



# Parents Are Heroes

## Preventing Underage Use of Alcohol

TOGETHER! is grateful to Nancy Harper and ALERT Labs for sharing their information and expertise with Thurston County. *Parents Are Heroes* is part of the Kent County, Michigan, Making Sobriety Attractive (MSA) Drug Free Communities Project.



March Edition 2010

### In this issue

- *Increasing alcohol taxes*
- *Advertising to youth*
- *What's going on*

### Questions, Suggestions, Comments?

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or

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For all previous issues of *Parents are Heroes*, click [here](#).

### Help with talking to your kids

Children NOW

Time to Talk

Kid's Health: Kids and Alcohol

Parents: The AntiDrug

WA-RUaD: Start Talking Now

Habla Con Tus Hijos

### What's Going On?

According to the Substance Abuse and Mental Health Services Administration, young women who binge drink are more likely to engage in fighting. Read their report [here](#).

Our blokes across the pond are setting a great example for us all! No more, they say...

### If you need help:

Crisis Clinic of Thurston-Mason County, **586-2800**

Teen Crisis Line, **586-2777**

*Parent Resource Guide of Thurston County* published by TOGETHER!

Click [HERE](#) for both the English and Spanish versions.



**Increasing the price of alcohol by 50% through taxes would reduce underage drinking by 32.5%, binge drinking by 21% and youth traffic deaths by 15.5%. (Marin Institute)**



Reducing consumption by increasing taxes would, in turn, reduce rates of brain damage to teens (affecting learning and memory especially), homicide, suicide, domestic violence and child abuse, plus traumatic injury, drowning, burns, high-risk sex, fetal alcohol syndrome (FAS), alcohol poisoning, vandalism, and the need for treatment for alcohol use disorders.

In Washington, in 2007, underage drinking cost the state \$211 million in related medical costs, \$303 million in lost productivity, \$847 million due to related violence, \$67 million in high-risk sex and \$21 million in Fetal Alcohol Syndrome-related costs in mothers between 15 years and 20 years of age ([Underage Drinking Enforcement Training Center](#)).

Why have only six states succeeded (so far) in raising alcohol taxes (Kentucky, Massachusetts, New York, New Jersey, Illinois and North Carolina)? Lobbying and money spent by the alcohol industry makes for a formidable opponent. ABInBev and Miller Coors command 80% of the beer market in the United States. In Washington state, 2009, Anheuser-Busch Companies spent \$99,600 and the Distillery Representatives Association of Washington spent \$38,783 in total lobbying expenditures ([Public Disclosure Commission](#)). And that's just a drop in the bucket compared to similar expenditures at the federal level - \$3,460,000 for ABInBev (Anheuser-Busch Companies ([Marin Institute](#))).



YOU can still send a message to your legislators on Capital Hill. The last day for regular session is March 11. Please email your thoughts to the Liquor Control Board at [rules@liq.wa.gov](mailto:rules@liq.wa.gov), and to your representatives [here](#).

## More about what's going on...

Alcohol advertising – it's there, and it works. What are your kids reading?

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Coming Soon! TOGETHER!'s Community Assessment Project (CAP). Read about it in an upcoming newsletter.

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The blokes and folks down under continue to set a good example...sports and alcohol don't go together!

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It's an ugly triad...women, domestic violence, and alcohol...

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Trickle, trickle, trickle-down effects of alcohol...

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For more information on ALERT Labs Group (Alcohol Laboratories for Education, Research, and Training), please visit their website: [www.alertlabs.org](http://www.alertlabs.org)

And visit TOGETHER! at [www.thurstontgether.org](http://www.thurstontgether.org)

## Early exposure to alcohol advertising affects later use.

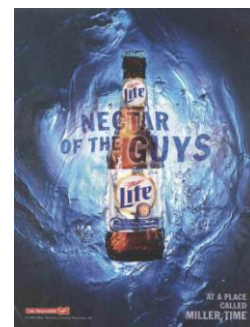
Ongoing research around the country is illuminating what some have long suspected. "Exposure to outdoor alcohol advertising around schools is associated with subsequent youth intentions to use alcohol" (Pasch, et al. [Outdoor Advertising Near Schools](#)).



We also know that pro-social messages around curbing underage drinking are diluted, and often seen as boring by the target audience when compared to the flash and glitz of alcohol ads. "A variety of research has shown that persuasive messages such as those in alcohol advertising succeed by the use of well-targeted social cues that include attractiveness, similarity, and social rewards, and features such as colors, music, action, and humor" (Pinkleton et al. [The Relationship of Perceived Beer Ad and PSA Quality to High School Students' Alcohol-related Beliefs and Behaviors](#)).

Underage youth are exposed to more ads for beer and spirits than adults, and even though they say they don't pay attention, their recollection of those ads is high ([Alcohol Advertising, Televised Sports, and Underage Youth](#)).

A community assessment performed in Snohomish County involving looking at the amount of alcohol advertising in local convenience stores noted one store with 11 poster signs and 7 neon signs visible from the outside. Their location placed them within 500 feet of two schools and a daycare center. TOGETHER! is in the process of performing a similar community assessment and will distribute those results by June.



## Hooray for Preventionists!

Thanks in part to the efforts of the prevention community and individuals around the state, the Washington Liquor Control Board (LCB) has adopted the following rules addressing outdoor alcohol advertising in our state:

- Outdoor signage is limited to a total of 4, and no more than a total of 1,600 square inches.
- No outdoor advertising of liquor shall be placed within 500 feet of schools, churches, playgrounds or athletic fields, as measured from the property line of the facility or grounds.

For the complete rules document, please visit the LCB site [here](#).

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