

# Enfield Cares About Underage Drinking

## Town Hall meeting



**April 3, 2008**

Sponsored by:

Enfield Together Coalition (ETC)

Substance Abuse and Mental Health Services Administration (SAMHSA)

# Enfield Together Coalition

The mission of the Enfield Together Coalition (ETC) is to prevent and reduce underage substance abuse in Enfield through raising awareness, educating parents and youth, and enforcing underage drinking laws.

## MEMBERS INCLUDE:

- Police
- School personnel
- Enfield Youth Services
- Business owners
- Faith community
- Town government
- Substance abuse agencies
- Youth
- Parents



# History of the ETC

- Spring 2004 – Enfield Community Task Force is convened to address increasing incidents of drug use among Enfield youth, especially among youth at middle school
- Spring 2005 – Task force grows in membership and receives \$17,000 enforcement grant to combat underage drinking
- Fall 2006- Enfield Together Coalition receives Department of Mental Health and Addiction Services \$85,000 a year for 3 years grant to combat underage drinking

# Town Hall Meeting: Background

Enfield joins more than 1,200 community coalitions nationwide hosting Town Hall Meetings this week focusing on underage drinking. The Federal Government's Interagency Coordinating Committee for the Prevention of Underage Drinking (ICCPUD) is supporting Town Hall Meetings during the week of March 31 through April 4, 2008, which coincides with April's National Alcohol Awareness Month.

# State of the National Problem

- Alcohol use among children and adolescents starts early and increases rapidly with age. (NIDA, 2007)
- Nearly one out of every five 10th graders (18.1 percent) and about three out of every ten 12th graders (28.7 percent) reported being drunk at least once in the last month. (NIDA, 2007)
- Teens who begin drinking before age 15 are five (5) times more likely to develop alcohol dependence than those who begin drinking at age 21. (NIAAA)

# Local Enfield Data - Alcohol Use

53.1% of 7-10<sup>th</sup> grade students reported having used alcohol in their lifetime (2005 ERASE GPRA Survey)

Average age of initiation is 12 years of age

(2005 ERASE GPRA Survey)

# Local Data - Past Month Use

Students past 30 day alcohol use

## ENFIELD (2005 Search Survey)

- **27% of 8th graders**
- **39% of 9th graders**
- **57% of 10th graders**

## NATIONALLY (2007)

- 15.9 of 8th graders
- n/a 9th graders
- 33.4 of 10th graders
- 44.4% of 12<sup>th</sup> graders

# Local Data - Binge Drinking

**27% of 7-8<sup>th</sup> graders and 57% of 9-10<sup>th</sup> graders who reported alcohol use, reported that they were binge drinking\***

(2006 ERASE presentation on Underage Drinking in Enfield)

## Why is binge drinking a concern?

- Youth are drinking to get drunk
- Can lead to alcohol poisoning
- Can lead to engaging in risky behaviors (drinking and driving, violence, sexual activity)

\*Binge drinking is defined as 5 or more drinks in one sitting for males and 4 or more for females

# Local Data - Social access

*Youth reported that alcohol was the number one substance of choice for them and their peers and that access to alcohol is readily available to underage drinkers in Enfield* (2005 youth focus groups)

*70% of youth who have used alcohol in their lifetime indicated that the first time they drank alcohol was at a house party with friends*  
(2005 youth focus groups)

# Local Data - Perceived Availability

**The perceived availability of alcohol** (2000 UCONN GPIY survey)

- **59.1%** of 7-8 graders reported that that it was either **sort of easy** or **very easy**
- **82.8%** of 9-10 graders reported that it was either **sort of easy** or **very easy**

# Local Data - Access

Of the 7-10th graders who report alcohol use, alcohol is being accessed via (2000 GPIY survey):

- **FRIENDS**
  - 43.5% sometimes
  - 44.25% often
- **HOME** without parents permission
  - 39.85% sometimes
  - 15.35% often
- **HOME** with parents permission
  - 24.2% sometimes
  - 7.3% often

Indicates  
drinking at  
House Parties

# Local Data - Enforcement

When students were asked how important **checking I.D.s** in stores & bars and **getting arrested** for drinking were in preventing kids from drinking alcohol (2000 UCONN GPIY survey)

About **90%** reported that **Checking I.D.s** was either very important or somewhat important

About **90%** that **getting arrested** for drinking was either very important or somewhat important

*Enfield's  
Underage Drinking  
Action Plan*

# Action Plan - Goals

- Reinforce that it is possible to have fun without alcohol.
- Educate and empower parents about how to talk with their kids about alcohol.
- Eliminate underage access to alcohol in the home by having parents lock it up and monitor access outside the home.
- Educate kids and parents that there are serious long- and short- term risks resulting from early alcohol use.
- Enforce Connecticut's House Party law on underage drinking and other underage drinking laws.
- Strengthen and expand upon existing collaborative initiatives targeting underage drinking.

# Action Plan Strategy #1: Media Campaign

Last month, the Enfield Together Coalition began a social marketing campaign to raise awareness throughout the community.

This campaign will educate the public about the affect of alcohol on the adolescent brain and will emphasize the critically important role that parents play in shaping the attitudes and behaviors of young people toward the use of alcohol.

# Social Marketing Campaign

## Is Your Child Going to the Fermi Junior Prom?

If your child is going to the prom, use this Prom Promise coupon to start a conversation with your teen about the importance of making healthy choices.

