MCRUD E-Newsletter

MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING

VOLUME 1, NO. 3
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www.mcrud.org

Steering Committee News

It’s great to see that at the time of publication nearly 40 town hall meetings on underage drinking are planned in Michigan. Be sure and check out resources from the following websites: www.stopalcoholabuse.gov/townhallmeetings, www.michigan.gov/doyourpart, and www.mcrud.org. From our MCRUD website you can download many of the fact sheets and surveillance briefs that the Michigan Department of Community Health Alcohol/Substance Abuse Epidemiology Program has created. You can find them under the “Town Hall” tab.

Below is the MCRUD meeting schedule for the next few months. I hope to hear or see some of you at one of our upcoming meetings.

- April 24 - Berrien County Health Department Environmental Health Building, 2106 S. M-139, Benton Harbor, 49022. Our speaker will be traffic crash reconstructionist, Jim Campbell from Michigan State Police.
- May 22 MCRUD is moving north to probably Gaylord and details on location and speaker are still being finalized.
- June 26 - Prevention Network Office. Joanne Bump with the Michigan League for Human Services will be presenting on Michigan’s Budget.

— Mike Tobias, MCRUD Coordinator

MCRUD E-Newsletter

This publication is an opportunity for all of you to highlight your underage drinking prevention efforts so that others may be aware of and learn effective strategies to reduce underage drinking. Please take some time and e-mail me what you have going on related to underage drinking prevention and we will incorporate it into the next issue.

This is also an opportunity to promote any of your events that are open to the public. In addition to highlights of underage drinking prevention, MCRUD plans to interview people and share resources. See information below for the newsletter article deadline schedule and publication deadlines through 2012.

**Deadline for Submissions:**
- Friday, June 15, 2012
- Friday, September 14, 2012

**Publication Dates:**
- Week of June 18, 2012
- Week of September 17, 2012

Community Coalitions, Statewide Organizations, State of Michigan Departments, and other organizations are encouraged to submit articles that highlight activities that are related to reducing underage drinking and alcohol related problems.
The Detroit Auto Dealers Association (DADA) will honor high school students that take a stand against underage drinking, giving away over $18,000 in scholarships at the Courageous Persuaders® Awards Celebration.

The Awards Celebration will be held at the Auburn Hills Marriott Centerpoint in Auburn Hills, Michigan on Tuesday, May 15, 2012. The DADA is the primary sponsor and administrator of the Courageous Persuaders®, and the program is facilitated through the DADA Education Foundation.

The competition, now in its 12th year, encourages high school students to create 30-second television commercials warning middle school students about the dangers of drinking alcohol. New to this year’s competition is the State Farm “Fan Favorite” Award which gives the public an opportunity to vote on their favorite Top 60 Finalist videos beginning in April. State Farm will award $2,500 to the school with the most votes at the Awards Celebration. The video deadline ended in February, and the DADA received 627 video submissions (1,026 student participants) from 41 of the 50 United States. Also including, the Armed Forces Africa, Armed Forces Pacific, Ontario, Puerto Rico and Saskatchewan. Visit courageouspersuaders.com for more information.

If interested in attending the Courageous Persuaders® Awards Celebration, please contact Colleen Rivera at 248.283.5129 or crivera@dada.org.
News from CAAPT Committee  
By Goldie J. Wood, MSA, CAC II, CPC  
Director

The Bay City St. Patrick’s Day Parade down Center Avenue, in Bay City, is traditionally a big event for the area, but it has never been a bigger draw than it was this year.

Thanks in part to summer-like weather, parade organizers confirmed that the parade attracted a record crowd of more than 70,000 people, more than twice the entire population of Bay City, according to the 2010 U.S. Census.

What a better time for the CAAPT Committee (Communities Addressing Alcohol Problems Together) to continue promoting their “Underage Drinking Not a Minor Problem” Campaign. They are the youth sub-committee for the Bay County Prevention Network. Approximately 50 youth and adults marched in the parade along side of their float they designed and wore matching T-shirts that said “Youth Can’t Drink Alcohol if Adults Don’t Supply It.” This is the sixth year the youth have marched in the parade to raise awareness about underage drinking.

