

# Not Just a *minor* Thing

Arizona Statewide Underage Drinking News

Under Age Drinking Prevention Committee

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Anheuser-Busch Clydesdale Horses

## Teens love Super Bowl Beer Commercials

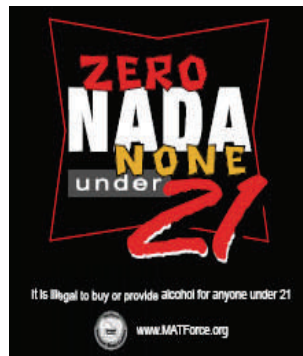
During the last Super Bowl game, it wasn't just Kurt Warner's performance that caught viewers attention, but the commercials also seemed to have made a lasting impression.

The beer commercials particularly appealed to youth. In a survey conducted by the Drug Free Action Alliance, it was found that out of all of the commercials aired during the Super bowl, those advertising alcohol products were the favorite among the youth *More on page 2*

## ZERO, NADA, NONE!

The Underage Drinking Task Force, under MATForce, the Yavapai County Substance Abuse Coalition has recently developed a sticker for vendors to place on coolers where alcohol is sold.

The Zero, Nada, None slogan was developed by SADD. Youth groups were recruited to distribute the stickers with a letter requesting them to place the stickers on the coolers. Youth from two youth groups, the North Star Youth Partnership - a division of Catholic Charities - and Restorative Justice, Rethinking Drugs and Alcohol, distributed the stickers.



It was a great opportunity for youth to be proactive with the coalition and encourage the message of vendors and the community being responsible.

The higher the cost, the less they drink!



A new study published in the University of Florida journal *Addiction*, researchers indicate that the more alcohol costs, the less likely people are to drink, and when they do drink, they drink less.

The study, which was funded by the Robert Wood Johnson Foundation, also showed that tax or price increases affect the broad population of drinkers, including heavy drinkers as well as light drinkers, and teens as well as adults. *More on page 2*

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## Teens love Super Bowl Beer Commercials– continued from page 1

The study surveyed 8,400 youth attending middle and high school to see which commercials made a bigger impression on them.

Results showed that three of the top five commercials which youth liked most were for Anheuser-Busch alcohol products. Specifically, the beer ad featuring the Clydesdale Horses and the commercial titled 'The Meeting' were most favorite.

A study in Pediatric and Adolescent Medicine revealed that youth who watched more advertisements for alcohol products were more likely to use alcohol than youth who watched fewer ads. According to Nielsen Media Research, 98.7 million people tuned in to the last Super Bowl with a large proportion of viewers under the age of 21.

These findings are concerning, considering that research shows that the younger someone starts to drink, the more likely they are to develop an alcohol problem later in life. What's more alarming about these findings is that they show consistency in results for over the past five years.

This research should alert parents to talk to their kids about the commercials they are watching and the risk involved by using alcohol.



Scene from Anheuser-Busch commercial

## The higher the co\$, the le\$\$ they drink! - continued from page 1

The study analyzed a total of 112 studies across four decades.

“Results from over 100 separate studies reporting over 1,000 distinct statistical estimates are remarkably consistent, and show without doubt that alcohol taxes and prices affect drinking,” said Alexander C. Wagenaar, a professor of epidemiology and health policy research at the

UF College of Medicine and the senior author of the study

“When prices go down, people drink more, and when prices go up, people drink less.”

According to Wagenaar, the strong link and consistency of this association further emphasizes the notion that using taxes to raise prices on alcohol is among the most effective prevention methods to drinking.

As driven by the results, the conclusion that using taxes to raise prices on alcohol is an effective deterrent to underage and binge drinking was impelled.

Alexander C. Wagenaar disagreed with critics of alcohol taxes who state that they are unfair to people

who drink reasonably. On the contrary, Wagenaar believes that non-drinkers and light drinkers actually subsidize heavier drinkers because costs related to alcohol use are reflected in various things, for example car insurance and health care.

While studies have found that drinking moderately can have some beneficial effects to health, other research has shown that reducing overall drinking has a broader social benefit, Dr. Wagenaar said. “Areas that drink more have higher rates of a wide range of problems (e.g., injuries and chronic health problems and deaths)”.

**“ when prices go down people drink more, and when prices go up people drink less ”**

## Drug Free Communities

According to the National Interim Evaluation of Drug Free Communities (DFC) program, released on September 24, 2008, rates of substance abuse by high school students in communities participating in DFC program are significantly lower than the national rates.

DFC's success was applauded by the National Youth Anti-Drug Media Campaign which encourages program everywhere to take advantage of media campaign resources to help address substance abuse challenges locally through public awareness and education.

The National Interim Evaluation examined trends in current use among communities with DFC coalitions, compared to reported use at the national level using data from the Youth Risk Behavior Surveillance System (YRBS). Analysis showed that between 2006 and 2007, current use of three substances (alcohol, tobacco, and marijuana) for communities with DFC communities had declined in grades 9-12. Other findings of the study are listed below:

- Current use of marijuana among high school students in DFC communities is 9.9 percent lower than the reported national average;
- Average youth alcohol use in DFC communities is 23.3 percent lower than the national average;

- Annual tobacco use is 10 percent lower in DFC communities than the national average;
- Though youth drug use has declined across the US, it has declined more rapidly in communities with DFC coalitions.

Let's encourage parents and community leaders by these rates and also let them know that prescription drug abuse is an emerging national issue and something to keep our eyes on. Encourage your community to take action now by:

- [Downloading resources such as Rx brochures for parents](#)
- [Learning how to keep kids drug-free](#)
- [Signing Up. Encourage parents in your community to sign up for TheAntiDrug.com's Parenting Tips e-Newsletter](#)

Parents and community leaders should be encouraged by these lower rates of current alcohol, tobacco, and marijuana use. And they should also know that prescription drug abuse is an emerging national threat ...

