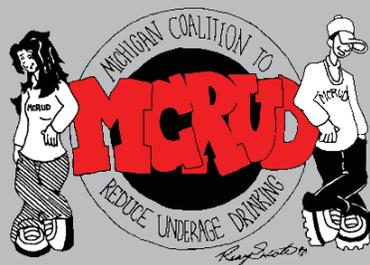


# MCRUD E-Newsletter

MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING



VOLUME 1, NO. 2  
FEBRUARY 2012

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



## Steering Committee News

The February 28th MCRUD meeting will be held in Taylor. Justin Williams from Home of New Vision will be our guest speaker. He will be updating MCRUD on the recovery oriented system of care movement in Michigan and talking about recovery coaches training.

For MCRUD's March 27 meeting, we will be back in Lansing and will feature alcohol epidemiologist, Katy Gonzales. She will be presenting new Youth Risk Behavior Survey data.

We are tentatively planning to hold the April 24 MCRUD meeting in Berrien County and are looking for a speaker.

If you are interested in speaking at a MCRUD meeting, please contact me: [miket@preventionnetwork.org](mailto:miket@preventionnetwork.org), 517-393-6890, or 800-968-4968.

— Mike Tobias, MCRUD Coordinator

## MCRUD E-Newsletter

This publication is an opportunity for all of you to highlight your underage drinking prevention efforts so that others may be aware of and learn from effective strategies to reduce underage drinking. Please take some time and e-mail me what you have going on related to underage drinking prevention and we will incorporate it into the next issue.

This is also an opportunity to promote any of your events that are open to the public. In addition to highlights of underage drinking prevention, MCRUD plans to interview people and share resources. See information below for the newsletter article deadline schedule and publication deadlines through 2012.

### Deadline for Submissions:

Monday, March 16, 2012

Monday, June 15, 2012

Monday, September 14, 2012

### Publication Dates:

Week of March 19, 2012

Week of June 18, 2012

Week of September 17, 2012

Community Coalitions, Statewide Organizations, State of Michigan Departments, and other organizations are encouraged to submit articles that highlight activities that are related to reducing underage drinking and alcohol related problems.

# UPDATES FROM STATE ORGANIZATIONS, DEPARTMENTS & NATIONAL NEWS

## March 2012 – the 19th Annual Observance of Parenting Awareness Month

Submitted by Luanne Beaudry, MS, CPC-R  
PAM Coordinator, Prevention Network



### Parenting Awareness Michigan Celebrates Parents and Caregivers With a Special Focus on March as Parenting Awareness Month

Parenting Awareness Month is a Michigan initiative to promote awareness, education, and resources – through state outreach and local efforts – emphasizing the importance of effective parenting in nurturing children to become healthy, caring, and contributing citizens. Parenting Awareness Month is unique to Michigan and has been celebrated since 1993. Parenting Awareness Michigan provides guidance, materials, resources, and technical assistance throughout the year.

Parenting Awareness Michigan / Month celebrates people who are parenting our children, and seeks to:

- draw public attention to the critical importance of effective parenting across the lifespan;
- raise awareness that effective parenting is a key factor in alcohol, tobacco, and other drug prevention;
- promote education and resources for developing parenting skills year around;
- raise awareness that everyone benefits from parent education and support;
- encourage and assist in the development of parent networks;
- and, celebrate the month of March as Parenting Awareness Month.

The heart of Parenting Awareness Month (PAM) is local activity. Communities throughout the state celebrate with parent and family fairs, conferences, local contests, and a variety of other activities. They use the initiative to circulate resource lists and make parents aware of the education and support available to help with their important job of raising children.

For a list of local PAM activities taking place in communities throughout Michigan visit [www.prevention-network.org/pam](http://www.prevention-network.org/pam).

Many communities have formed Parenting Awareness Michigan / Month groups and coalitions in an effort to bring diverse people and resources together, for a focused and systematic approach to increasing parenting education and involvement in the community, and to support their citizenry in their role as parents.

