



## Steering Committee News

Through the MCRUD survey, some of you indicated that you would like MCRUD to move some of their meetings to other areas of the state. MCRUD typically meets the fourth Tuesday of the month and is looking for locations starting in October. The host site will have to have conference calling and be willing to help coordinate the meeting with the MCRUD Coordinator. **If you are interested in hosting a MCRUD meeting please contact us. Additionally, MCRUD is looking for speakers and topics of interest for steering committee meetings. If you have ideas for topics or speakers please let us know.**

There is no meeting in August. The next MCRUD meeting is Tuesday, September 27. **Dianne Perukel** from the Office of Highway Safety Planning will be our featured speaker. She will provide an overview on how using social media websites and search engines has enhanced underage drinking enforcement efforts in Michigan. *Keep up the good work!* — Mike Tobias, MCRUD Coordinator

### INTRODUCING THE FIRST EDITION OF THE *MCRUD E-Newsletter*

MCRUD is launching the *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, September 26, 2011  
Monday, January 30, 2012  
Monday, March 26, 2012  
Monday, June 25, 2012  
Monday, August 27, 2012  
Monday, October 29, 2012

#### **Publication Dates:**

Monday, October 10, 2011  
Monday, February 13, 2012  
Monday, April 9, 2012  
\* Monday, July 16, 2012  
Monday, September 10, 2012  
Monday, November 12, 2012

\*July publication date is moved back one week due to the Fourth of July holiday. All submission deadlines are the last Monday of the month and publication dates are the second Monday of the month.

## Message from MCRUD Co-Chair

From EJ McAndrews . . .

### So They Say It's Your Birthday!!!!

I have had the pleasure of being a member of MCRUD for almost nine of its 15 years. My association with MCRUD and Prevention Network started soon after my move to the field of Substance Abuse Prevention. At that time, words like environmental change, community readiness, and coalition building were just starting to buzz. As a newbie in SA Prevention the buzz was loud and confusing so I used the best thing I ever learned in college; grab the person closest to you and ask what it meant. I quickly realized although there were some who could define environmental change, community readiness, and their counter parts, there seemed to be no one who could explain how to implement these new innovations.

That was until I landed around the table at a MCRUD meeting. I found friendly people who were ready, willing, and able to show me, or any fledgling preventionist, how to get the job done. MCRUD members are made up of some of the best preventionists

working in the field. Some have been working in the prevention field for years, some for months, but they all have one thing in common: the undying commitment to provide a safe, healthy environment for the children, families, and residents of their communities. They shared their experiences, programs, and advice freely, as well as giving emotional support. To this day, MCRUD meetings are a place to get that needed boost when you have hit your head against that political wall so many times you look like Herman Munster (those under 35 Google it). There is no doubt that the members are the warm, strong body of MCRUD, but the heart is Prevention Network.

Prevention Network is not a stoic bureaucracy. It is made up of caring dedicated individuals committed to making the world a better place to live. Each and every one of PN's staff gives 110% and sometimes more. They believe in prevention and the local grass roots groups that they support and it shows. PN is a model of public service and an example to all.

Happy 15th Birthday MCRUD, and congratulations to Prevention Network.

## MCRUD 15th Birthday/Reunion

On July 22, MCRUD held their 15th Annual Birthday/Reunion Celebration at Frances Park in Lansing. About 40 MCRUD members gathered to celebrate and eat hotdogs, hamburgers, and birthday cake! Special thanks to Jill Melton, program assistant at PN, who baked the delicious cake. Aaron from Midland Area Partnership played his guitar to Guns N' Roses and AC/DC classic songs on and off throughout the event while people caught up with one another. During lunch the 2011 "MCRUD Heroes" were honored. This year's award winners were the following:

- **Kaytlyn Sheldon - Media Shout Out**

– Kaytlyn is a freelance writer for the Osceola Edition of the Pioneer in Reed City. Kaytlyn has written a three part series of articles on underage drinking and alcohol problems. She is passionate about reducing underage drinking and is very



supportive of the Mecosta-Osceola Coalition to Reduce Underage Drinking.

- **Kent County Prevention Coalition (KCPC) - Organization of the Year** – The KCPC has been consistently dedicated to planning and implementing effective underage drinking prevention strategies. Past year highlights included implementing a very successful "Above the Influence – Kent County" media campaign. See page seven for their local update information.