Coalition Update from Substance Abuse Council Calhoun County

Submitted by Danyelle Maitland
Prevention Specialist

In March for parenting awareness month:
• we held a very successful parents vs kids basketball tournament
• started a Parents Who Host campaign in Homer
• put together packets for local school with safety tips for prom and graduation
• made a tips card for students to leave at places that they will be at such as: barber shops, salons, tux shops, malls, movie theaters, and restaurants
• there was also a tips for parents sheet to be left at place where parents might see it
• educational packets for retailers will also be going out to bring them up to date on what they can do to help
• SAC partnered with organizations and schools from around the county to put on a healthy youth summit

For April we will be:
• hosting an underage drinking prevention town hall meeting
• SAC will be collaborating with our local Alano club for a day of service on April 20 and work with them to build a web page for the club, do yard work, and to spread the message about preventing abuse as well as getting help if you need it.
• On April 19th we will have our first Above the Influence Club meeting at Springfield Middle School.
• The Homer SADD group will be collaborating with SAC to do a sticker shock project in Homer.
• Homer will continue implementing the Parents Who Host campaign.

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LOCAL UPDATES  Continued from page 3

MCPUD Youth Summit, “Got It?” Held March 17 & 18

By Lynn A. Cooper, Drug Free Montcalm Coalition Coordinator Health Promotion
Montcalm County -- A Branch of Cherry Street Health Services

Montcalm Coalition to Prevent Underage Drinking, better known as MCPUD, held a Youth Summit, GOT IT?, on March 17 & 18th at Lincoln Lake Baptist Camp in Gowen. We had 18 youth from almost all of the different school districts in the county, 4 young adult leaders and 4 adult leaders that worked on identifying CHOICES, by giving facts about alcohol including what marketing is being used on youth and what penalties are involved so that they are armed with information to make informed decisions.

We then moved to the CONVICTION phase, staying true to your beliefs despite all the barriers youth are faced with in their everyday lives from all sorts of angles including that of other adults and parent choices not in line with their own. And then finally CONNECTION, building connections with others takes time, touches (finding many ways to communicate your message to peers, family and younger youth) and technology. What can they do to increase the communication and connection about MCPUD at their school, what county-wide projects MCPUD could do to make more people aware of our message and what technology can we use to create communication with our different groups.

We started the event with Shannon Cohen as our keynote speaker. She was an inspiration to everyone and really got things moving. Shannon is the Kent County Prevention Coordinator who has a very active youth group, known for their “Above the Influence” message. Between each of our sessions we did some team building and decision making activities.

Hopefully, within a week or so we will have posted on our facebook page a few videos that the youth made about Choice, Conviction and Connection during the event. Our hope is that they will spread the message to their friends that they need to become friends on Facebook/MCPUD so that they can vote on which video they like best. We should also have testimonials that will be posted. Right now we have photos from the weekend’s fun events.

Project VOX Hosting “Art From the Heart April 10, 2012

By Deb Garrett
Technical Advisor Greater Macomb Project Vox

Project VOX is having their second annual “Art From the Heart” exhibit on Tuesday, April 10 from 1-7 p.m. in the atrium of the Warren City Hall (between 12 and 13 Mile on Van Dyke in Warren) and is requesting submissions from people in recovery. Prizes will be given for three mediums - written word, graphic arts (painting and drawing), and 3-dimensional art (sculpture, jewelry, hand made items). For more information go www.projectvox.com.

OTESGO COUNTY is hosting Town Hall meetings in Crawford County on March 28 from 7:00 to 9:00 p.m. CHS Central and Eastern will also be doing another Social Hosting campaign next month in our areas. You can contact Donna Hardings at dhardings@chatholichumanservices.org for more information. CRAWFORD PARTNERSHIP is hosting an event in Grayling on March 28.

GREAT LAKES RECOVERY CENTER youth hosting their alcohol awareness event the week of April 16-20. They will be selling suckers with a prevention message to fundraise. A presenter may be scheduled for the 20th. The Grim Reaper Day is being held and the kids plan on doing PSA’s each day.