Parenting Awareness Month posters, matching bookmarks, and a packet of reproducible parenting materials are developed each year to involve communities in the initiative. Contact Parenting Awareness Michigan at 800-968-4968, [www.preventionnetwork.org](http://www.preventionnetwork.org), or [pamcampaign@preventionnetwork.org/pam](mailto:pamcampaign@preventionnetwork.org).

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## News from Student Leadership Services, Inc. (SLS)



Submitted by Dawn Flood, LMSW, CPC-R  
Program Director

Student Leadership Services, Inc. (SLS) works with Middle School and High School students all over Michigan. Our programs are Students Leading Students (SLS)-High school, and Students Taking A New Direction (STAND)-Middle School. We were recently awarded the SAMHSA Service to Science Award and the 2012 Governor Traffic Safety Long-Term Achievement Award (from OHSP).

2012 marks our 30th Anniversary. Our Students Leading Students (SLS) groups from all over Michigan are addressing Underage Drinking through Peer-to-Peer Education.

The following schools received a two-day training by Student Leadership Services to train their younger peers (5th-8th grade) in how to say “no” to alco-

*Continued on page 4*

# Local Updates

## News from MOCRUD

Submitted by Kim Livingston  
Prevention Coordinator  
Ten Sixteen Recovery Network

MOCRUD (Mecosta Osceola Coalition to Reduce Underage Drinking) is hosting a Town Hall Meeting on March 1st, from 6:00 to 7:30 p.m. at the MOISD (Mecosta Osceola Intermediate School District). Our topic is the Michigan Medical Marijuana Act (MMMA) and our speaker is Ken Stecker from the Prosecutor's Office in Lansing.

Guests include Mecosta Prosecutor Peter Jaklovic, Mecosta County Sheriff Todd Purcell, Undersheriff James Taylor and Ten Sixteen Detox Supervisor Tori Back. All are welcome to attend and learn more about the MMMA; how it affects us, and what effects we are seeing in our area.



## C.A.S.S. Youth Taking Action Workshop

Submitted by EJ McAndrews  
Substance Abuse Prevention Coordinator  
Woodlands Behavioral Health Care Network

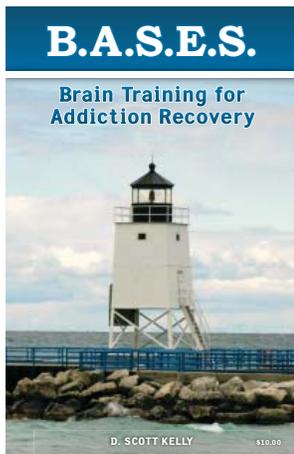
Nigel Wrangham a nationally renowned youth trainer spent 2-days in November providing community action training for Cass County youth. The C.A.S.S. Community Coalition and Cass County Youth Council sponsored the two day, C.A.S.S. Youth Taking Action Workshop. Twenty nine High School and Middle School students representing, five school-based social groups and three school districts participated.

The first day youth were introduced to their inner warrior that is comprised of their knowledge, youthful vision, passion and courage. The day continued with the introduction of the team building skills; communication and tolerance. Students also ascertained their team personality. The students then learned how their distinctive personality contributes to a group.

Day two, students learned and implemented the strategic steps of social change. Using social issues they felt needed to be addressed in their school each group, created a plan of action to return to their school and implement. Students addressed a variety of issues, bullying, alcohol abuse, suicide/depression and sexual behavior.

The students loved the training and found it to be very useful. Many of them felt all kids should go through this type of training. Two of the groups, both SADD groups, are using their plans for the year's activities and goals. The middle school students are forming a SADD group in their middle school as a result of the C.A.S.S. Youth Taking Action Workshop. Nigel can be contacted through his website [www.nigelstrategies.com](http://www.nigelstrategies.com).

*Local Updates Continued on page 5*

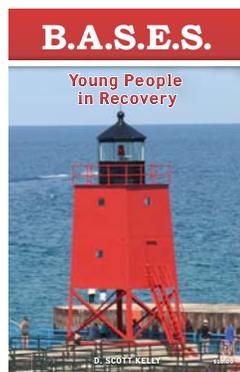


## BASES Publishes Second Book

Submitted by  
Scott Kelly  
BASES  
Executive Director

BASES in Charlevoix has written a book titled, "Brain Training for Addiction Recovery" that outlines some of the key information that BASES teaches it's adolescent residential participants in the Recovery High program.

