



Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention

Keeping Our Eye On Prevention

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Behind the Scenes with CSAP's Dr. Anna Marsh

April is Alcohol Awareness Month and this year's theme is "Saving Lives: Prevent and Reduce Underage Drinking." About 10.8 million people aged 12 to 20 drank alcohol in the past month, according to estimates from 2006 National Survey on Drug Use and Health (NSDUH). Age at first use is highly correlated with later dependence on or abuse of alcohol. Kids who start drinking before age 15 are 5 times as likely to develop alcohol dependence or abuse as adults, compared with those who start drinking at age 21 or older. Among 12 to 17-year-olds, those who perceive lower risk of binge drinking are over twice as likely to have engaged in it in the past month, compared to those who perceive great risk in it. Prevention efforts must be continued, constantly improved, and directed to those most at risk. SAMHSA is currently accepting grant applications for our new program, **Sober Truth on Preventing Underage Drinking Act (STOP Act)**. Please see page 4 for more information.

SAMHSA/CSAP's Underage Drinking Prevention

SAMHSA's Town Halls 2008: Close to 1,600 communities across America will be hosting Town Hall Meetings on the prevention of underage drinking during the week of March 31 through April 4, 2008. This is the second year for this initiative. SAMHSA launched the first Town Hall Meetings in 2006. The Town Halls are spearheaded by the Federal Interagency Coordinating Committee for the Prevention of Underage Drinking (ICCPUD) which is chaired by the SAMHSA Administrator, Dr. Terry Cline. The ICCPUD agencies jointly support www.stopalcoholabuse.gov which provides one-stop access to Federal materials and programs related to underage alcohol use. You can find on that site the 2006 report "Town Hall Meetings Sharing the Experience" at <http://www.stopalcoholabuse.gov/Media/underagedrinking/PDF/SharinExperience.pdf>. As stated in that report, "As local communities united to acknowledge the problem and reality of underage drinking, there was an outpouring of support for continued efforts. The message was clear: We can impact the problem of underage drinking among our youth." 2008 Town Hall materials in both English and Spanish are posted at <http://www.stopalcoholabuse.gov/townhall/2008materials.aspx>.

IN THIS ISSUE

Behind the Scenes	1
SAMHSA's Underage Drinking Prevention	1
Statistics You Should Know	2
Drug Free Communities Grant: Significant Accomplishment	3
Publications/Resources	4
Funding Opportunities	4
Upcoming Prevention Events/Trainings	4

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Community Briefing Prevention Toolkit



This toolkit is designed to help communities throughout the Nation plan their own underage drinking prevention Town Hall Meetings, and it includes checklists and information for coordinating and promoting activities before and after the planned event, a facilitator's guide for event moderators, and sample materials for gaining media coverage.

The Surgeon General's Call To Action To Prevent and Reduce Underage Drinking: A Guide To Action for...



This **communities** guide targets parents, schools, community leaders, and others who are concerned about underage alcohol use. It describes why underage alcohol use is a problem and what communities can do to address this major public health and safety issue.

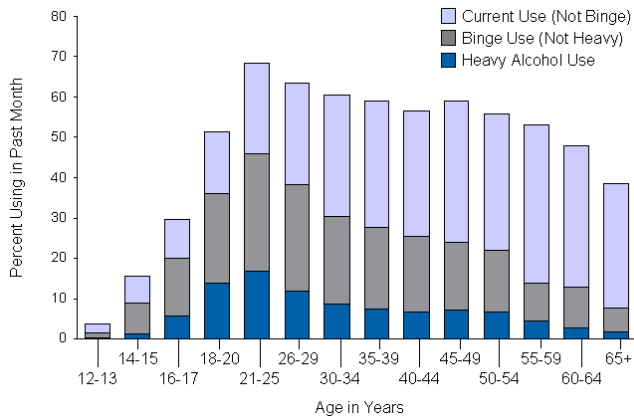


This guide gives **families** the knowledge and tools to take action against underage drinking. It explains why underage alcohol use is a problem and suggests ways that families can end underage alcohol use in the home, in the community, and across the country. (Town Hall information continued on page 4.)

