



Underage Drinking

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Legal Drinking Age

- Minimum legal drinking age is 21 in all states
 - Sales, purchase, possession, consumption and misrepresentation of age
- Loopholes in state laws
- Age 21 drinking laws have significant traffic safety benefits

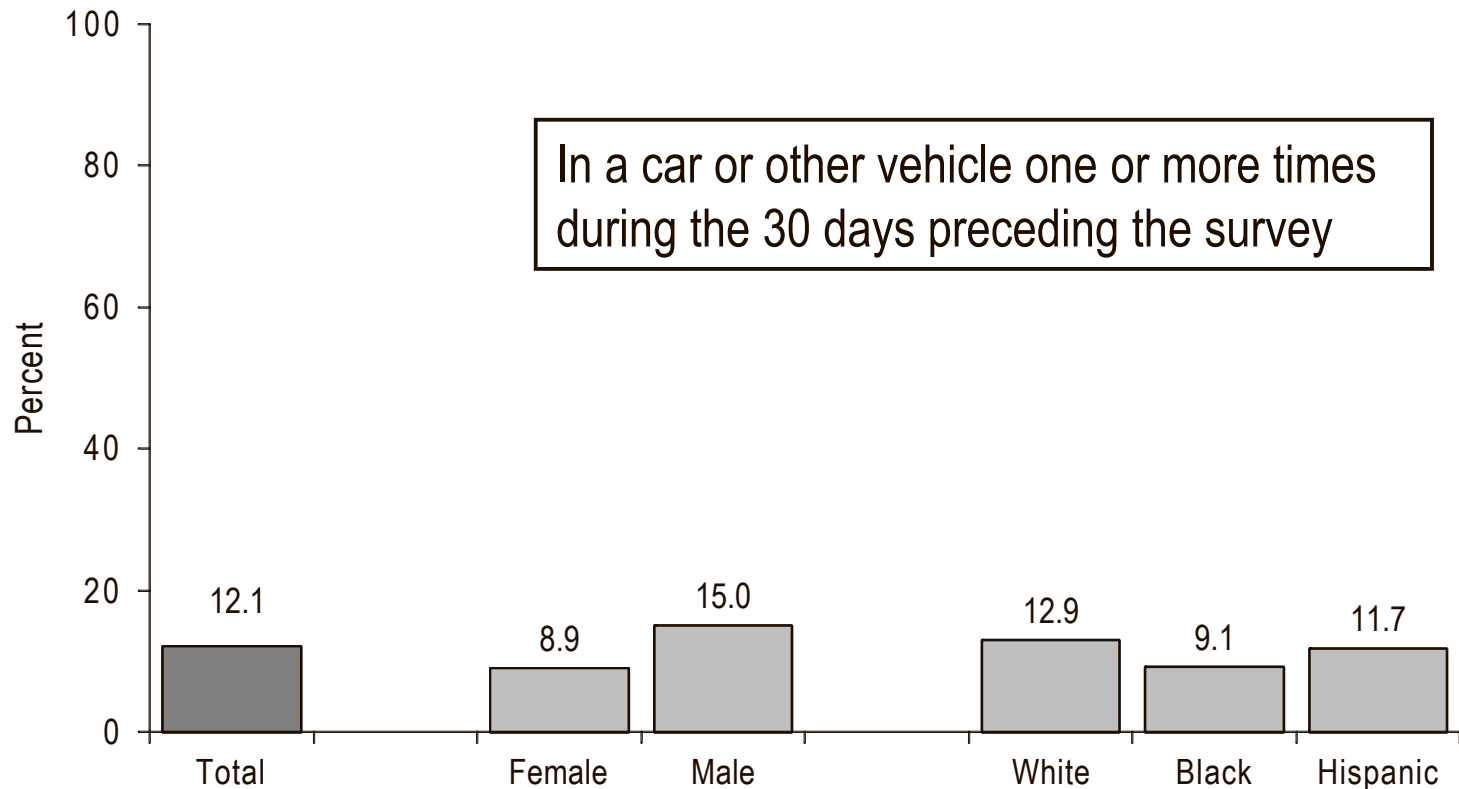


Levels of Drinking by High School Students, 1999-2003

	1999	2001	2003
First drink before age 13	32.2	29.1	27.8
Drank in past 30 days	50.0	47.1	44.9
5+ in past 30 days	31.5	29.9	28.3

National Youth Risk Behavior Survey, 2003

Percentage of High School Students Who Drove After Drinking Alcohol,* 2003



National Youth Risk Behavior Survey, 2003

Motivations for Underage Drinking

- Rite of passage
- Peer pressure
- Nothing else to do
- Positive expectations



Positive Expectations About Drinking

- **57%** of incoming college freshmen said they feel less stressed when they drink alcohol.