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2012 Spring Parent Awareness Campaign

By Kris Nelson
Key Development Center

The Livingston Community Prevention Project (LCPP), Parents as Partners in Prevention, The Pinckney Coalition, The Hartland Coalition, Project SUCCESS, Livingston County Community Alliance (LCCA), with support from the Office of the Prosecuting Attorney, would like to announce our 2012 Spring Parent Awareness Campaign…

The Drug-Free Action Alliance of Ohio developed the “Parents Who Host, Lose the Most. Don’t be a party to teenage drinking.” It’s a public awareness campaign to provide parents and other concerned adults with accurate information about the health risks of underage drinking and the legal consequences of providing alcohol to youth.

The campaign encourages parents and the community to send a unified message at spring break, prom, and graduation time that teen alcohol consumption is not acceptable. It is illegal, unsafe, and unhealthy for anyone under 21 to drink alcohol. Preventing underage drinking keeps Livingston County youth healthy and safe!

The campaign will kick-off, Tuesday, April 3, 2012 with a morning gathering at the Howell Opera House from 8:00-9:30 a.m. For more information contact Kris Nelson, Campaign Coordinator, knelson@key-centers.org.
Community Preventive Services Task Force Recommends Against Privatization of Retail Alcohol Sales

The Community Preventive Services Task Force (Task Force), an independent, nonfederal, unpaid group of public health and prevention experts, recommends against privatization of retail alcohol sales in places that currently have government control, based on evidence that privatization leads to increased consumption of alcoholic beverages, excessive drinking and related harms. Excessive alcohol consumption is responsible for 80,000 deaths each year and cost the U.S. economy $223.5 billion in 2006. The Task Force finding and “The Guide to Community Preventive Services” (“The Community Guide”) evidence review appear in the April 2012 issue of the “American Journal of Preventive Medicine.”

What is Privatization of Retail Alcohol Sales?
Privatization of retail alcohol sales is the repeal of state, county, city, or other types of governmental control over the retail sales of alcoholic beverages, which allows commercial retailing. States with government control of alcohol sales are referred to as control states, and states with privatized sale are referred to as license states. The privatization of retail alcohol sales applies to off-premises alcohol outlets, or places where alcohol is sold for the buyer to drink elsewhere (e.g., liquor stores), and does not generally affect the retail sales of alcoholic beverages at on-premises alcohol outlets (e.g., bars or restaurants).

“The Community Guide” systematic review included scientific evidence from 18 studies, of which 17 assessed the impact of privatization on the consumption of alcoholic beverages that were and were not privatized. Following privatization, consumption of privatized beverages within the jurisdiction that underwent privatization increased by a median of 44.4%, and consumption of non-privatized beverages within the jurisdiction that underwent privatization experienced a small 2.2% decrease, resulting in substantial net increases in alcohol use. Nearly all of the studies used alcohol sales or tax data to estimate excessive alcohol consumption, which is a well-established way to measure this. One study in Sweden found that re-monopolization was associated with a general reduction in alcohol-related harms.

The Task Force recommendation against privatization of retail alcohol sales is based solely on evidence related to public health consequences, which may be one of several factors to consider when making decisions on whether to privatize retail alcohol sales.

As of March 2012, three U.S. states control the off-premises consumption retail sales of both wine and spirits, and an additional 10 states maintain control over the retail sale of spirits alone.

Excessive Alcohol Use
Excessive alcohol use causes 80,000 deaths each year, and for each death due to alcohol, on average, an individual’s life is cut short by 30 years. Drinking too much is also a risk factor for many health and social problems, including motor-vehicle crashes, violence, suicide, hypertension, sexually transmitted diseases, unintended pregnancy, fetal alcohol syndrome, and sudden infant death syndrome. Most people who drink too much are not alcohol dependent.

The Task Force and Community Guide

The Community Preventive Services Task Force (Task Force) is an independent, nonfederal, unpaid group whose members are appointed by the Director of the Centers for Disease Control and Prevention. The Task Force bases its findings and recommendations on systematic reviews of the scientific literature. With oversight from the Task Force, scientists and subject matter experts from the Centers for Disease Control and Prevention conduct these reviews in collaboration with a wide range of government, academic, policy, and practice-based partners. The reviews and the Task Force findings and recommendations are compiled in “The Community Guide.”