Statistics You Should Know Alcohol

- Alcohol is the most widely used substance of abuse among America's youth. A higher percentage of youth age 12 to 17 used alcohol in the month prior to being surveyed than used tobacco or marijuana, the illicit drug most commonly used by adolescents.
- In 2006, about 10.8 million persons aged 12 to 20 (28.3 percent of this age group) reported drinking alcohol in the past month. Approximately 7.2 million (19.0 percent) were binge drinkers, and 2.4 million (6.2 percent) were heavy drinkers. These figures have remained the same since the 2002 survey.

Current, Binge, and Heavy Alcohol Use among Persons Aged 12 or Older, by Age: 2006



Source: National Survey on Drug Use and Health 2006, Web site: <http://www.oas.samhsa.gov/NSDUH/2k6NSDUH/2k6results.cfm#Ch3>.

- Each year, approximately 5,000 young people under the age of 21 die as a result of underage drinking. This figure includes about 1,900 deaths from motor vehicle crashes; 1,600 as a result of homicides; 300 from suicide; and hundreds from other injuries such as falls, burns, and drownings.
- Underage alcohol use increases the risk of being involved in physical and sexual assault and can lead to risky sexual behavior. It also is associated with academic failure, illicit drug use, tobacco use, and a range of physical consequences--from hangovers to deaths from alcohol poisoning.
- Alcohol can cause alterations in the structure and function of the developing brain, which continues to mature into a person's twenties, and may have consequences reaching far beyond adolescence.
- Perceived parental disapproval is a powerful influence on youthful alcohol use. Children who believe their parents would strongly disapprove of their using a particular substance are less likely to do so than those whose parents somewhat disapprove or neither approve nor disapprove.

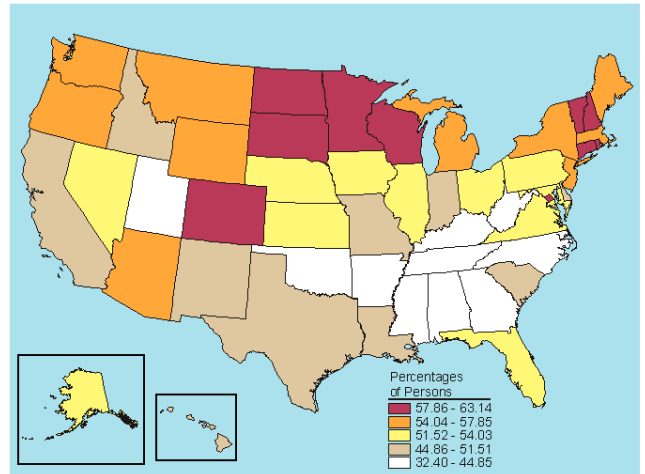
Source: Community Briefing Prevention Toolkit: Town Hall Meetings, pages 10-11, March 2008.

State Estimates of Substance Use from the 2005-2006 National Surveys on Drug Use and Health Alcohol Use

In 2005-2006, the rate of past month alcohol use in States among all persons aged 12 or older ranged from a low of 32.4 percent in Utah to a high of 63.1 percent in Wisconsin. The highest rates of past month alcohol use occurred in the 18 to 25 age group, with Rhode Island having the highest rate (74.2 percent).

The following States ranked in the top fifth for all three age groups (12 to 17, 18 to 25, and 26 or older) and among persons 12 or older: Connecticut, Rhode Island, Vermont, and Wisconsin.

Alcohol Use in Past Month among Persons Aged 12 or Older, by State: Percentages, Annual Averages Based on 2005 and 2006 NSDUHs



Six States showed significant increases from 2004-2005 to 2005-2006 in the percentage of all persons aged 12 or older who used alcohol in the past month:

- Arkansas (39.6 to 42.6 percent)
- Maine (51.5 to 54.8 percent)
- Michigan (54.2 to 56.2 percent)
- Nevada (48.2 to 52.0 percent)
- Utah (30.1 to 32.4)
- Wyoming (53.0 to 56.4 percent).