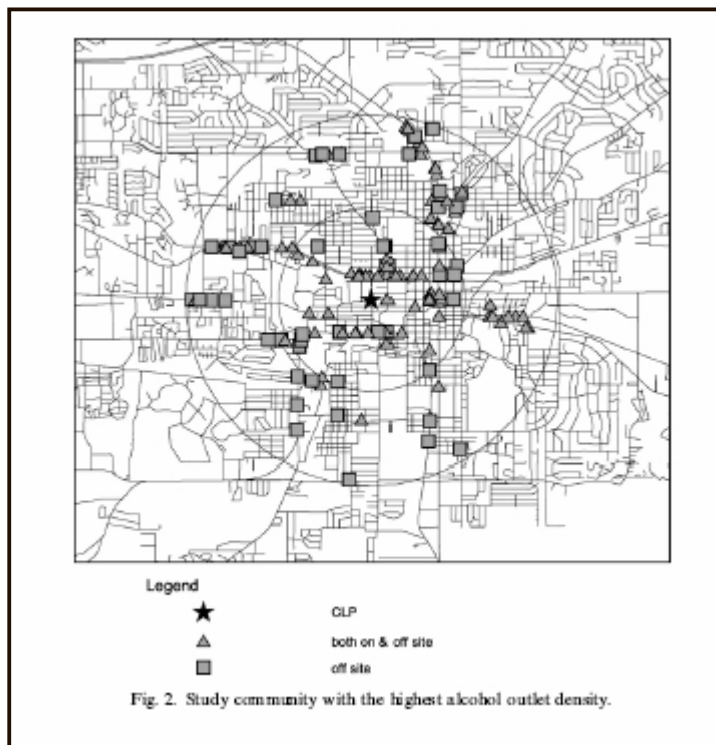
- **54%** of incoming college freshmen said they feel less uncomfortable in social situations when they drink alcohol.

Environmental Factors

- Advertising
- Price promotions and drink specials
- Density of alcohol establishments