Visit All Community Guide Topics to learn about Community Guide systematic reviews and resulting Task Force findings on 20 topics.
SAVE THE DATE

9.15.12
NATIONAL HUB EVENT
COMING TO DETROIT, MICHIGAN

for the latest details visit www.recoverymonth.gov or find us on facebook

Celebrating Recovery Walk & Rally XII 2012

www.recoverymonth.gov | 313.369.5414 | president@ncadd-detroit.org
Privatization and De-regulation Not Good for the Public
Interview with Steve Schmidt from NABCA

MT: Tell our readers who you are and what kind of work you do?

SS: I’m Senior Vice President of Public Policy for the National Alcohol Beverage Control Association (NABCA). I track and oversee all of the policy issues and activities for NABCA. Some of the activities include staying abreast of the research, news, and science related to public policy with respect to alcohol.

MT: What is going on around the country regarding alcohol de-regulation and privatization?

SS: Alcohol-deregulation in general is a trend. It has literally been there since prohibition and there are always efforts to go in and tweak the system. Since 2006-2007, alcohol de-regulation has gained a tremendous amount of momentum. States are seeing this as a way to generate revenue and there has been a local trend toward de-regulation as well. Two examples of local de-regulation would be reducing the number of dry counties and there is currently a discussion in Seattle around allowing licensees to stay open later than 2am. This would require also require a state level decision as well.

NOTE: Currently there is a bill in Michigan to extend hours of alcohol sales to 4:00 a.m. for municipalities over 600,000 population.

MT: Why do you think some states are looking to do some of these things?

SS: States have seen this as a way to raise revenue. There is a belief that more revenue can be raised and more jobs created. Side factors related to this gathering storm that has given momentum to deregulation include:

• A strong public vein of sentiment that is unhappy with government. An attitude that government should get off the backs of small businesses. This is often translated as a way to deregulate alcohol. Furthermore, that government is inefficient and shouldn’t be in our lives.

• The rise of the big box retailers (the Costcos, the Walmarts, the largest retailers) and the idea that consumers want one stop shopping for everything. These retailers wield a lot of power. You only have to look at the state of Washington as an example. The largest contributor to deregulate and privatize the sale of alcohol was Costco to a tune of over $30 million the last couple of years. Part of their business model is that they want to buy direct from the manufacturer. We’ve seen a lot of pressures in a lot of areas from big box retailers. What they want to do is offer the product as inexpensively as possible. They want price controls gone and do not want to deal with a wholesaler. Pretty much their business model is to offer the product as inexpensive as possible.

• Alcohol Abuse Apathy. Let me tell you want I mean by that. We forget that 33% of the population doesn’t drink at all. As discussions and debates take place we sometimes lose sight of the fact that alcohol can be abused. We have to keep in mind that this product is not like other products. We don’t see this discussed very often. The science that has been done by researchers worldwide to explain what works in alcohol policy is often not discussed in the debates of alcohol policy. In fact many times it is ignored because it does not support changes that some may wish to make. They often dismiss science that explains why these controls are in place in the first place.

• The customer’s desire for more convenience, and cheaper prices are legitimate reasons but need to be balanced with potential public harm. In recent years there has been a lot of activity from free market think tanks around the country. They tend to view alcohol like any other product and they lose sight of the fact that this is a special product. They take for granted that everyone will make responsible decisions. We know that this is not the case, i.e. those addicted to alcohol, underage drinkers. This free market argument...
is really only one side of the story and they frame the issue in only one way. It’s not just about free market.

**NOTE:** The Mackinac Center for Public Policy has been publishing many articles calling for de-regulation and privatization the past several months.

**MT:** From a public policy perspective does the research support deregulating alcohol and privatization of the retail sales of alcohol?

**SS:** NO. If you look at the Community Preventive Task Force, they have reviewed the literature and science related to privatization. This task force is an independent body that studies the science and does in depth analysis to come to their decisions. The recommended strategies include increasing alcohol taxes, maintaining limits on days and hours of sale, regulation of outlet density, dram shop liability, maintaining minimum legal drinking age laws, enhanced enforcement of laws prohibiting sales to minors, and the task force recommends against privatization of retail alcohol sales. They have found that these regulatory policies have a positive impact on public health and safety and have recommended that states not dismantle them. The recommendations from the task force are the gold standards in terms of what works and the international work is very robust.