BASES has also recently completed the third printing of their first book titled, "Young People in Recovery." You can learn more about both books at [www.BASESBooks.org](http://www.BASESBooks.org).



## Environmental Change Initiatives – Department of Education Subcontract Projects

Submitted by Dawn Kepler  
College Program Coordinator  
Prevention Network

Research published in the American Journal of Preventive Medicine found that highly visible environmental change strategies focusing on policy change and enforcement can reduce heavy drinking off-campus, both in frequency and quantity. Interventions evaluated and found effective were collaborative in nature and included the following: “nuisance party enforcement operations, surveillance to prevent alcohol sales to minors, drunken driving checkpoints, social host ordinances, and use of campus and local media to increase the visibility of the interventions.” Campuses that implemented strategies with more intensity and heavily publicized efforts achieved the greatest reductions in heavy drinking. A significant finding of this study was that student drinking did not increase in other local settings not directly targeted by the intervention. “Some fear that more rigorous alcohol control measures will merely drive college student drinking to other, presumably more dangerous, settings, but that was not the case here,” stated principal investigator Robert Saltz, Ph.D.

For more information on this study, please see these websites:

<http://www.nih.gov/news/health/nov2010/niaaa-12.htm>

<http://www.drugfree.org/join-together/drugs/college-drinking-reduced-by>

In line with these research findings, Prevention Network awarded ED Grant Subcontracts for up to \$15,000 for fiscal year 2012 to Alma College, Eastern Michigan University, Madonna University, Michigan Technological University, Olivet College, Siena Heights University, St. Joseph County Human Services Collaborative-Glen Oaks Community College, University of Michigan, and Western Michigan University to carry out environmental change strategies to reduce underage alcohol use on campuses and in the surrounding communities. These subcontracts are one component of a project PN received U.S. Department of Education (ED) funding for the purpose

of enhancing capacities at the higher education level to implement and expand environmental change approaches to reduce underage alcohol use and evidence-based strategies to prevent high risk drinking. Subcontracts were awarded for projects that address a combination of the following environmental factors related to underage drinking:

- Limit alcohol availability in your community
- Restrict alcohol marketing and promotion
- Develop and ensure the enforcement of alcohol policies
- Create a health-promoting normative environment.

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### News from SLS *Continued from page 2*

hol, tobacco, drugs and other unhealthy behaviors. The two trainings are: Peer Resistance Skills (for 5th graders) and Peer Refusal Skills (for 6th-8th Graders). The high school students who were trained in the curriculum also reinforced their own commitment to staying alcohol and drug free. Not to mention, the high school students learned and discussed the negative effects and consequences of alcohol and other drugs in the all areas of Social, Emotional, Intellectual, Spiritual, Physical and Psychological.

The schools who are currently reaching their younger peers in January:

- Chelsea High School (Washtenaw Co.)
- Garber High School (Bay Co.)
- Warren Cousino High School (Macomb Co.)
- Houghton Lake High School (Roscommon Co.)
- Marion High School (Osceola Co.)
- Bentley High School (Genesee Co.)
- Fowlerville High School (Livingston Co.)
- Waterford Kettering High School (Oakland Co.)

The following students and advisors received the following SLS awards:

**2011 SLS Student of the Year**, Sarah Wood, Chelsea High School (Chelsea, MI). Sarah has been involved in SLS for 4 years.

**2011 SLS Advisor of the Year**, Kathy Kinkema, Garber High School (Essexville, MI). Kathy has been an advisor for over 12 years.

*State/National Updates Continued on page 6*

## Event Calendar

**February 6-9, 2012** – CADCA's National Leadership Forum  
National Harbor, Maryland  
For more information: [www.cadca.org](http://www.cadca.org).

