State Police raided Toledo corporate offices, stopping distribution of the Zippershot, a 24-proof gelatin novelty. The Zippershot had been the focus of increasing law enforcement scrutiny for using look-alike packaging and labeling. Officials raided the Toledo offices for violating Ohio's liquor licensing laws. The matter is still in court.

In May, the Pennsylvania Liquor Control Board, at the urging of the Pennsylvania Alliance Against Underage Drinking and other community groups, refused to allow the sale of Zippershots in Pennsylvania.



**Yuvia Maldonado, a student at the University of Texas in Austin and Region 5 Youth Co-chair of Texans Standing Tall with J. Edward Hill, M.D., the keynote speaker at Texans Standing Tall Annual Policy summit. Dr. Hill is Chairman of the American Medical Association Board of Trustees.**

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