- **Pat Gagliardi and Nida Samona - MCRUD State Heroes** – Pat and Nida were former Administrative Commissioners for the Michigan Liquor Control Commission. Nida was also the former Chair of the Commission. They were chosen because of their action and leadership to ban alcohol energy drinks.

*Continued on page 13*

## UPDATES FROM STATE ORGANIZATIONS, DEPARTMENTS & NATIONAL NEWS

### Snyder Appointments to Liquor Control Commission

Submitted by Andrea Miller  
Public Information Officer  
Michigan Liquor Control Commission

Gov. Rick Snyder appointed Andrew J. Deloney to the Michigan Liquor Control Commission and designated him as chair Friday, June 10, 2011.

The commission is responsible for managing the beer, wine, distilled spirits and mixed spirit drink industry in the state. It oversees the licensing of both products and establishments as well as the manufacture and sale of products in Michigan. It also enforces the state's liquor laws and rules.



“Andy’s knowledge and expertise of the food and beverage industry and in a variety of public policy areas will be a tremendous asset in the work of the Liquor Control Commission,” Snyder said.

Deloney, of White Lake, is currently vice president of public affairs for the Michigan Restaurant Association, a position he has held since 2003. Before that, he was the assistant state director for Michigan’s arm of the National Federation of Independent Business. Deloney also previously served as a legislative assistant in the Michigan House of Representatives. He is a member of the Michigan Society of Association Executives and the Council of State Restaurants Association. Deloney earned a bachelor’s degree in political science with a concentration in public service from Albion College.

He replaces Nida Samona and will serve a four-year term expiring June 12, 2015. The appointment is subject to the advice and consent of the Senate.

Governor Snyder appointed Teri Quimby to the Michigan Liquor Control Commission on Thursday, June 23, 2011.

“Teri’s background and expertise will be instrumental in the work done by the commission,” Snyder said.



Quimby, of Brighton, most recently worked as a self-employed attorney and certified civil mediator. Before that, she served as the deputy director and senior legal counsel for the Michigan House of Representatives Republican Policy Office where her duties included managing business issues with

the commerce committee and serving as the legal resource for environmental and energy related legislative programs. Quimby serves on the State Bar of Michigan Character and Fitness Committee and previously served on the Utility Consumer Participation Board. She earned a bachelor’s degree from the James Madison College at Michigan State University and a law degree from the Thomas M. Cooley Law School.

Quimby will serve as a commissioner and replaces Patrick M. Gagliardi. The appointment is for a four-year term expiring June 12, 2015, and is subject to the advice and consent of the Senate.

For more information, contact: Sara Wurfel, 517-335-6397 or Email: [wurfels@michigan.gov](mailto:wurfels@michigan.gov).

### MICAP Supports Beer Tax Increase and Alcohol Legislation

The American Alcohol and Drug Information Foundation (AADIF) recently added Dr. Vernon K. Smith, Ken Hoffman, and Dr. James McCoy to the Board of Directors and hired Linda Keefe-Lewis as the executive director of Michigan Council of Alcohol Problems (MICAP). MICAP is a program of AADIF.

- MICAP is working to raise the beer tax by five cents on every glass, bottle, and can sold in Michigan. Youth who begin drinking before age 15 are

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**MICAP Supports Beer Tax** *Continued*

FOUR times more likely to develop alcohol dependence than those who begin drinking at the age of 21, according to the National Longitudinal Alcohol Epidemiologic Survey. It is imperative that we as adults help teens delay the onset of drinking alcoholic beverages. The Center for Science in the Public Interest reported that the higher the cost of beer, the less beer those teens will consume. MICAP has an educational endeavor ahead of it because the current legislative body is a non-taxing legislature, and the beer industry opposes an increase in tax because they do not want their sales threatened. However, if we want our children to avoid alcohol at young ages, so that they will be less likely to develop a dependence on alcohol later in life, then we need to promote this initiative to raise the beer tax.

- MICAP was instrumental in the passage of the Keg Tagging Law last year. However, HB4137 has been introduced to repeal this law. This law requires that purchasers of keg beer be identified so that if there is an incident in which an underage person was served keg beer, that keg can be traced back to the purchaser. This holds adults accountable regarding serving beer to underage persons.
- MICAP is interested that Governor Snyder's Executive Order 2011-5 created the Office of Regulatory Reinvention (ORR) within the Department of Licensing and Regulatory Affairs. The Director of ORR and Chief Regulatory Officer of the State of Michigan is Steve Hilfinger. The ORR is forming a MLCC Advisory Board. Several prevention advocates from various organizations have applied to serve on this board that will meet for about four months to, according to Hilfinger, "create a more efficient and effective liquor regulatory system in Michigan." MLCC Advisory Council members are expected to be announced by August 15th.
- MICAP is working with other state and local prevention groups to keep strong alcohol regulations in place, as they protect public safety. According to the Marin Institute, residents of alcohol control states, such as Michigan, consume 14 percent less spirits than deregulated states. And of other alcoholic beverages, such as beer and wine, residents consume seven percent less. Organizations and individuals will have an opportunity to sign on to a letter, which

outlines why keeping strong alcohol regulations are so important to Michigan.