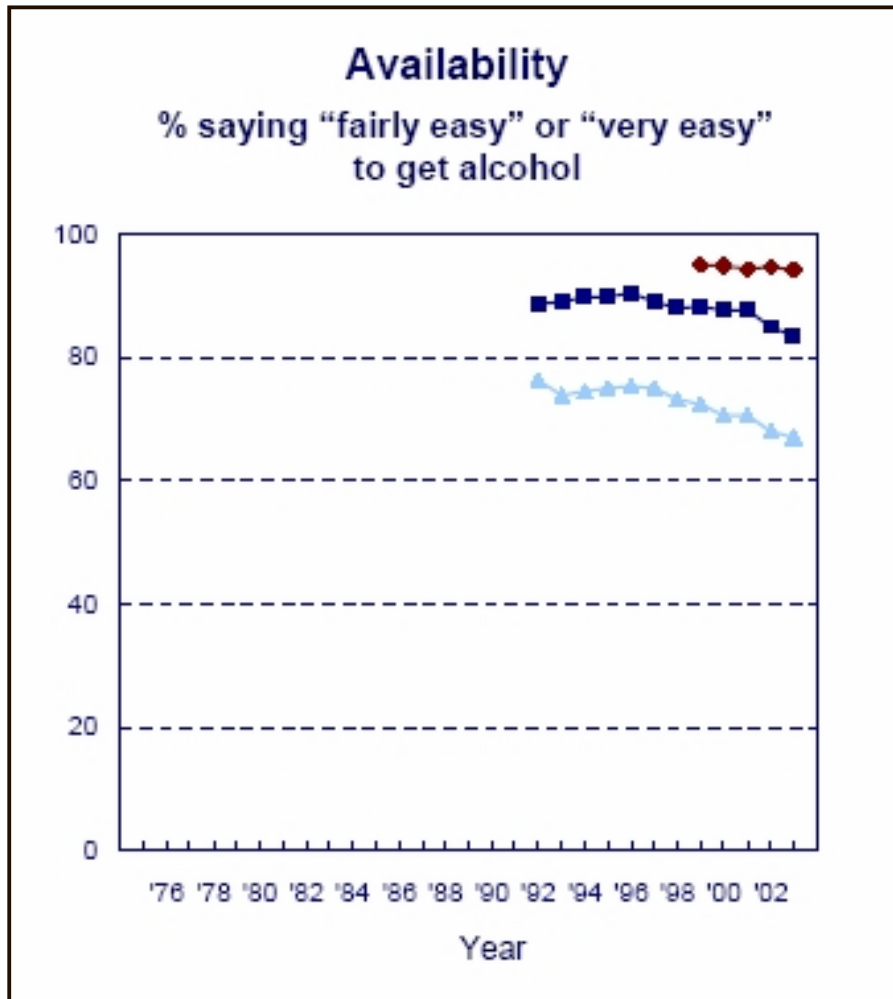
Saturation of Alcohol Outlets



This college campus has 185 alcohol outlets within a 2-mile radius.

Colleges with a high alcohol outlet density have been shown to have higher rates of heavy and frequent drinking and drinking-related problems than colleges that are not saturated with alcohol outlets.

Availability of Alcohol



Monitoring the Future
Survey, 2003

Sources of Alcohol

- Parents
- Strangers
- Legal age friend or relative
- Retailers

**The Easiest Place
For Kids to Get Beer**



is right next to the milk.

One of the easiest places for kids to get alcohol is in your own kitchen. Take stock of your supply. Keep Alcohol Out of The Hands of Kids.

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1999
**LIQUOR PRICE GUIDE
FOR MINORS**

Sending that 21 year old friend to the liquor store so you and your friends can get trash? Tired of that friend "never having any change left" from the \$20 you gave him or her? Use our handy liquor price guide to tell 'em exactly what you want and know how much it costs!

	\$/375ml	\$/750ml	\$/1.75L
Whiskeys			
Monarch	4.40	7.45	16.25
Black Velvet	5.95	10.45	21.95
Jim Beam	6.50	12.45	25.95
Jack Daniels	9.65	17.45	38.95
Wild Turkey	10.45	19.95	36.95
Crown Royal	11.95	22.50	49.95
Vodkas			
HRD	3.55	6.30	13.50
Gordon's	5.15	8.45	18.95
Smirnoff	7.45	11.95	23.95
Absolut	9.95	19.75	37.95
Gins			
Monarch	***	6.15	13.30
Seagram's	5.95	9.95	21.95
Gordon's	5.95	10.25	21.95
Beefeater	9.95	19.45	38.95
Rams			
Monarch Gold	4.10	6.80	14.80
Captain Morgan	6.95	13.45	26.45
Bacardi 151	10.25	19.30	***
Liquers			
Southern Comfort	7.95	12.95	26.95
Jagermeister	11.75	21.95	***
Kahlua	11.95	18.95	38.95
Bailey's	12.95	19.95	39.95

