

# 2010 Report

## ***Washington State Coalition to Reduce Underage Drinking***



*[www.StartTalkingNow.org](http://www.StartTalkingNow.org)*

# Mission

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

The RUaD Coalition continued to work on the primary issues identified by Town Hall Meeting participants across the state in 2006 and 2008.

For 2010 the issues were to:

- I. Reduce youth exposure to alcohol industry marketing.
- II. Conduct an adult-focused communications campaign which supports local efforts to reduce underage drinking.
- III. Support local law enforcement efforts to enforce underage drinking laws.
- IV. Reach out to policy makers at the state and local levels regarding underage drinking issues.
- V. Support efforts with K-12 schools, higher education and parents to prevent underage drinking.



# *An Extraordinary Year for Prevention in Washington State!*

- The 2010 legislature placed a tax on malt beverages. Research is very clear that the more prices go up, the less young people consume. Legislators heard from the prevention community and they acted.
- The WA State Liquor Control Board (LCB) spent enormous effort reviewing and revising the alcohol advertising regulations with input from the public. Over 500 local citizens and organizations urged the LCB to strengthen the regulations. Many young people and adults testified at hearings. This was the strongest statement from the prevention community they have ever seen.
- On the election front, the citizens of the state turned back an effort to privatize the sale of alcohol. The LCB's role was to provide accurate information to anyone who asked, but a coalition of interest groups, including strong prevention groups, came together to help the public understand this issue. Again, the prevention voice was heard, this time by the voting public.
- On November 10, the LCB banned the sale of alcohol energy drinks, in response to an outcry from Governor Gregoire, the general public, researchers, and the prevention community to take this action.
- The WA State Attorney General, in collaboration with other states, continued to press the U.S. Food & Drug Administration to remove alcoholic energy drinks from the marketplace in all states following an initial request September 2009. Nov. 17 the FDA took action to do so.

No one organization can take credit for these significant changes, but it's fair to say that the RUaD Coalition has:

- increased awareness of the harmful consequences of underage drinking, and of alcoholic energy drinks in particular
- encouraged collaboration among groups
- provided critical tools to help local citizens speak out



## *An Extraordinary Year for RUaD !*

- The Federal Office of Juvenile Justice and Delinquency Prevention's Underage Drinking Enforcement Training Center presented a recognition award to RUaD at the national conference in August for their work to reduce outdoor alcohol advertising. Only 11 states were recognized.
- OJJDP awarded Washington State a discretionary grant to assess both state and local underage drinking issues and to develop and implement specific local services. Only three states received this grant.
- Town hall meetings to reduce underage drinking were held in 81 communities from March-May. An estimated 6100 people attended, including members of 7 tribes.
- The RUaD Coalition was invited to participate on the Washington Impaired Driving Advisory Council.
- Seats were added to the Coalition representing the courts/diversion, medical community, youth, faith community, and Drug Free Communities Coalitions.
- The ***Let's Draw the Line*** communications campaign was created to emphasize two issues that influence underage drinking:
  - Adults who provide alcohol to minors could face a \$5000 fine and year in jail
  - Retail outlets are allowed only four outdoor signs advertising alcohol
- The 2011-2013 strategic planning process was launched in September with a retreat followed by work groups. The strategic plan is scheduled for adoption January, 2011 and will guide the work of the Coalition for two years.



# Strategy Highlights

## **Strategy I: Reduce youth exposure to alcohol industry marketing.**

- The WA State Liquor Control Board adopted rules that limit to 4 the number of alcohol advertisements on the outside of retail stores;
- The LCB adopted rules requiring that alcohol advertising be more than 500 ft. from a school, playground, or religious facility.

## **Strategy II: Conduct an adult-focused communications campaign which supports local efforts to reduce underage drinking laws.**

- The statewide *Let's Draw the Line between Youth and Alcohol* Campaign was launched in August. See description on following page.
- LCB/RUaD posters designed as ads appeared in 25,000 WIAA programs at 19 state championships.