Dr. Vernon K. Smith is a Principal with Health Management Associates, where he focuses on Medicaid, Medicare, SCHIP, state budgets and trends in the health care market place. He has authored several reports on enrollment, spending and policy trends in Medicaid and SCHIP, on the Medicare prescription drug benefit, and on state directions to address the uninsured.

Ken Hoffman is an accomplished businessman, author and career communications professional, is the Chairman and Executive Director of the Little Caesars Pizza Bowl who envisioned a successful northern bowl game that celebrates Detroit. He is the founder of the bowl and one of its driving forces. His keen management skills have been invaluable in the bowl's evolution from a startup bowl game to an annual holiday event, now in its 13th year.

Dr. McCoy is Board Certified in Internal Medicine. He attended Kalamazoo College for his undergraduate studies and went on to receive his medical degree from Wayne State University in Detroit. He went through the residency program at Henry Ford Hospital. He is also a member of the Ingham County Medical Society and the Michigan State Medical Society and has served on numerous boards and committees. Dr. McCoy is married, has three daughters, one son, and three grandchildren. His hobbies include tennis, boating, and travel.

Linda, previously, coordinator for the Tri-County Asset Independence Coalition, also served as an Eaton County Commissioner from 2006 to 2011 and as an Ingham County Commissioner for the 1997-1998 term. Keefe-Lewis was born in Rutland, Vermont and lives with her husband in Dimondale, Michigan.

*Updates continued on page 5*

**Facebook and Twitter  
for CAMY**

The Center on Alcohol Marketing and Youth (CAMY) now has a Facebook site and Twitter and invites you to join them. Visit [www.facebook.com/jhu.camy](http://www.facebook.com/jhu.camy) and <http://twitter.com/CAMYJHU>.

## To Friends of MCRUD and Prevention Network

From Ken Dail

Prevention Network Executive Director

As many of you are aware, PN has enjoyed a funding partnership with Michigan's Office of Highway Safety Planning for many years.

Unfortunately, due to cuts that OHSP is receiving from their federal partners, they will not be able to offer PN a contract for next fiscal year.

PN is actively pursuing funding to replace the OHSP contract. We are engaging several state and federal agencies, private foundations, local agencies and organizations, and individuals who have been supportive in PN's past.

Although no promises have been made, and nothing is written in stone, we are currently discussing next year's contract with the Bureau of Substance Abuse and Addiction Services.

My goal in providing this information is to ensure that the most accurate and current update regarding PN's future is made available. It is all too easy to hear a half story, or read a post on a blog or on Facebook, and assume the worst. I intend to keep you informed of future progress and will share more good news as it is available.

Until then, I encourage you to share this information, as you see appropriate, with your networks. If there are additional questions, or if your networks would like additional information, please send them our way. We can still be reached at 800-968-4968. My e-mail is [kend@preventionnetwork.org](mailto:kend@preventionnetwork.org). We are happy to answer questions, give updates, and share our address for those who wish to send contributions large or small.

And, of course, if you have any questions or need additional information, don't hesitate to call.

We look forward to serving the people of the state of Michigan for the next 25 years and beyond. And we look forward to continuing our work with all of you... Thanks for your time and commitment to building healthier communities and preventing substance abuse in Michigan.

## Original Music and Music Video Competition Part of National Drug Facts Week

The second annual MusiCares® and GRAMMY Foundation® Teen Substance Abuse Awareness through Music Contest is set for the week of October 31, 2011.

Announced by the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, along with MusiCares and the GRAMMY Foundation—the two nonprofit organizations of The Recording Academy®—the contest asks young musicians, ages 14-18, to compose or create an original song and/or music video that explores, encourages, and celebrates a healthy lifestyle or accurately depicts a story about drug abuse.

Original music compositions or compositions with accompanying videos must be postmarked no later than Monday, Oct. 10, 2011. Entries must be no more than three minutes long.