Only one State, Illinois, showed a significant decrease in past month alcohol use among persons aged 12 or older, from 54.2 to 52.5 percent. Alcohol use decreased nationally among youths aged 12 to 17 from 17.1 to 16.6 percent. Four States showed decreases in this age group:

- California (16.2 to 14.7 percent)
- Indiana (17.1 to 14.6 percent)
- South Dakota (22.0 to 18.4 percent)
- Wisconsin (22.6 to 19.3 percent).

Past month use of alcohol among persons aged 12 to 20 (underage use of alcohol) ranged from a low of 21.5 percent in Utah to a high of 38.3 percent in Vermont. Although there was no significant change at the national level in underage alcohol use between 2004-2005 and 2005-2006, seven States displayed changes. Massachusetts, Oklahoma, South Dakota, and Wisconsin had significant decreases. Arkansas, Nevada, and Vermont had significant increases.

Source: NSDUH Report <http://oas.samhsa.gov/2k6state/Ch3.htm>.

Drug Free Communities Grant *Significant Accomplishments*

The White House Office of National Drug Control Policy (ONDCP) directs the Drug Free Communities Support Program in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA). This anti-drug program provides grants of up to \$125,000 to community coalitions that mobilize their communities to prevent youth alcohol, tobacco, illicit drug, and inhalant abuse.

Grantee: Drug Free Border Coalition

Location: San Diego, San Diego County, California, located approximately 120 miles south of Los Angeles and approximately 17 miles north of Tijuana, Baja California, Mexico. Because San Diego is so populous (approximately 2.9 million people), unlike most coalitions that focus on the entire county, the Drug Free Border Coalition concentrates its efforts on three communities in what is known as the South Bay area of the County of San Diego: National City, Imperial Beach, and San Ysidro, a large neighborhood within the city of San Diego, which is the entry point for the border separating the U.S. and Mexico at Tijuana. The Coalition's target area has a population of approximately 118,985 residents, of which about 63 percent are Latino with the remaining population of Asian, white, African American, and others.

Project Director: Veronica Baeza, San Diego-Tijuana Border Initiative, 4015 Park Blvd., Suite 211, San Diego, CA 92103; (619) 220-0885 (voice), (619) 285-9432 (fax); E-mail: veronica@borderinitiative.org; URL: www.borderinitiative.org; Mailing Address: 2838 Granada Ave., San Diego, CA 92104.

Brief History: The Drug Free Border Coalition was awarded its Drug Free Communities (DFC) Support Program grant in 2001. The coalition came into existence in 1999 as part of a smaller initiative, the Substance Abuse Prevention Collaborative Workgroup. The catalyst for the parent organization's creation was the outgrowth of a broad conference in Tijuana, Mexico, in 1998 that held workshops on schools, family, treatment, and other subjects. "The major conclusions that emerged from the workgroup were that San Diego and Tijuana had common interests in three areas: youth, the family, substance abuse, and both prevention and treatment," recalls Ms. Baeza. After the conference released a report about the conclusions of the workshops, Baeza and others decided to create a workgroup that would meet every month. "The group further decided because treatment and prevention are dealt with as separate spheres in the United States, we would separate treatment and prevention and this workgroup would only work on prevention issues among youth," she recalls.

The fiscal agency for the Drug Free Border Coalition is the San Diego-Tijuana Border Initiative, a nonprofit agency whose mission is to encourage closer collaboration among social and community service providers with the specific intent of promoting public health policy development for issues of importance to the border region.