**February 17, 2012** – 10th Annual Michigan Fatherhood Conference – Howell  
For more information:  
[michiganfatherhoodconference@gmail.com](mailto:michiganfatherhoodconference@gmail.com)

**March 5, 2012** – 4th Annual Problem Gambling Symposium – Detroit  
For more information: [www.mi-pte.org](http://www.mi-pte.org)

**March 20-22, 2012** – 17th Annual Michigan Traffic Safety Summit – Kellogg Hotel and Conference Center, East Lansing  
For more information: [www.michigan.gov/ohsp](http://www.michigan.gov/ohsp)

**April 27-28, 2012** – Live Out Loud Youth Summit – DeVos Place Convention Center, Grand Rapids. For more information:  
[kcpreventioncoalition@gmail.com](mailto:kcpreventioncoalition@gmail.com)

**May 11, 2012** – 30th Annual spring MAADAC Conference – Detroit Yacht Club  
For more information:  
[maadac.assistant@gmail.com](mailto:maadac.assistant@gmail.com)

**July 19-20, 2012** – 5th Annual Alcohol and Substance Abuse Conference – Boise, Idaho  
For more information:  
[www.northwestalcoholconference.org](http://www.northwestalcoholconference.org)

**September 13-14, 2012** – The Annual Substance Use Disorder Conference – The Marriot Detroit at the Renaissance Center – Detroit  
For more information: [www.mi-pte.org](http://www.mi-pte.org)

**September 15, 2012** – 12th Annual Great Lakes Rally for Recovery - Michigan Celebrate Recovery Walk and Rally.  
For more information find them on facebook:  
<http://www.facebook.com/pages/Great-Lakes-Rally-for-Recovery-2012/187609224636872>

### LOCAL UPDATES *Continued from page 3*

## News from Livingston County Community Alliance (LCCA)

Submitted by Kaitlin Fink, LLMSW  
CMCA Coordinator  
Livingston County Catholic Charities

The Livingston County Community Alliance (LCCA) is a county-wide coalition whose purpose is to heighten awareness about ATOD within Livingston County through prevention activities, programs, and numerical campaigns.

This past year (FY 10-11), the LCCA spent a substantial amount of time addressing adult binge drinking in the community. Server trainings were offered at all bars and restaurants at a subsidized cost. Server trainings teach bartenders, waiters, and waitresses, how to identify a patron that has had too much to drink, how to act in that situation, and what prevention measures they can take to avoid the situation in the future. There was a total of 47 participants and 7

restaurants involved. Each participant passed!

The LCCA has also changed policies and practices that decrease the likelihood of binge drinking within the county. We were successful in modifying a volunteer training mandate for a local festival. It is now mandatory for every volunteer working in the beer tent to undergo a brief, informal version of server training. There were no problems with patrons being over served.

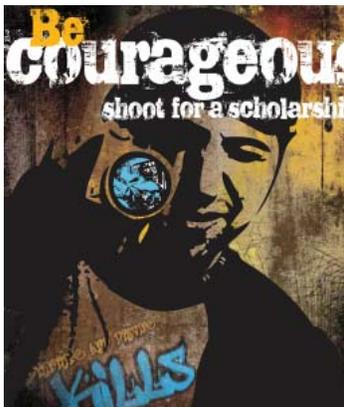
Finally, LCCA has been able use “Dominos Strategy” materials and distribute table tent cards at local festivals, restaurants, and bars. The tent cards say: “Do you count?” “Keep track of how many drinks you have.” “If you drink, stay safe.” “Start to count, check out size, know what’s inside.” Bookmarks have been placed at local libraries with similar messages.



## Video Deadline is February 9th!

The Detroit Auto Dealers Association (DADA) Education Foundation is reminding high school students that the deadline for entry into the Courageous Persuaders video competition is approaching quickly. The deadline for entry is February 9, 2012.

Courageous Persuaders is a nationwide contest held annually in which high school students from across the country compete to create 30-second TV ads discouraging underage alcohol use. Middle School classrooms judge entries for effectiveness and those whose videos are rated highest can earn awards.



Creators of the winning ads receive more than \$18,000 in cash prizes and scholarships from Courageous Persuaders sponsors. Winners will be announced at an Academy Awards-style celebration, attended by several hundred students, parents, teachers, prominent business leaders and others concerned with the issue of underage drinking in May 2012 (date TBD). Winning videos will be shown throughout Michigan at Secretary of State Branch offices, and on television stations throughout Michigan. Please visit [CourageousPersuaders.com](http://CourageousPersuaders.com) for more information or contact Sandy Herp at (248) 283-5138 or [shep@dada.org](mailto:shep@dada.org).