More information can be found on the National Drug Facts Week website: <http://drugfactsweek.drugabuse.gov>. Winners will be revealed during NIDA's second annual National Drug Facts Week.

*More updates continued on page 13*

### **Alcohol Justice is born!**

On July 27, the Marin Institute renamed themselves "Alcohol Justice." According to Bruce Lee Livingston, Executive Director and CEO of the organization, "The old name, 'Marin Institute,' is respected but not very informative. 'Alcohol Justice' organizes campaigns around the nation and globe to reduce alcohol-related harm. Our new name shows that we are vigilant, fair, and laser focused."

Visit [www.alcoholjustice.org](http://www.alcoholjustice.org) for more information.

## 2011 Courageous Persuaders High School Winners



By Sandy Herp, Project Manager  
Detroit Auto Dealers Association  
North American International Auto Show

The Detroit Auto Dealers Association (DADA) awarded high school students who took a stand against underage drinking with \$18,000 in scholarships at the annual Courageous Persuaders Awards Celebration last May in Troy, MI. The DADA is the primary sponsor and administrator of the Courageous Persuaders Video Competition program, which is facilitated through the DADA Education Foundation. The competition, now in its 12th year, encourages high school students to create 30-second television commercials warning middle school students about the dangers of drinking

alcohol. The 2011 contest drew 898 participants who submitted 514 video entries, which included thousands of students from schools throughout the U.S.

Winners were selected after several rounds of judging. During the first round, a panel, from the DADA viewed the entries and identified the top 60 contenders. Those entries were then reviewed by students at middle schools who completed questionnaires. Results of the questionnaires determined the winners. The 2012 video submission deadline is Thursday, February 9, 2012. Visit [CourageousPersuaders.com](http://CourageousPersuaders.com) for more information or contact Sandy Herp at (248) 283-5138 or [sherp@dada.org](mailto:sherp@dada.org).

## Local Updates

### Safe-Service of Alcohol Campaign

The Ingham Substance Abuse Prevention Coalition (ISAP) recently completed a project to reduce binge drinking for the month of July, visited all of the alcohol-serving establishments in downtown Lansing, and invited them to join ISAP's safe-service of alcohol campaign. This action complimented the 4th of July, Lansing Lugnut baseball games, and the Common Ground Music Festival which all brought many people to downtown Lansing. ISAP used the "Domino Strategy" promotional material designed by FACE. Several restaurants/bars joined the cause by placing table tents, being part of the press release, and supporting safe alcohol consumption.

### Midland Area Partnership Upcoming Events

Submitted by Gaye Terwillegar  
[gaye@midlandpartnership.org](mailto:gaye@midlandpartnership.org)

**August 25** – final of three community-wide Pool Midland Parks and Recs. This is an alcohol prevention event since we invite area marching bands that are finishing up band camp that week – a night that could potentially be a high risk night.

**August 29-Sept 1** – orientation in-service trainings to school admin/staff on emerging trends



Left to right: Tracy Johnson, Karra Thomas and her son, EJ McAndrew, and Dianne Perukel.

### Exerpt from the Kent County Prevention Commission Community Report



Submitted by Denise Herbert  
Reprinted with permission

Written by:

Jonathan Barrera Mikulich  
Communications Coordinator Network180

On a typical rainy March afternoon, nearly 550 teenagers make their way into a large theatre at the Celebration Cinema in Grand Rapids for the debut of the film *Above the Influence – Kent County*. The movie, part of the Kent County Prevention Coalition's (KCPC) ongoing efforts to mobilize support around drug and alcohol prevention, is a unique collaboration between youth and community partners. As the restless teens scurry around the theatre to find their seats, Shannon Cohen, the KCPC coordinator, confidently makes her way to the front of the screen to address the audience. The predominantly youthful crowd cheers as she greets everyone via microphone. Cohen smiles back, waves, and begins to introduce the movie.

"That's what *Above the Influence – Kent County* was all about," recalls Cohen weeks later. "It really embodied the best of community coming together." Cohen started with KCPC in 2008 as its coordinator and co-chair. In that time, she has seen the coalition grow from a dream to local movement that continues to gain momentum. According to the network180 annual report, prevention efforts in Kent County served over 75,000 individuals in 2010.

"When I joined the coalition, they were working to bring providers and professionals together," relates Cohen. "In the past three years we have come a long

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**Kent County Prevention Coalition** *Continued*

way. We focus a lot on youth engagement and how we make the message of prevention relevant and palatable to youth.”