**MT:** I agree that the Community Preventive Task Force work is an excellent resource and encourage people all the time to go their website. www.thecommunityguide.org/alcohol. Also see page six for more information.

**MT:** Briefly explain what happened in the State of Washington.

**SS:** There were initiatives in 2010 and 2011, driven by Costco, to get the state out of the business as a wholesaler and retailer of alcohol. The initiative also de-regulated alcohol as well. The initiative did away with many restrictions of the sale of alcohol, including outlet density restrictions, pricing restrictions, and advertising restrictions. There were two voter initiatives in 2010 and both were defeated by the voters. Then in 2011 Costco came back again and doubled their investment by putting about $20 million into a campaign to pass an initiative to de-regulate the alcohol system in Washington. They ran ads that led the public to believe that there would be no negative impact. They put in new taxes so that the state would not lose revenue. Presently there is litigation to stop this from happening. People filing the lawsuit contend that the initiative dealt with more than one issue and if a court rules that this is the case it could stop the entire process. There are those in the alcohol industry that believe that retail prices of alcohol might actually increase because they had to increase the taxes.

**MT:** With what Washington has done do you think public health and safety is going to be compromised?

**SS:** There are researchers that have begun to develop proposals to examine what the outcome of these changes will be.

**MT:** Some public health advocates in Michigan are concerned that there is a movement to de-regulate alcohol in Michigan. What action steps do you suggest if advocates are concerned?

**SS:** I think the most important thing to do is communicate with each other. Another important thing for grass roots groups to do is to be sure to put a local face on the issue. It’s important for policy makers to look at all of the information available on an issue; which is why it’s important to be part of the conversation.

**MT:** Is there anything else you would like to share with our readers?

**SS:** It’s important to be part of a network. Statewide networks like MCRUD are critical and extremely important in solving some of these issues. What happens in other states or countries could potentially affect your state or the United States. Furthermore, what happens in local communities can potentially affect other areas too. It’s best to stay on top of issues and the best way to stay informed is to be a part of a network like MCRUD. Lastly, keep in mind that the alcohol beverage industry does not want their products to be abused. It is important that groups think about how they interact and communicate with the alcohol beverage industry because they have a stake in solving these problems too.
News from OHSP –
Michigan Office of Highway Safety Planning
Press Release March 15, 2012

New Spring Drunk Driving Enforcement Campaign to Feature QR Code Coasters that Encourage Safe, Sober Rides.

QR codes (quick response) are the latest “tech”-nique to curb drunk driving by helping motorists easily find a safe, sober ride home. Hundreds of bars and restaurants in Michigan will be serving drinks on coasters featuring the specially designed code. Using a smartphone app to scan the code users will be provided with a phone list of local cab companies.

The QR code is meant to appeal to tech-savvy young adults who are more likely to own smartphones than adults as a whole. In 2010, men represented nearly 80 percent of drinking drivers in alcohol-involved fatal crashes. Of those male drivers, nearly 40 percent were men 21 to 34 years old. Statistics indicate men are arrested for drunk driving at a rate of nearly three to every one woman in Michigan.

“The goal, always, is to encourage motorists to be safe and responsible when behind the wheel,” said Michael L. Prince, director of the Office of Highway Safety Planning (OSHP). “The coasters are meant to reinforce the important message.”

With the help of the Michigan Licensed Beverage Association (MLBA), the coasters have been distributed to more than 500 members in locations where cab service is readily available.

“As sellers and servers of alcohol, MLBA members are on the front lines of the fight against drunken driving every day,” said Scott Ellis, executive director of the MLBA. “This partnership with OHSP delivers an innovative new tool to offer our customers, promoting responsibility and safety across Michigan.”

The coasters will be in place at the same time law enforcement agencies in 26 counties are stepping up drunk driving enforcement through April 2. The effort will involve officers from local police departments, deputies from county sheriff offices and troopers from the Michigan State Police.