Significant Accomplishments: Imbedded in the philosophy of the Drug Free Communities grants is the belief that individual communities know best what their needs are and the best prevention methods for achieving their goals. With that thought in mind, the Drug Free Boarder Coalition focused on three cities (National City, Imperial Beach, and San Ysidro) instead of their entire county, which encompasses nearly 3 million people. In the same vein, the coalition tried a different approach in their prevention outreach. With Tijuana, Mexico, just a 10-minute drive away, their prevention efforts, in a sense are a tale of two countries. "What is unique about us is that we operate as two halves," explains Ms. Baeza. "Most coalitions operate as a whole in their regions and communities. Our particular situation is different

in a border region. If we did nothing on the other side, it would be like one hand clapping. Even though it's a lot more work to fund two different groups, it's the only way to have any kind of success in substance abuse in a border region."

The Coalition's initial reports indicated their areas of concern were underage drinking, followed by tobacco and then marijuana. Again, the Coalition broke from traditional approaches, establishing a partnership and alliance with the Mothers Against Drunk Driving (MADD) and scores of other local organizations to hit the ground running with environmental and other strategies to tackle underage drinking and drunk driving in the communities of National City, Imperial Beach, and San Ysidro.

Baeza indicates they are still awaiting data for the Mexican side of the border, which will help the Coalition in Tijuana set its own priorities based on what drugs or substances are being abused. The data on the U.S. border, however, indicates that from 2004 to 2006 the Coalition has made some dramatic strides.

Data from the three key cities: National City, Imperial Beach, and San Ysidro reveal that in all three cities from 2004 to 2005 the rate of "Minors in Possession of Alcohol" dramatically dipped by 28 percent in National City, 33 percent in Imperial Beach, and 20 percent in San Ysidro. For 2005–2006 for the respective cities, there was a year to year drop of 19 percent in National City. Imperial Beach experienced a slight increase from the year before of 16 percent which had seen a dip before of 33 percent but a staggering additional 40 percent drop in San Ysidro, which in 2004–2005 already had seen a dip of 20 percent.

How did they do that?: According to Baeza, the keys were collaboration and environmental strategies. "We work most of our environmental strategies around alcohol. . . . Currently we partner with MADD and their campaigns "For Your Child," which targets adults, reminding them they should not provide access to alcohol to youth as well as MADD's "Hispanic Action Committee's Youth in Action," which works with youth aged 16–20 to conduct shoulder taps, sticker shock campaigns and briefings to police and sheriff's departments. In addition to their collaboration with MADD, the Coalition had additional collaborations with approximately 10 agencies and more than 70 members, which began in 2001 and continue today.

How the Coalition is using sectors of the community to create change: Baeza says sectors of the community have played no small role in the Coalition's success. Working with restaurants, hotels, and liquor stores, the Coalition has seen its partners in prevention achieve success with ordinances such as RBBS (Responsible Beverage Sales and Service). "This is a program where preventionists offer a training to store clerks and anyone else who sells alcohol. The focus of this training is responsible service; not serving intoxicated individuals, selling alcohol only to those individuals over 21 with proper I.D. and not selling to an intoxicated person." The Coalition supports the efforts of its partners and reaps the benefits of such ordinances taking hold in the South Bay communities where the Coalition works. Baeza says the media, particularly the Spanish speaking media, has been a great ally, allowing the Coalition to deliver its prevention message

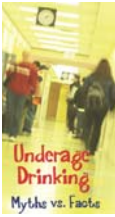
to the Spanish speaking communities of the South Bay. The Coalition also has collaborated with the U.S. Consulate's General Office in Mexico, which helps to fund activities in Tijuana, Baja California and with nonprofit agencies, especially, Centros de Integracion Juvenil, Mexico's oldest and largest research and prevention agency.

How the Coalition Measures Success: Recent Data from the coalition's three cities reveals the following:

- From 2004 to 2005, the rate of "Minors in Possession of Alcohol" dramatically dropped 28 percent in National City, 33 percent in Imperial Beach and 20 percent in San Ysidro.
- For 2005-2006:
 - There was a year to year drop of 19 percent in National City.
 - Imperial Beach experienced a slight increase from the year before of 16 percent, which had seen a drop of 33 percent the year before.
 - A staggering 40 percent drop in San Ysidro, which in the 2004-2005 had already dropped by 20 percent.