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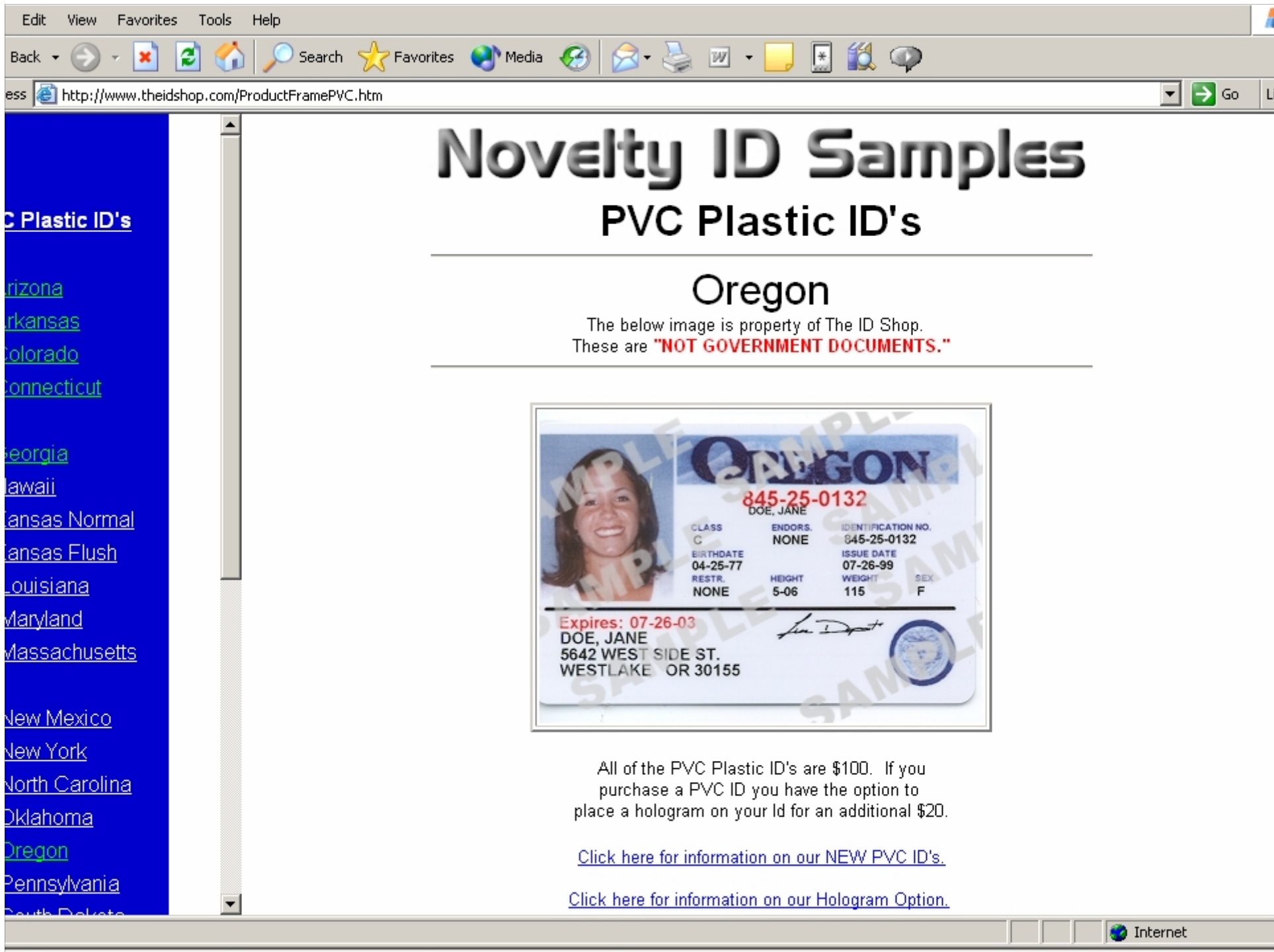
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Novelty ID Samples

PVC Plastic ID's

Oregon

The below image is property of The ID Shop.
These are **"NOT GOVERNMENT DOCUMENTS."**



All of the PVC Plastic ID's are \$100. If you purchase a PVC ID you have the option to place a hologram on your Id for an additional \$20.

[Click here for information on our NEW PVC ID's.](#)

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Holograms & UV

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Hologram Option

On our PVC Plastic ID's we offer the option of having a hologram printed on the ID for an additional \$20. This added option makes the already superior ID the best without a doubt.

About the Hologram:

We only offer one hologram at this time because the cost for one design is in excess of \$20,000.00 (that is the minimum cost). The design we offer is a REAL hologram. It has a continuous pattern of three objects: a lock, a key and the words "secure." These objects are printed all over the front of the ID. For an additional \$20, we highly suggest the hologram option.

At this time UV markings are not available.

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Places Where Youth Drink

- Parties in private residences
- Parties at outdoor venues
- Special events
- College campuses
- Bars and restaurants

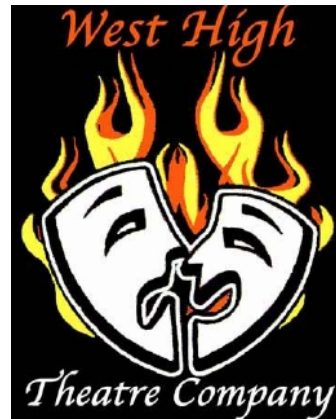


Protective Factors

- Attachment
- Commitment and Involvement
- Belief



Clyde receives the 1969 EIWA OW Award from U. of Pennsylvania head coach (and former PSU wrestler), Don Frey



Responses: Some General Guiding Principles

- Using surveys
- Collaborating
- Understanding local laws
- Assessing potential

**Cal Poly Pomona Student
21st Birthday Celebration Survey**

Mark circles with BLUE or BLACK pen like this:

This side for students under 21 years old! If you are 21 or older, please answer questions on other side.