## Update from Michigan Alcohol Policy Promoting Health and Safety

Submitted by Marie Hansen  
Business Manager, MAP

Concerns remain about the movement to de-regulate alcohol in Michigan. The Liquor Control Advisory Rules Committee held their last meeting December 5 and the Office of Regulatory Reinvention (ORR) is putting together the report for the Governor. ORR has not made any public statements regarding a release date for the report. MAP submitted recommendations to the Governor and ORR and encourages others to do so as well.

At the Michigan Liquor Control Commission's semi-annual public comment hearing on December 7, MAP asked the Commission to:

- Properly classify alcopops to mixed spirit drink. Proper classification would reduce the number of outlets that can sell these products to approximately 3,971 (instead of 7,359) and raise the tax rate to about \$1.81/gallon (current rate is 20 cents/gallon).
- Remove flavored malt beverages above 10% alcohol by volume from the Michigan market. For example, the single supersized 24oz 12% alcohol by volume Four Loko cans that sell for about \$2.50.

Research clearly demonstrates that reducing the availability of alcohol and raising the price of alcohol are proven strategies to reduce underage drinking and other alcohol problems.

MAP continues to survey law makers regarding their support to raise the excise tax on beer. To date, about 35 surveys have been returned. After dropping hard copies off to law makers three times, MAP is creating an online survey.

For more information contact MAP at [michiganalcoholpolicy@gmail.com](mailto:michiganalcoholpolicy@gmail.com)

# Americans Pay the Bill For Excessive Alcohol Consumption

Submitted by Linda Keefe-Lewis  
President/CEO MICAP/ADDIF

According to the October 17, 2011 issue of the Congressional Quarterly daily newsletter, CQ HealthBeat, the Centers for Disease Control and Prevention report that in 2006 the cost of excessive drinking was \$224 billion. CDC director Thomas Frieden said that excessive alcohol consumption is responsible for an average of 79,000 deaths and 2.3 million years of potential lives lost each year in the United States. Excessive alcohol consumption is defined as binge drinking, heavy drinking, and any alcohol consumed by pregnant women or underage youth. Binge drinking is four drinks or more at a sitting for women, and five or more drinks per occasion for a man. Heavy drinking is defined as more than one drink a day on average for a woman, and more than two drinks on average per day for a man.

Workplace productivity accounted for 72 percent of the total costs. This figure included a calculation for people who died as a result of alcohol consumption or alcohol related accidents. Health care costs for people that were excessive drinkers accounted for 11 percent of the costs. Criminal justice costs were nine percent, and costs related to a motor vehicle accident due to impaired driving were six percent.

Researchers estimated that the total cost per person in the United States in 2006, the most recent year data was available, was about \$746.00. Director Frieden equated binge drinking with binge spending. He calls for responsible individual behavior, combined with effective alcohol policies, in order to decrease unhealthy drinking, to reduce health care and other costs, and to increase productivity.

The researchers analyzed national data sources including the Alcohol Related Disease Impact Application, the National Epidemiologic Survey on Alcohol-Related Conditions, and the National Survey on Drug Use and Health, to estimate the costs resulting from excessive drinking in 2006.

The Michigan Department of Community Health (MDCH), Environmental Health Division, reported recently on the Economic Burden of Alcohol-Attrib-

utable Hospitalizations on Michiganders. MDCH defined an alcohol-attributable hospitalization as any hospital stay that results from excessive alcohol consumption. These hospitalizations had one of the following as the primary diagnosis: acute alcohol intoxication, toxic effect of ethyl alcohol, excessive blood level of alcohol, abuse, alcohol psychoses, alcoholic polyneuropathy or cardiomyopathy, alcoholic gastritis or liver disease, fetal alcohol syndrome, and accidental poisoning by alcoholic beverages.