**Parents:** Did you know that it is illegal to host a party where alcohol is consumed by minors?

### According to Connecticut's House Party Law:

- Anyone under 21 is prohibited from possessing alcohol on public OR private property.
- Minors may be fined for violating the law.
- Individuals who knowingly permit minors to possess and/ or consume alcohol may be fined, imprisoned, or both.

For more information about Connecticut's House Party Law, visit [www.housepartybill.org](http://www.housepartybill.org)

### Alcohol-Free Prom Promise

Together we can make healthy choices and work to ensure a safe prom by following this agreement:

We Agree on the following no alcohol rules:

- Young people will not drink alcohol until age 21.
- Young people will not stay at parties where alcohol is being served.
- Young people will not ride in cars with a driver who has been drinking.
- Parents agree to pick up kids at any time and will not discuss the event until the following morning.
- Young people will not allow their guests to bring alcohol into the house. No one is to make alcohol available to anyone under age 21.
- Older brothers and sisters will not encourage younger siblings to drink and will not give them alcohol. Younger brothers and sisters will not take alcohol from anyone.

We Agree that failure to abide by these rules will result in consequences that will be jointly decided by all of us.

\_\_\_\_\_ The Parents

\_\_\_\_\_ The Child

\_\_\_\_\_ The Date



This message brought to you by the  
**Enfield Together Coalition, Preventing & Reducing Substance Abuse**

# Adolescent Brain Development

The brain images below show how alcohol may harm teen mental function. Compared with a young non-drinker, a 15-year-old with an alcohol problem showed poor brain activity during a memory task. This finding is noted by the lack of pink and red coloring.

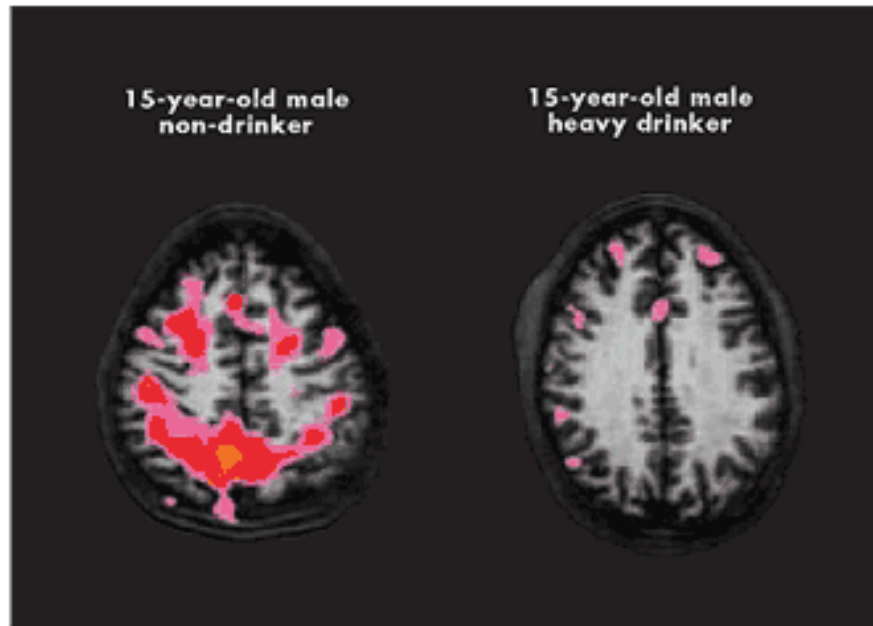


Image from Susan Tapert, PhD, University of California, San Diego.

# Action Plan Strategy #2: Increase Enforcement

## Increase enforcement of underage drinking laws

- ✓ Conduct party patrols
- ✓ DUI Roving patrols
- ✓ Compliance checks

## **Action Plan Strategy #3: Community Collaboration**

Collaborate with key stakeholders, organizations, and departments within the community

Ensure a broader and more inclusive effort in addition to increasing sustainability efforts

# What Enfield is already doing

- **Enfield Together Coalition**, local prevention council to Prevent and Reduce Underage Substance Abuse, is conducting a media campaign targeted to increase parental awareness around underage drinking, collaborating with and educating local community on underage drinking; hosting a drug and alcohol free event as well conducting a slogan/ poster contest for youth in the fall
- **Police** are conducting party patrols, DUI Roving patrols, and compliance checks to reduce access to alcohol and keep the Enfield Community safe
- **Safe Grad committees** (Fermi and EHS) are working hard to sponsor a safe drug and alcohol free night of fun for graduating seniors
- **Schools** are conducting/ hosting a number of activities around underage drinking prevention and prom/ graduation safety
- **Local media** are including listings/ articles/ ads about underage drinking violations and prevention initiatives (keep an eye out for them)
- **Local businesses** are committing to not selling alcohol to minors
- **Parents** are talking to their children about alcohol and other drugs and setting a good example
- **Youth** are taking action and having fun without alcohol

***Together We Can Make a Difference!***

# How to Get Involved

- Join the ETC
- Join a Safe Grad committee
- Call the Anonymous Tip Line to report a party: 763-8918
- Communicate about underage drinking

Logo Contest Winner...

**Thank You!**

**Enfield Together Coalition Contact Information:**

253-6381

[aporth@enfield.org](mailto:aporth@enfield.org)