

2011 Report

Washington State Coalition to Reduce Underage Drinking



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Mission

The RUaD Coalition provides state-level leadership to reduce underage drinking by leveraging resources and strengthening communities in Washington State.

2011-2013 Goal: Reduce underage drinking by:
Providing state-level leadership
Leveraging resources
Strengthening communities

Objectives:

Analyze and disseminate information and, as appropriate, promote public or corporate policy changes, with respect to:

- Implementation of social host laws or ordinances
- Reduction in indoor alcohol advertising
- Availability, packaging, and marketing of high alcohol content malt beverages and flavored malt beverages
- The mixing of alcohol and energy drinks
- Other emerging issues related to reducing underage drinking

Monitor pertinent legislation and rule-making

E.g. Beer tax, beer and wine sampling at farmers markets, and sobriety checkpoints

Support youth influencers (such as parents, caregivers, coaches, religious leaders, educators, other youth) by:

- Expanding and enhancing *Start Talking Now* efforts and website
- Assisting communities in continuing *Let's Draw the Line Between Youth and Alcohol* campaign efforts
- Developing and distributing toolkits for the implementation of social host ordinances in WA communities.



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Prevention Highlights

In the first year of the newly-adopted 2011-2013 Strategic Plan, the Washington State Coalition to Reduce Underage Drinking (RUaD) actively engaged in the following activities.

Enforcing Underage Drinking Laws (EUDL) Discretionary Grant

The U.S. Dept. of Justice's Office of Juvenile Justice & Delinquency Prevention (OJJDP) awarded the states of Washington, Maine, and Nevada a three-year Discretionary grant to address underage access to and consumption of alcohol.

In 2011:

The federal-level EUDL Assessment Team reviewed WA State's underage drinking prevention system and presented 47 recommendations;

A state-level EUDL Advisory Committee prioritized the recommendations and created a Strategic Action Plan;

In 2012-13 the prioritized recommendations will be actively addressed.

Healthy Youth Survey

The results of the 2010 Healthy Youth Survey were announced and a 2-page Alcohol Fact Sheet developed for each county to use with their prevention activities.

Party Intervention Patrol

To help the state determine the effectiveness of the comprehensive approach to interrupting teen drinking parties, Puget Sound Educational Service District was retained to evaluate the Pierce County Party Intervention Patrol.

Findings included increases in:

- Perception of the harm and risk of using alcohol;
- Actual reduction in the future use of alcohol by youth;
- Monitoring of youth by parents;
- Parents talking with their children about alcohol.

Prevention Summit

Yakima hosted the Oct. 27-29 Prevention Summit that attracted 652 participants—339 youth and 313 adults and chaperones.

Let's Draw the Line Between Youth and Alcohol

The 2012 campaign was launched. Local organizations can select one or more projects to participate in -

- Law Enforcement and Legislators Draw the Line Between Youth & Alcohol;
- Retailers Draw the Line Between Youth & Alcohol;
- Social Host Ordinances

New RUaD Coalition members

Andi Smith, Executive Policy Advisor, was appointed to represent the Governor's Office;
Erin Riffe, ESD 113 Director of Student Assistance & Treatment Services,

is representing the treatment community;

Denise Fitch is representing the Office of Superintendent of Public Education.



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Public Policy Impact Team Activities

The Public Policy Impact Team members formed subgroups to focus on three areas:

Social Hosting

Indoor Advertising

High Alcohol Content Malt Beverages

Actions and Accomplishments

Developed and distributed “Drafting a Social Host Ordinance. A How-to Guide for Washington State Communities.”

Provided information sessions at the Fall All-Providers Meeting, the Drug-Free Communities Fall Meeting, and the WA State Prevention Summit.

Provided support and resources to the Ellensburg Campus/Community Coalition as they began the process for potential implementation of a social host ordinance.

Continued to monitor the FTC’s actions to re-label and repackage high alcohol content malt beverages, which the FTC required starting October 2011.

Gathered research to determine direction of the Indoor Advertising team.

Provided support to the Mercer Island Communities That Care Coalition, which was successful in passing a social host ordinance, the first in the state. As a result, the King County Council also began looking at this issue.



Communications Impact Team

Mission

The mission of the Communications Impact Team is to support the RUaD Coalition's Strategic Plan, specifically strategy #3: Support youth influencers (such as parents, caregivers, coaches, religious leaders, educators, other youth) by:

- Expanding and enhancing ***Start Talking Now*** efforts and website
- Assisting communities in continuing ***Let's Draw the Line*** campaign efforts

Actions and Accomplishments

Wrote and distributed two newspaper editorials:

June: **Starting Talking Now as Summer Approaches and Draw the Line Against Underage Drinking** (co-signed by Brad Owen and Rob McKenna). Covered in the Bellevue Reporter newspaper.

September: **Set Clear Rules About Alcohol as Your Teen Heads Back to School.** Co-signed by Sharon Foster and Michael Langer, this was covered in the Yakima Herald and the Bellevue and Renton Reporter newspapers.

Launched a Statewide Advertising Campaign: August 2010 to May 2011

Developed a campaign plan to promote Washington's new outdoor alcohol advertising restrictions, and the legal penalties for providing alcohol to minors.

Wrote an RFP and contract to hire an advertising firm, and worked with the successful bidder, RadarWorks, to test and develop messages and strategies for the campaign.

Developed a campaign fact sheet, materials ordering list and process, and other information and resources for public information and stakeholder involvement, via the Start Talking Now website.

Developed and monitored a Facebook page for community engagement with the campaign.