For this question, please mark all that apply.

What do you expect to do to celebrate your 21st birthday?

go to bar(s) or club(s) go to a party
 go to an amusement park go shopping
 go out to dinner study
 go to drink for the first time something else
 go to the movies nothing

With whom do you expect to celebrate your 21st birthday?

Friends
 Family
 Boyfriend or girlfriend
 No one / by myself

Please mark all that apply.

(Do you feel the need to drink alcoholic drinks to celebrate your 21st birthday?) Yes No

About how many alcoholic drinks, do you expect to drink on the day you celebrate your 21st birthday?

1 2 3 4 5 6 7 8 9 10

A "drink" is a 4 to 5 oz. glass of wine, 12 oz. bottle or can of beer, shot glass of liquor, 12 oz. wine cooler, mixed drink.

Write the number (examples: 00, 01, 05, 10) and fill in the appropriate bubble under each number.

About how many alcoholic drinks do you think the typical Cal Poly Pomona student drinks on the day she or he celebrates her or his 21st birthday?

1 2 3 4 5 6 7 8 9 10

A "drink" is a 4 to 5 oz. glass of wine, 12 oz. bottle or can of beer, shot glass of liquor, 12 oz. wine cooler, mixed drink.

Write the number (examples: 00, 01, 05, 10) and fill in the appropriate bubble under each number.

Please write any negative consequences you expect to have from drinking alcohol when you celebrate your 21st birthday?

How many alcoholic drinks, on average, do you consume per week?

0 1 2 3 4 5 6 7 8 9

A "drink" is a glass of wine, a bottle or can of beer, a shot glass of liquor, a wine cooler, or a mixed drink.

How many alcoholic drinks, on average, do you think the typical Cal Poly Pomona student consumes per week?

0 1 2 3 4 5 6 7 8 9

A "drink" is a glass of wine, a bottle or can of beer, a shot glass of liquor, a wine cooler, or a mixed drink.

How many times in the past two weeks have you had 5 or more if you are a child or 4 or more if you are a female alcoholic drinks at one sitting or party?

0 1 2 3 4 5 6 7 8 9

A "drink" is a glass of wine, a bottle or can of beer, a shot glass of liquor, a wine cooler, or a mixed drink.

Where do you live?

Residence Hall
 University Village
 Off campus with family
 Off campus with friends
 Off campus alone

What is your age?

18 19 20 21 22 23 24 25 26 27 28 29 30

What is your ethnicity? Please select one you identify with most.

African American, Black
 Alaskan, Native American
 Asian
 Chinese/Latin/Hispanic/Latino American
 Filipino or Pacific Islander
 White, Caucasian, European
 I am from more than 1 ethnicity

Other (please write it in): _____

Were you born in the US? Yes No

What is your gender? Female Male

What's best describes your current relationship status?

Never been married
 Married/cohabiting partner
 Separated
 Divorced
 Widowed


Thank you for completing our survey.
Student Health Services & The Wellness Center assisted by the American Student Body Association at Cal Poly Pomona
If you wish to find out the results of this survey go to The Wellness Center in Union Plaza (Bldg 26 Rm 104)

Correcting Misperceptions of Norms

- Harm reduction
- Provide accurate information on peers' drinking behavior

7 out of 10
Summit High School
students DON'T DRINK
in an average week.

We just like to hang out.
And you know what?
So do our friends.
As a matter of fact, in an
average week, 7 out of 10 kids
at Summit High don't drink.
This is us.
We're better than you think.



**Source: 2002 Summit High School Alcohol & Other Drug Survey, a project of the Summit Prevention Alliance ©2002, 303-466-0277

Most UofA students drink safely when they party

They

- eat before and during drinking (80%)
- have a designated driver (78%)

It takes about 1 hour per drink to clear alcohol from the body.
1 drink = 12 oz. beer = 4-5 oz. wine = 1 oz. liquor

Based on survey data collected by Campus Health Service (1999) from 1766 students in randomly selected classes.