## STAND & SERVE!

Peer Solutions, a non-profit organization serving Maricopa County for the past 13 years, was just awarded a grant from Magellan Health Services with matching support from the BHHS Legacy Foundation to implement the **STAND & SERVE Central Corridor Initiative (SSCCI)**. The SSCCI is a new, one of a kind, coalition comprised of organizations, schools, students, families and community members committed to **cultivating a safe, healthy and respectful community on and around the new light rail system.**

The SSCCI was formed to develop and adopt primary prevention strategies to reinforce positive social norms while preventing the onset of substance abuse, suicide and depression, and their subsequent negative effects including child abuse; sexual, family, dating, school, gang and gun violence; homelessness; vandalism; criminality; oppression and more. As Ben Franklin said, "An ounce of prevention is worth a pound of cure." Research locally and nationally continues to demonstrate that one of the largest problems associated with substance abuse is underage drinking. The SSCCI is addressing the environmental factors that contribute to why a young person might abuse alcohol in the first place as it works with everyone, including young people, to establish ownership of the problem and solution. We are all Peers, We are all the Solution.

Current partners include the Arizona Department of Health Services, Chicanos Por La Causa, Department of Economic Security, the Governor's Office, Metro Light Rail, Phoenix Library, Stinkweeds, Tumbleweed, neighborhood associations across three cities (Phoenix, Tempe and Mesa), 12 schools in Phoenix and Tempe, including students, staff and family and more.



## Coalition of the Quarter

The **Casa Grande Alliance** was recognized by Casa Grande Valley Newspaper, as they celebrated 20 years of partnering with the Drug Free Communities program. The program supports communities like Casa Grande to develop and implement substance abuse prevention efforts that are driven by community leaders and resources. Cindy Schaidler, Director of the Alliance, informed the news paper of the achievements the group has made in decreasing rates of substance abuse. In particular, Casa Grande has seen a 57 percent decrease in underage drinking offenses among youth over the last 10 years, as well as decreases in the rate of past 30 day methamphetamine use among youth. While the Alliance has made great progress in decreasing their communities substance abuse behaviors and related problems, there continues to be several emerging substance abuse problems that will require on going work by the coalition. This includes addressing increases in the amount of youth who are starting to abuse prescription drugs. Cindy Schaidler presented awards to the law enforcement agencies and other community partners that have made the successes of the Alliance possible and will continue to be vital partners in working to decrease the communities substance abuse problems.

**“ Casa Grande has seen a 57 percent decrease in underage drinking offences among youth over the last 10 years”**

## Announcements, Events & More!

# Congrats!

- **Scottsdale Prevention Institute** was selected as a recipient of the **2009 Building Evaluation Capacity for Evidence-Based Interventions, Mini Subcontract** through CRP Inc.
- **Arizona Psychology Services’** program **Protecting You Protecting Me**, was selected for the **2009 Building Evaluation Capacity and Enhancing Intervention and Program Outcomes, Mini-Subcontract** through CRP Inc.
- **The Eloy City Council** passed an "emergency passage / enactment" in their **Social Host Ordinance and Unruly Gatherings Ordinance** by an unanimous vote!!! Thanks to the efforts of Chief Bill Pitman, Tres Pueblos Project, Eloy Governor's Alliance Against Drugs (EGAAD), One More Step Coalition, and other supporting EGAAD members.

**Mark your calendars!**



- **4<sup>th</sup> annual Substance Abuse Conference on April 29 – 30, 2009** Pointe Hilton Resort, Squaw Peak, Phoenix
- **SPR 17th Annual Meeting , May 26-29, 2009 - Hyatt Regency Washington, Washington, D.C.**
- **10th Annual Arizona Summer Institute, July 20-24, 2009- Hilton Sedona Resort**

## About the Committee

This newsletter was created by the **Arizona Underage Drinking Committee** to increase the sharing of information between coalitions and people who are working to prevent underage drinking. The committee was established in 2005 and became a sub-committee under the Arizona Substance Abuse Partnership in 2007. This committee is charged with developing and maintaining a comprehensive statewide prevention system to prevent and reduce underage drinking and to improve the health and safety of the citizens of Arizona by:

1. *Modifying social and economic norms, conditions, and adverse consequences resulting from alcohol availability, manufacturing, distribution, promotion, sales, and use; and*
2. *Effectively addressing at-risk and underserved youth populations and their environments through innovative evidence based prevention and enforcement strategies.*

In October 2007, the committee launched the Draw the Line Campaign ([www.drawyourline.com](http://www.drawyourline.com)). The purpose of the campaign is to give parents and other adults the tools they need to prevent underage drinking. Currently, the committee is in the process of revising the statewide plan for prevention of underage drinking. Meetings usually take place on the second Monday of the month from 2-4 pm at the Arizona Department of Health Services. Meetings are open to the public. Agendas and minutes are posted on line at: [http://gocyf.az.gov/SAP/BRD\\_ASAP\\_AUDPC.asp](http://gocyf.az.gov/SAP/BRD_ASAP_AUDPC.asp). For more information, contact Lisa Shumaker at: [shumakl@azdhs.gov](mailto:shumakl@azdhs.gov).

**Draw YOUR line  
against underage  
drinking.**

*draw the line*

**Not Just a *minor* Thing** is published quarterly on March, July, October and January. We are looking for community/coalition stories and other leads that are related to efforts to reduce under age drinking in Arizona. Due to space limitation, each story should not exceed 500 words. Our deadline is the 1st of the month prior to the publication date. Please email articles or ideas to the editor at: [madan@azdhs.gov](mailto:madan@azdhs.gov). Ideas and comments are welcome as well!

Thank you