Prepared materials and staffed a resource table to promote the *Let's Draw the Line Between Youth and Alcohol 2012* community campaign at the October 2011 Prevention Summit.



Website Management

Provided ongoing updates to content on Start Talking Now.

Formed a subgroup to assess and implement improvements to Start Talking Now, which included converting the webpage to a more inter-active and user-friendly platform (Drupal).



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Statewide Communications Campaign

RUaD launched a statewide campaign, *Let's Draw the Line Between Youth and Alcohol*, by raising awareness about two important issues. From August 2010 to June 2011 online ads, radio ads, events, and handouts sent the message:

Providing alcohol to minors can cost you up to \$5,000 and a year in jail;

Alcohol ads can encourage minors to drink. New rules limit outdoor advertising in every community.



The 2011 campaign results:

The [campaign video](#) of youth *Drawing the Line* was viewed 333,364 times;

Online advertising delivered 43 million impressions of the campaign messages;

From August 2010 to June 2011 there were over 33,000 visits to the campaign websites to learn more about reducing underage drinking:

www.LetsDrawtheLine.com, www.StartTalkingNow.org and www.pintemoslaraya.org.



Billboard messages with the legal penalties for providing alcohol to minors were in place in King, Whatcom, Pierce, Spokane and Yakima counties. Advertising costs were matched by Clear Channel and the Lamar Company;

Radio ads in Spanish were aired 2,849 times in Yakima, Tri-Cities and Wenatchee, which delivered three million impressions;

Campaign messages were printed on commitment cards, window clings, and Spanish and English information cards and provided to communities to use in local campaigns;

4000 wrist bands were distributed to local organizations and t-shirts were available to order.



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Local Communications Campaign

With mini-grants from RUaD, organizations were invited to participate in the *Let's Draw the Line Between Youth and Alcohol* campaign in their local Communities.

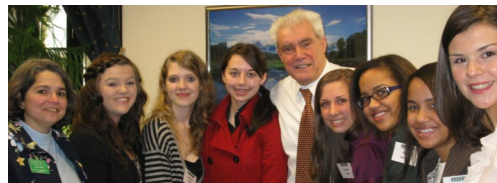
Campaign results at the local level:

- 51 communities participated;
- 24 counties had at least one participating community; 11 of those had more than one community participating;
- 6,752 local citizens participated in activities—4,079 youth and 2,673 adults;
- 12,038 commitment cards were signed.

Key Leader Involvement

Local groups involved:

- 26 legislators
- 72 county/city officials
- 37 law enforcement
- 29 educators
- 32 other community leaders



Community members distributed campaign materials and posted events and photos on the campaign's Face Book page.

Media Support

- 2,849 Spanish radio ads aired in Yakima, Tri Cities and Wenatchee, delivering three million impressions
- There was news coverage in 20 city and community newspapers and on KIMA-TV in Yakima



Retail Store Involvement

- 350 stores were thanked for having four or less exterior alcohol signs
- Window clings with the legal penalties for providing alcohol to minors were placed on beer coolers in 343 stores.



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2011 Campaign



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2011 RUaD Coalition Membership

WA State Governor's Office	Andi Smith, Executive Policy Advisor
Natl. Gov. Spouses	Mike Gregoire, WA St. First Spouse
WA State Office of Lt. Governor	Brad Owen, Lt. Governor Brian Dirks, Communications Director
Washington State Patrol	John Batiste, Chief Lt. Dale Alexander
WA State Liquor Control Board	Sharon Foster, Board Chair Mary Segawa, Alcohol Awareness Program Manager
WA State Dept. of Health	Paul Davis, Policy Specialist
WA State Office of Sup. of Public Instruction	Dixie Grunenfelder, Student Assistance Prev. Program Denise Fitch, Program Manager
WA Traffic Safety Commission and Traffic Safety Task Force	Jonna VanDyk, Program Manager
Office of Attorney General of Washington	Rob McKenna, Attorney General Rusty Fallis, Senior Counsel Janelle Guthrie, Communications Director
WA State Department of Commerce	Ramona Leber, Program Manager
Division of Behavioral Health and Recovery	Michael Langer, Supervisor Scott Waller, RUaD Coordinator
Governor's Juvenile Justice Advisory Com.	Ryan Pinto, Director
WA State Family Policy Council	Laura Porter, Staff Director
WA National Guard Counter-drug Task Force	Col. Jerry Kosierowski, Counterdrug Coordinator SFC Doug Karnitz, DDR Administrator
College Coalition for Substance Abuse Prevention	Jason Kilmer, Chair Charee Boulter, Steering Committee
WA Assoc. of Sheriffs & Police Chiefs	Don Pierce, Executive Director
WA Assoc. Substance Abuse & Violence Prevention	Jim Cooper, President Liz Wilhelm, Vice President
WA State PTA	Bill Williams, Executive Director Maureen Monson, Program Director
Mothers Against Drunk Driving	Brian Ursino, National Board Member
WA St Students Against Destructive Decisions	Cara Filler, Coordinator WA/Ore State SADD
Native American Tribes	Kelly Baze, Port Gamble S'Kallam Tribe
Medical Community	Sara Rigel, Swedish Medical Center
Faith Community	William James, Ex. Dir. Community Counseling Institute
Court Services/Diversion	Holli Spanski, WA Assoc. Juvenile Diversion Units
Treatment Community	Erin Riffe, ESD113 Student Asst. & Treatment Services
WA State Coalition of Coalitions	William James, Co-chair
RUaD Coalition Staff	Earlyse Swift, RUaD Coalition Manager Deb Schnellman, Communications Impact Team Coord. Ray Horodowicz, EUDL Discretionary Grant Manager