## **Strategy III: Support local law enforcement efforts to enforce underage drinking laws.**

- DBHR received an underage drinking grant to assess state and local drinking issues and develop a plan to address those. See description on previous page.

## **Strategy IV: Reach out to policy makers at the state and local levels regarding underage drinking issues.**

- Taxes were raised on malt beverages
  - Alcohol advertising regulations were tightened
  - Voters defeated efforts to privatize state liquor stores
  - The sale of alcohol energy drinks was temporarily banned
- See description on previous page.

## **Strategy V: Support efforts with K-12 schools, higher education and parents to prevent underage drinking.**

- 81 town hall meetings were held to help parents and educators develop plans for reducing underage drinking in their communities.



# Statewide Communications Campaign

The RUaD Communications Impact Team spent much of the year planning and selecting a vendor for a statewide advertising campaign under the direction of the RUaD Coalition. Radar-Works in Seattle was selected to create and implement the campaign which launched in August.

The campaign goals are to raise awareness among adults of our state's new outdoor alcohol advertising restrictions, and raise awareness among young adults and parents of the legal penalties for providing alcohol to minors.

Campaign components include:

- Spanish radio ads in Yakima, Tri Cities and Wenatchee
- Ads on approximately 200 websites in the networks Centro, Tribal Fusion, Yahoo, MSN, BET, Search. Centro includes SeattleP-I.com, SpokesmanReview.com, Yakima-Herald.com, BellinghamHerald.com.
- Five promotional events to distribute information cards: Seattle Sounders, Puyallup Fair, Evergreen State Fair in Monroe, State Prevention Summit in Yakima (fall), WIAA state championships in Tacoma (winter) and Bloomsday Run in Spokane (spring 2011).
- Window clings with the legal penalties for providing alcohol to minors, for placement in stores.
- Campaign websites: [www.letsdrawtheline.org](http://www.letsdrawtheline.org) and [www.pintemoslaraya.org](http://www.pintemoslaraya.org), with links to [www.StartTalkingNow.org](http://www.StartTalkingNow.org).
- Social networking and video sharing sites: Facebook.com, YouTube.com, Vimeo.

## Campaign results as of December 2010:

- The first wave of advertising, August 23—Sept. 19, delivered 11,475,196 impressions, and 7,773 click-throughs from the online ads to the campaign website. The second round of ads ran in December/January, and the third will run in March/April.
- Web hits to LetsDrawtheLine.org during first wave: 5,622, with 6,477 page views.
- Total visitors to LetsDrawtheLine.org during 2010: 12,008
- Total visitors to pinte-moslaraya.org: 715
- Total visitors to Start-TalkingNow.org during 2010: 9,527

**Campaign  
banner ad on  
BET.com**



The screenshot shows the BET.com website interface. At the top, there's a navigation bar with 'HOME', 'VIDEO', 'MUSIC', 'ON TV', 'NEWS', 'ENTERTAINMENT', 'LIFESTYLE', and 'COMMUNITY'. A search bar is also present. The main content area features a large banner ad with a photo of a woman and the text 'When it comes to minors and alcohol, we're drawing the line.' Below the banner, there are sections for 'FEATURES' (including 'CARE & ICE CREAM', 'KEEPING IT RICH', 'STYL E CAMP', 'PINK FRIDAY', '106 & PARK'), 'MUSIC VIDEOS' (including 'NICKI MINAJ - RIGHT THRU ME'), and 'LATEST NEWS' (including 'BREAKING NEWS').



[www.StartTalkingNow.org](http://www.StartTalkingNow.org)

# Local Communications Campaign

With mini-grants from RUaD, communities have been invited to become part of the statewide campaign to *Draw the Line. . . between youth and alcohol*. The first 100 communities to sign up to participate are eligible for up to \$1,000.

