

Not Just a *minor* Thing

Arizona Statewide Underage Drinking News

Underage Drinking Prevention Committee

June 2010, Volume 2 , Issue 2

Luring Youth's Attention Online



Digital marketing techniques are being used to promote alcoholic products and brands, where the 'intended' targeted population are those 21 and older.

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'ICING'- GET THE SCOOP ON THIS

'Icing' is quickly becoming the nation's biggest *viral* drinking game, which eventually turns into a binge drinking game. The game is most commonly played amongst males, where the object is for individuals to go around and 'ice' others who do not have a Smirnoff drink. For example, one person hands a Smirnoff (a popular flavored alcoholic beverage often referred to as a "wine cooler") to another person who then must consume the drink kneeled down on one knee. If this person is already holding a Smirnoff, then instead, the instigator must drink both bottles.

The Smirnoff alcohol company denies the game as a marketing campaign. However, consumers who had never purchased the drink prior to knowledge about this game are buying Smirnoff's to protect themselves from being 'iced' and to participate in the game. A statement by the alcohol company says that this game is consumer-generated and they 'never want underage icing'. But who's to say that this game is not going to be any less appealing to the underage population than the legal crowd?

New York Times : http://www.nytimes.com/2010/06/09/business/media/09adco.html?_r=1&src=busln 6/8/2010

A *day* in a teenager's life...

A report conducted by the Office of Applied Studies shows that the number of adolescents using illicit drugs and drinking alcohol remains at a high number. The national study, *A Day in the Life of American Adolescents: Substance use Facts Update*, found high numbers for adolescent individuals who were first time users for alcohol, illicit drugs, cigarettes, marijuana, and who have abused pain relievers. In 2008, the alcohol consumption number in first-time users among adolescents was 7.500—higher than any other substance used. The report also provides the

number of people under the age of 18 receiving treatment for a substance abuse problem during an average day in 2008.

Over 76,000 individuals were in outpatient treatment, more than 9,000 in non-hospital residential treatment, and over 700 individuals in hospital inpatient treatment.

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Luring Youth's Attention Online — continued from page 1

Youth are being exposed to this marketing system 24/7, and existing regulations are not keeping up with the market trend. These new media trends that are being used for alcohol marketing are popular social networking sites such as YouTube and Facebook. Some sites are intended for persons 21 and older but can easily be accessed by the youth simply by entering a false birth date.

David Jernigan, associate professor at the Johns Hopkins Bloomberg School of Public Health, states that close to 5,000 people under the age of 21 die of alcohol overuse each year. A contributor to this

devastating and preventable number of deaths is marketing and social media, where only the appeal of the alcoholic products are shown and not the consequence of use, nor are there any major efforts in the industry to reduce the incidence of underage drinking. It's no wonder, when considering underage drinking accounts for 12-20% of the U.S. market, according to the article.

The previous 30 second standard television commercial is now being one-upped by social media advertising experiences— varying in time length — that attract and hold the attention of young consumers.

While youth are being enticed by more generational-relevant entertainment and marketing approaches, the alcohol companies collect data for future sales and product development.

So if there is one lesson to be learned by this, let it be that social media is an advancing, excellent way to grab the attention of youth and get a point across. We as professionals should utilize this up-and-coming tool to send positive messages encouraging healthy behavior and forethought to prevent underage drinking and increase healthy social connectedness.

A day in a teenager's life — continued from page 1

The alcohol consumption number in first-time users for adolescents was 7,500—higher than any other substance.

The study showed for 2008 there was an estimated quarter of a million drug-related emergency hospital visits among adolescents, where 170,000 visits involved the use of illicit drugs, alcohol or intentional misuse or abuse of pharmaceuticals. Of those hospital visits on an average day in 2008, 151 involved alcohol.

On an average day in 2008, the number of visits to the hospital visits related to alcohol was 151.

Not Just a *minor* Thing is published quarterly in March, June, October and January. The Arizona Department of Health Services, Division of Behavioral Health is looking for community/coalition stories, announcements, events and other leads that are related to Arizona efforts in reducing underage drinking. Due to space limitation, each story should not exceed 500 words. Our deadline is the 1st of the month prior to the publication month. Please email articles or ideas to Sawsan Madanat at madan@azdhs.gov. Ideas and comments are always welcome! Thank you.



Featured Community Projects

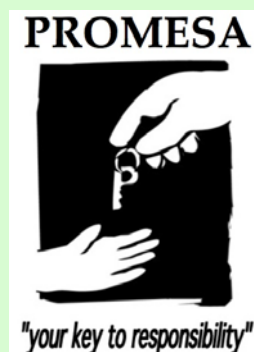
PROMESA

PROMESA is a locally owned and operated program striving to empower its clients with the desire and ability to make long-term, positive life choices. Their goal is to help individuals learn from mistakes, increase awareness about substance abuse, and reduce negative, risky behaviors. Offering clients and their families help in networking to attain additional supports, PROMESA pushes to find solutions that can benefit all members of the family.