For the first time, OHSP is incorporating a nearly three-week spring drunk driving crackdown in its traffic safety efforts. Federal traffic safety funds will be used to support the additional enforcement.

In the past, March drunk driving efforts have been focused only on St. Patrick’s Day. A five-year review of crash data indicates alcohol use and failure to buckle up play a significant role in fatal and serious injury crashes during the month and into early April. March includes St. Patrick’s Day, many school spring break periods and college basketball tournament games.

Law enforcement agencies have planned nearly 7,500 hours of additional drunk driving patrols.

Last year during the men’s college basketball tournament time frame (March 15 - April 4), law enforcement officers arrested 2,215 motorists for drunk driving; 613 of those people were charged under the state’s high blood-alcohol content law.

*Users will be asked permission to use the phone’s location feature.
The Michigan Licensed Beverage Association has appointed Scott T. Ellis as the association’s new Executive Director. Ellis, of Mason, Mich., has retired from his long-time position with the Lansing Police Department to lead the MLBA’s staff. While working his way up to his current position of Detective at the LPD, Ellis has served alongside MLBA members and staff in various capacities for more than a decade.

Most recently the Assistant Director of the National Hospitality Institute® (NHI) – the MLBA’s non-profit educational foundation – Ellis has been an integral part of the team that has made the Techniques of Alcohol Management (TAM®) program one of the nation’s top alcohol server training seminars. A contributor both to the curriculum and as national Master Trainer for TAM®, Ellis brings a unique expertise and experience to his new position.

“I look forward to facing the challenges ahead of the MLBA as we continue to navigate these tough economic times for the industry,” said Ellis. “Our businesses have been hit hard by the economy itself and also by public policy that hasn’t been well developed and thought out by lawmakers.”

Ellis’s considerable experience outside routine law enforcement has prepared him to lead the MLBA’s government affairs efforts as well. He has served on many boards and committees including: Michigan’s Child Abuse Protocol Board; Michigan Association of Chiefs of Police Traffic Safety Committee; Michigan’s Impaired Driving Steering Committee; and the FBI’s Joint Terrorism Task Force. He is also a nationally-known speaker on Highway Safety, Alcohol Laws and the Hospitality Industry. In these roles, he has worked extensively with Government leaders at federal, state and local levels.

“As the oldest and largest association in Michigan representing liquor licensees exclusively, it is up to the MLBA to lead the charge in righting the Hospitality Industry’s ship,” said Ellis. “We have a long road ahead of us, but we have the right staff and leadership in place to make things happen, and we’re going to start doing just that right away.”

New Michigan Liquor Law Enforcement Training Seminars™ Scheduled by the National Hospitality Institute®

Training for Law Enforcement: - what you need to know about Michigan liquor law and the licensing process. This eight-hour MCOLES-approved class is for all law enforcement officers that enforce the Michigan Liquor Control Code and Administrative Rules. It is also beneficial for clerks, building inspectors and prevention practitioners that want to learn how the process works. The course will start with licensing and a complete review of the application process. Students will learn how the objection to renewal and revocation process works and what role they play in that process. Everyone will gain an in-depth knowledge of the Michigan Liquor Laws. The class will continue with a community-based approach to working with licensed establishments to reduce and prevent calls for service. Everyone will leave with a better understanding of the MLCC licensing and process and Michigan liquor laws. The cost of the seminar is $175 per person and 302 grant money can be used to pay for the class.

Course Curriculum:
- Licensees and Overview of Application Process
- Objections to Renewal & Revocations
- Michigan Liquor Law
- Violations & Decoy Operations
- Hearings Process
- Working with Michigan Liquor Control and Licensed Establishments

The following classes have been scheduled:
April 24, 2012  May 17, 2012
9:00 a.m. - 5:00 p.m.  9:00 a.m. - 5:00 p.m.
Mason City Hall  Rockford Police Dept.
201 W. Ash St.  220 N. Monroe St.
Mason, MI 48854  Rockford, MI 49341

Contact David Puck, 800-292-2896 x 108 or dpuck@mlba.org at the National Hospitality Institute to sign up for the class or find the registration form online at www.tamusa.org under “About NHI.”