CAMPUS HEALTH SERVICE

Training Servers/Sellers

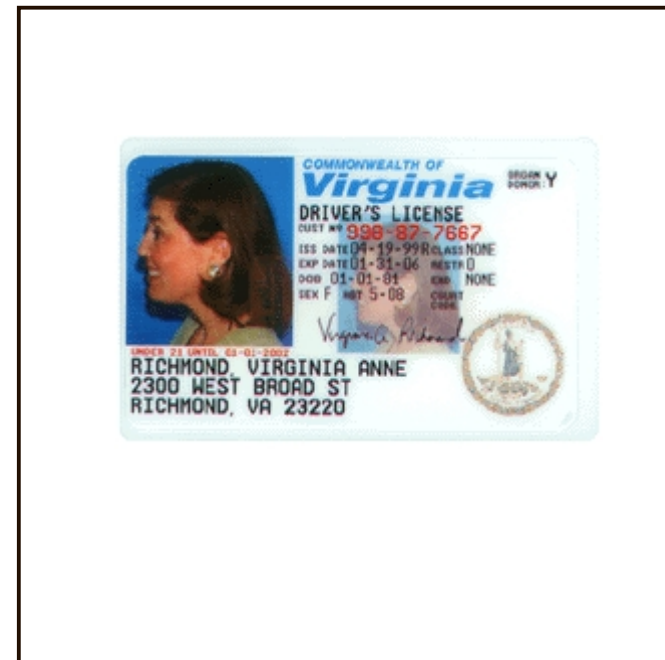
- ABC Boards often provide free “responsible beverage service” training programs
- Training activities
 - How to identify fake ID
 - How to resist pressure to serve someone underage
 - How to refuse service without creating tense situation



Detecting Fake IDs

- Photo does not resemble bearer
- Bearer doesn't know address
- Signature doesn't match writing sample
- Edges are rough from poor lamination
- Surface is bumpy, particularly around photo
- Masthead (state name, slogan) is blurry
- Back of ID is blank, magnetic strip is laminated

Sample Driver's Licenses



Sample Driver's Licenses



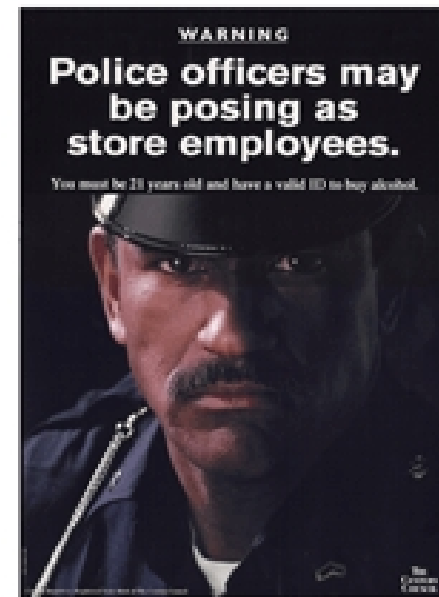
Over Age 21

Under Age 21



Enforcing Minimum Age Laws

- Compliance investigations of businesses that sell alcohol for on- or off-site consumption
- Investigations must be designed carefully
- Cops-in-Shops



Conducting “Shoulder Tap” Operations

- Underage volunteer approaches adult outside retail establishment, requests alcohol purchase
- If adult agrees and makes purchase, cited for furnishing alcohol to minor



Developing House Party Guidelines

For college students:

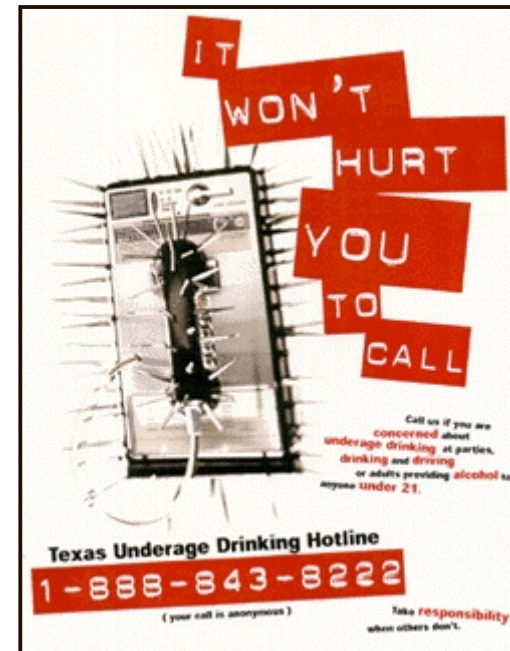
- Inform neighbors
- Sober party monitor
- Monitor noise levels outside
- If police arrive, stop the party

For parents:

- Limit number of guests
- Provide sufficient chaperones
- Be prepared to call underage guest's parents when needed
- Set beginning and ending time for party