Other services they offer may include individual and family counseling, children services, assistance in domestic violence, inpatient treatment, housing assistance, vocational programming, etc. Classes are offered in both English and Spanish throughout the Phoenix-Metro, Globe and Yuma areas.

In particular, the **Minor Consumption Classes** are 12-hour weekend diversion programs targeted toward youth, geared to relate adolescents and young adults—who may be experiencing everyday issues like peer pressure, binge drinking, exposure to drugs, and media influence. PROMESA's goal here is to increase awareness by emphasizing the consequences of substance abuse and deter further negative behavior. Parents are welcome to attend.

Contact Information: Joyce Lopez (602) 648-9791— Visit <http://promesa-duiservices.com/>



Coolidge Youth Coalition

Coolidge to Come Together for a Town Hall Meeting on Underage Drinking

Coolidge, Arizona, is one of hundreds of communities nationwide that will hold an Underage Drinking Prevention: Town Hall Meeting on August 14, 2010 to discuss and raise awareness about the issue of underage drinking. Coolidge Youth Coalition, in collaboration with the Federal Government's Interagency Coordinating Committee on the Prevention of Underage Drinking, is sponsoring the event. Parents, teachers, officials, youth, and other community members will be educated about the impact that underage drinking has on the community, and they will develop possible ways to address this issue. While underage drinking is a serious problem with our youth, the **Coolidge Youth Coalition is taking a more creative approach in combining education and prevention** along with entertainment such as dance and skits to reach out to the whole community.



What: Underage Drinking Prevention: Town Hall Meeting

When: 8/14/10 at 12:00pm

**Where: Coolidge Performing Arts Center
800 W Northern Ave
Coolidge, AZ 85128**

*This newsletter was created by the **Arizona Underage Drinking Committee** to increase the sharing of information between coalitions and professionals working to prevent underage drinking in Arizona.*

Coalition of the Quarter

The Coalition for Successful Youth Development (Kingman) formed in August 2006 to address four areas of problematic drinking in the community. Working under the Strategic Prevention Framework-State Incentive Grant, the coalition conducted a needs assessment and began to build local capacity. The coalition implemented its plan in October 2007 with an emphasis on changing norms, which were favorable or neutral to youth alcohol use, and modifying local policies around youth access to alcohol.

Beginning in 2008, through partnerships with the City of Kingman Police Department and Mohave County Sheriff's Office, an ongoing series of **covert underage buys and party dispersals** were conducted through June 2010. Stores that failed a Covert Underage Buy terminated staff responsible and showed improvement on subsequent buys by failing to sell to youth. Further, stores which refused to sell to underage youth were publicly recognized with local press releases and were given certificates of appreciation from the local Youth Advisory Council Members.



Two such youth groups were active in building pro-social events in-school and after-school and one went on to write its own grant, which was awarded in March 2010. Since 2007, Kingman has come together to hold a **'Walk Away From Drugs' event** in October, where the coalition and Youth Advisory Council members act as walk guides each year. What's more, in 2010, Mayor John Salem proclaimed April as 'Alcohol Awareness Month' in Kingman.

Kingman has seen decreases in lifetime alcohol use and past 30-day use through the Arizona Youth Survey (administered every even year) and a Youth Attitudes Survey (administered annually in its four middle schools). There are several projects lined up for FY 2011; parenting classes, vacant land signage and workplace trainings.

"In Partnership With Communities, AzYP Cultivates Healthy Foundations For Youth and Promotes Strong Families."

Announcements, Events & More!

Congrats!

Terros agency was visited by U.S. Drug Czar, Gil Kerlikowske, who stated the agency **provides a strong example of the holistic approach** that the Obama administration is advocating for preventing and treating substance abuse. Well done, Terros!. Get the full story by [clicking here](#)

BHS Resource

Check out the below calendars for upcoming trainings, conferences, coalition meetings and other events!

[DBHS Prevention Training Calendar](#)

[AZ Prevention Coalitions Calendar](#)

[AZ Youth Events Calendar](#)

Mark your calendars!

- **National Electronic Seminar: Controlling Youth Access to alcohol at Special Events No Cost! July 22nd, 2010** <http://www.udetc.org/audioconfregistration.asp>
- **Community Anti-Drug Coalitions of America CADCA 9th Annual Mid-Year Training Institute: "Coalitions Rising Reaching New Heights", Phoenix, AZ July 26-29 2010** Early Bird registration extended to July 2nd! <http://www.cadca.org/>
- **The 12th Annual National EUDL Leadership Conference" Building Community Futures with Blueprints for Success, Washington , D.C, August 17-20, 2010** <http://ojjdp.dgimeetings.com/Agenda.aspx>