Data was garnered from the Michigan Inpatient Database, 2009 – 2010. From October 2009 through September 2010, the total hospitalization bill was estimated to be \$193,109,000. Nearly one-third was paid by private insurance: \$58,742,000; over one-fourth was paid by Medicaid: \$50,472,000; almost one-fourth was Medicare: \$46,129,000; uninsured costs were \$30,272,000; and other insurance paid \$7,494,000. The median charge for an alcohol-related hospital stay was \$10,760. As you can see, no Michigander escapes the excessive costs of excessive drinking.



Submitted by Linda Keefe-Lewis  
President/CEO MICAP/ADDIF

Why, you may ask? Although it comes in a canister like Redi-Whip, it has 15 – 18% alcohol by volume, equivalent to the alcohol contained in three or four beers. It is marketed to college students as a topping for mixed drinks, shots and jello shots, daiquiris, coffees, and desserts. The product is sold by different names, such as Cream and Whipped Lightening. Cream is made in, yes, Temperance, Michigan. It comes in such flavors as raspberry, caramel, and chocolate.

Although the product is marketed to college students, Public Health officials fear that young consumers are really the target of this product. Dr. Anita Barry, a director at the Boston Public Health Department, says that drinkers who consume it can get a significant amount of alcohol in one shot.



## What Happened to Love Songs?

Submitted by Linda Keefe-Lewis,  
President/CEO MICAP/ADDIF

Songs usually convey a message, feelings, a beat, inspiration, consolation .... But now, if you watch rap music videos, and lots of children and young adults do, you will see, for instance, Pitbull pouring a glass of Voli vodka and hailing it as the new “it” drink. Pitbull has a stake in promoting the vodka – he owns a stake in the company.

According to the L.A. Times, a club owner in Hollywood named Rob Vinokur, said that celebrities encouraging a particular brand have spiked sales at his club. Jay Z promotes Ace of Spades Champagne so sales are high, Vinokur said. Also, Sean “Diddy”

Combs partnered with Ciroc and the company is on track to sell 1 million cases this year – a far cry from the 98,000 cases it sold in 2007. Beverage Information Group, a Connecticut-based firm, tracks information on this and all segments of the alcohol beverage industry.

This promotion of alcohol to children, teenagers, and young adults is counter productive to what communities are doing to curb and prevent underage drinking and excessive drinking.

Clearly, the interests of society are not factored in by rappers today that are promoting alcohol to our young.

**SOMETHING  
BIG  
IS COMING TO KENT COUNTY!**

THE KENT COUNTY PREVENTION COALITION PRESENTS

**LIVE  
OUT  
LOUD**

**DREAM IT. BELIEVE IT. ACHIEVE IT.**

**YOUTH SUMMIT**

featuring  
**KidsSpeak®**

FRIDAY APRIL 27 - SATURDAY APRIL 28

DEVOS PLACE CONVENTION CENTER  
with lodging at  
THE AMWAY GRAND PLAZA HOTEL

For more information, contact:  
KCPREVENTIONCOALITION@GMAIL.COM



**BIG BOWL VOTE**

**You are Invited to  
GET IN THE GAME!**



Middle & High School Students VOTE on their FAVORITE Super Bowl commercials! If your child (student) is one of them, he or she will be exposed to alcohol advertising.

**DID YOU KNOW?** Of the wide viewing audience, about 18% will be youth under 21? If your child (student) is one of them, he or she will be exposed to alcohol advertising.

**THAT IS WHY YOU NEED TO GET IN THE GAME!**

Through research, we know that the more youth are exposed to alcohol advertising, the more likely they are to consume alcohol underage. To further assess the impact of advertising on youth, we invite you to participate in the DFAA **BIG BOWL VOTE 2012**. Through a simple, two-question, student questionnaire given Monday morning after the game, students share their impressions on what advertisements they remember seeing and which commercial was their favorite. DFAA will collect and summarize data, and you'll receive the results just days later.

**For the Big Bowl Vote Toolkit and Student Questionnaire,** visit [www.DrugFreeActionAlliance.org](http://www.DrugFreeActionAlliance.org) or contact Michelle Morse at [mmorse@DrugFreeActionAlliance.org](mailto:mmorse@DrugFreeActionAlliance.org) for questions or information.

Super Bowl Sunday, February 5 - Kickoff at 6:30 p.m. EST on NBC.