Setting Up Hotlines

- Easy-to-remember, highly publicized phone number
- Ensure anonymity of caller
- Staff with non-police personnel



Keg Registration

KEG REGISTRATION IDENTIFICATION FORM – IDENTIFICATION # _____

Name of Purchaser (Print) _____
Type of ID shown _____ ID# _____ DOB _____
Address _____
City _____ State _____ Zip _____
Location where keg will be consumed _____ Date(s) _____
Address _____
City _____ State _____ Zip _____

I am at least 21 years of age and understand that alcoholic beverages purchased under this receipt can only be consumed at the address and on the dates listed above, that the purchasing of alcoholic beverages for a person under 21 years of age and furnishing alcoholic beverages to a person under 21 years of age are violations of O.C.G.A. 3-3-23 and that such violations may result in civil liability or criminal prosecution, or both. I further acknowledge that removal or obliteration of the keg registration label is a violation of O.C.G.A. 3-5-5 and that such violations may result in criminal prosecution as set forth in O.C.G.A. 3-3-9, and will result in the container deposit made at the time of purchase, not being returned.

Signature of Purchaser _____ (Date) _____

A total of _____ keg(s) of malt beverage was/were sold to the above individual
In the following size(s): _____

by: _____
(Name of Seller)

On: _____
(Date of Sale)

Trade name of business _____

State License number _____ Address _____

City _____ State _____ Zip _____

Date Returned _____. The Registration label was ____ was not ____ intact.

Keg registration fee: _____

FOR THE PURCHASE OF MORE THAN ONE KEG, RECORD IDENTIFICATION NUMBERS BELOW

KEG ID NUMBER KEG ID NUMBER KEG ID NUMBER KEG ID NUMBER

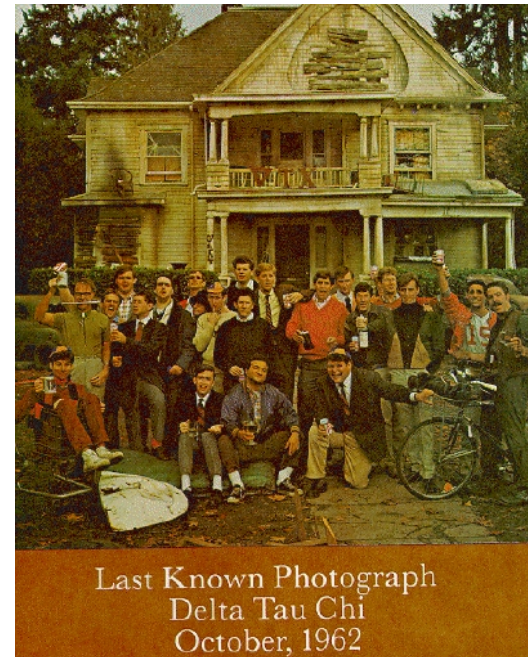
- Inventory control sticker attached to keg
- Buyer fills out registration form
- Used to identify individual who furnished alcohol to minors at party

Deploying Party Patrols

- Establish probable cause at party location
- Disperse party
 - Secure perimeter, enter location
 - Identify those over 21, under 21 and not drinking and release
 - Process those under 21 who have been drinking
 - Cite adult responsible for furnishing alcohol
 - Safe transportation!!

Abating Party Houses

- Use landlord-tenant relationship for leverage
- Warning, corrective action plan, eviction
- Use nuisance abatement procedures for illegal alcohol sales, noise, property damage



Sponsoring Alcohol-Free Events

- Provide a range of alcohol-free events for youth that can substitute for events and traditions centered on excessive drinking

HOW TO P.A.R.T.Y.

- Plan an alcohol-free weekend event
- Have the event at an accessible location
- Allow all University students admission
- Throw the event for longer than 3 hours & past 11 p.m.

If your organization qualifies, call The Office of Student Life at 346-1123 for more information.

- After-prom parties
- Tailgating
- Graduation
- Spring Break

Resources

- Identifying Fake ID:

<http://www.udetc.org/documents/FalseIdentification.pdf>

- Dispersing Underage Parties:

<http://www.udetc.org/documents/UnderageDrinking.pdf>

- Compliance Checks:

<http://www.epi.umn.edu/alcohol/pdf/manual.pdf>

<http://www.udetc.org/documents/ReduceAlsal.pdf>