To receive a \$500 stipend, communities agree to do five activities:

1. Hand out information cards and other materials;
2. Have a minimum of 100 local teens/adults sign commitment cards that will be sent to RUaD electronically and/or by mail;
3. Place *Let's Draw the Line* banner on at least one website that targets adults;
4. Invite news reporters to cover your activities;
5. Select one of the three options below (or a combination):
  - Option 1: Local Event
  - Option 2: On-Line Event
  - Option 3: Retail Store Involvement

For additional \$500 grant, communities agree to:

1. Have an additional 100 commitment cards signed and returned to RUaD;
2. Involve at least one state-level elected official and two local elected officials in holding a *Draw the Line* card and send us the photo for possible use on websites such as StartTalkingNow.org; and
3. Choose one of the following:
  - Purchase a minimum of 50 radio spots (scripts in English and Spanish on StartTalkingNow.org) with a 100% match from the station; **or**
  - Order *Let's Draw the Line* T-shirts to use at events



[www.StartTalkingNow.org](http://www.StartTalkingNow.org)

# Campaign Products

## Let's Draw The Line ... *between youth and alcohol*

Printed materials to order:  
dbhrdrawtheline@dshs.wa.gov

### Info Cards—front and back

Window  
Clings  
4"x5"  
  
(easy to  
peel)

**Providing alcohol to minors could cost you \$5,000 and a year in jail.**

**LetsDrawtheLine.org**

**Providing alcohol to minors could cost you.**  
Up to \$5,000 in fines and a year in jail.

**LetsDrawtheLine.org**

**Darles bebidas alcohólicas a los menores puede costarle.**  
Hasta \$5,000 en multas y un año en cárcel.

**LetsDrawtheLine.org**

**Alcohol ads can encourage minors to drink.**  
New rules to cut off advertising outdoor alcohol ads.

**LetsDrawtheLine.org**

**La publicidad del alcohol puede atraer a los menores a beber.**  
El nuevo reglamento prohíbe la publicidad en espacios públicos.

**LetsDrawtheLine.org**

### Materials you can download on StartTalkingNow.org

**Commitment Card**

Let's Draw the Line ... between youth and alcohol

Washington State has drawn the line.

Without alcohol advertising, it's easier to resist peer pressure and avoid underage drinking.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

I am a ...  Parent  Teacher  Other

I want to draw the line by:

Limiting alcohol advertising  Limiting alcohol sales  Other

**LetsDrawtheLine.org**

(Back side reads)

I want to draw the line between youth and alcohol because:

\_\_\_\_\_

\_\_\_\_\_

I want to draw the line by:

\_\_\_\_\_

\_\_\_\_\_



**Blue Line**



### Website Banner

**Alcohol ads can encourage minors to drink.**

Learn about new rules to limit ads in your community.

**LetsDrawtheLine.org**

### You can also find on StartTalkingNow.org:

- Campaign fact sheet
- Sample press release
- Tips on inviting elected officials and other VIPs
- Alcohol advertising rules
- How to report LCB rules violations
- Sample certificate for stores
- Sample thank you letter to stores
- Laws on furnishing to minors



# 2010 RUaD Coalition Membership

WA State Governor's Office	John Lane, 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	Martin Mueller, Asst. Superintendent, Student Support Jeff Soder, Safe & Drug Free Schools Dixie Grunenfelder, Student Assistance Prev. Program
WA Traffic Safety Commission and Traffic Safety Task Force	Angie Ward, Program Manager Shelly Baldwin, Impaired Driving Prevention 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 Tim Bernthal, Program Coordinator
Division of Behavioral Health and Recovery	Michael Langer, Supervisor Pam Darby, RUaD Coordinator Tina Burrell, Youth Treatment Systems Manager
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 Tom Corzine, Deputy Director
WA Assoc. Substance Abuse & Violence Prevention	Liz Wilhelm, President Jim Cooper, 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
Youth	Heidi DuPrey, student St. Martin's University
Faith Community	William James, Ex. Dir. Community Counseling Institute
Court Services/Diversion	Holli Spanski, WA Assoc. Juvenile Diversion Units
DASA Citizens Advisory Council	Philip Gonzales, Chair
WA State Coalition of Coalitions	William James, Co-chair
RUaD Coalition Staff	Earlyse Swift, RUaD Coalition Manager Deb Schnellman, Communications Impact Team Coord.