The *Leadership to Keep Children Alcohol Free* Foundation is also involved in this year's THMs. For more information on the Leadership, visit their Web site at <http://www.alcoholfreechildren.org/>.

Publications/Resources



Underage Drinking Myths vs. Facts: The revised brochure expands on the Surgeon General's Call to Action while providing easily understood and factual information about alcohol targeting 12-17 year old youth. Web site: <http://ncadistore.samhsa.gov/catalog/productDetails.aspx?ProductID=17793>.

Funding Opportunities

NEW PROGRAM Sober Truth on Preventing Underage Drinking Act (STOP Act) Grants: The purpose of this program is to prevent and reduce alcohol use among youth in communities throughout the United States. **The deadline for submitting applications is April 24, 2008.** The RFA is available on this Web page: http://www.samhsa.gov/Grants/2008/sp_08_004.aspx.

Drug-Free Communities Support Mentoring Program: The DFC Mentoring Program RFA is now available for 2008: **The deadline for submitting applications is April 18, 2008.** The RFA is available on this Web page: http://www.samhsa.gov/Grants/2008/sp_08_003.pdf. For more information, visit <http://www.ondcp.gov/dfc/>.

Upcoming Prevention Events/Training

April 23-24: Workshop for State Epidemiological Workgroups (SEWs): A total of 23 States/Territories/Tribes' SEWs are involved in fostering a system of data driven decision making at the State and community levels. The goal of this workshop (invitation only) is to continue supporting the SEWs by providing a framework to collect, analyze, report, and utilize data as part of the larger Strategic Prevention Framework process. The workshop will be held in Gaithersburg, Maryland.

April 28-29: Regional Faith and Community Partners Subcontract Meetings: This training will be in Fort Wayne, IN and will focus on substance abuse, HIV/AIDS, and prisoner reentry services. For more details, contact CSAP's David Wilson at David.Wilson@samhsa.hhs.gov or 240-276-2588.

To Order Publications Contact:

SAMHSA's Health Information Network
1-877-SAMHSA-7 or 1-800-729-6686

www.samhsa.gov/SHIN

SAMHSA/CSAP's Underage Drinking Prevention (continued)

The total number of confirmed community-based organizations is 1,598 with a total number of Town Hall Meetings (THMs) at 1,701. To date, 33 town halls will be conducted in Spanish.

Town Hall Organizers

SAMHSA SPF SIG Grantees	290
OJJDP Enforcing Underage Drinking Laws Grantees	51
DoE SDFS/Grants to Reduce Alcohol Abuse	50
SAMHSA Drug Free Communities Grantees	447
SAMHSA HIV/AIDs Grantees	16

As with the 2006 THMs, this year's town halls will be conducted by prominent leaders such as Mayors, Superintendents of School Districts, County News Editors, Juvenile Court Judges, Clinical Psychologists, and SPF SIG Coordinators. Youth are involved as well along with student interns from colleges and universities across the country.

Examples of organizations that are involved include Students Against Drunk Driving, Texas Standing Tall, Weed and Seed Programs, Chamber of Commerce Religious Institutions and the media (Television Morning Talk Shows).

Leadership to Keep Children Alcohol Free

The *Leadership to Keep Children Alcohol Free*, a unique coalition of Governors' spouses, Federal agencies, and public and private organizations, is an initiative to prevent the use of alcohol by children ages 9 to 15. This coalition will also be participating in this year's Town Hall Meetings as they did in 2006. The First Spouses that are involved are from Alabama, Guam, Hawaii, Idaho, Maine, Nebraska, North Dakota, Oklahoma, Rhode Island, Utah and Wyoming. A video of the First Spouse can be found on the Web by clicking on their State or Territory at http://www.stopalcoholabuse.gov/townhall/flashmap/2008/location_s.aspx.

A Communiqué from SAMHSA's Center for Substance Abuse Prevention
Any questions, comments, or you need additional information?
Please contact your CSAP Project Officer.