Cohen, who has a background in urban renewal and community mobilization, will soon graduate with a Masters Degree in public administration and non-profit management. Despite these ambitions, she still finds inspiration among the youth she serves and plans to continue her work with the KCPC.

“Youth are the answer,” explains Cohen. “They are not inhibited by the barriers that stop us as adults such as resources or questions like ‘how we are going to do it’? They are naturally creative, naturally ready to think outside of the box. They are fearless and uninhibited. I like working with youth because they inspire me to live the same.”

This inspiration has come full circle.

“I have big dreams,” says eleventh grader Salina Beveridge. “I see people smoking and drinking and making poor decisions. The thing is, when you make poor decisions like that, you are bound to get caught and then your life is ruined – you have to pay money for fines, court fees, or other consequences and face hassles you just don’t need. I am starting to apply for scholarships for school and I don’t want to have to write things down on my record or be ashamed of what I have done or have to explain poor choices.”

Many other high school youths are equally inspired by the KCPC’s message. “I plan on working and going to college to pursue a business degree,” says eleventh grader Fabian Rodriguez. “I’m not like everyone else – I tend to be on the quiet side, but a lot of people trust me and tell me stuff—confide in me. A recent negative thing I see people doing is just walking out in the middle of class to skip the rest of the class. I don’t get down with that type of stuff or smoking weed.”

Another eleventh grader, Omar Mansah, has professional athletics as a goal. “My favorite soccer player is Ronaldo out of Brazil,” says Omar.

Omar is originally from Philadelphia and moved to live with family in Grand Rapids. He continues, “Back in Philly, there were a lot of kids who were disrespectful to teachers, getting into fights at lunch

and after school, and joining a lot of gangs. My family has sacrificed a lot to give me a better life. My advice to young people is to be yourself.”

Beginning with town hall events three years ago, the KCPC has evolved to embrace innovative ideas for engaging communities in West Michigan. They continue to plan their annual Family Day that offers a free dinner for attendees. The event was inspired from research that found kids will less likely participate in underage drinking if they spend more time with family around the dinner table.

“We looked at how we can use local traditions to promote the Family Day and prevention,” says Cohen. “For the first time we saw hundreds of people coming together around the idea of prevention.”

The KCPC also changed their town halls to be more youth driven. In 2009 they used performing arts to deliver messages and collaborated with local hip-hop musicians George Moss and AB & Coconut Brown. “We started to use Facebook and social media to deliver the prevention message,” explains Cohen. “We increased partnerships with local schools and the faith community. The iCreate program allowed kids to express themselves in the arts why they choose to live drug free.”

Last December, the coalition attended a conference where the White House National Drug Control Policy’s nationally recognized campaign “Above the Influence” was a presenter.

“Above the Influence is a national brand through the Office of National Drug Control Policy,” says Cohen. “You can’t watch MTV for thirty minutes without seeing an Above the Influence commercial. It is a brand that prides itself on being relevant to youth and across all demographic lines.”

The national brand of Above the Influence presented an offer to the prevention representatives attending the conference. They would help support a local Above the Influence activity.

“Not a lot of people wanted to do it,” relates Cohen. “But we said... what if?”

After months of collaborating with local youth, parents, providers, and production studios, the KCPC

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## 54A Sobriety Court

What is the appropriate way to deal with a repeat drinking and driving offenders? The current criminal sanction for a third offense is up to five years in prison and up to a \$5000 fine plus court costs; license sanctions; restitution; reimbursement of costs to the police and prosecution; driver responsibility fees and vehicle immobilization. But is this the most effective way to deal with the issue?

The most recent studies and literature would indicate that there is a better way to deal with the repeat offender utilizing a judicial therapeutic approach. With this in mind, the 54A Sobriety Court was created in 2005 with the goal of reducing the incidence of repeat drinking and driving offenses. According to Judge Louise Alderson, the Sobriety Court judge, this program concentrates on offenders with three or more convictions for alcohol/driving related offenses. The court's mission is to enhance the public safety and community welfare by reducing recidivism among these repeat drunk driving offenders. This program is highlighted by intensive supervision, individualized treatment, and personal accountability with frequent judicial review. The program utilizes court and community resources to support individuals in developing and maintaining a substance free, sober lifestyle.

Since its inception in October, 2005, 78 individuals have been admitted into the program. 33 have successfully completed it, and 27 are still in the active phases of the program. Unsuccessful participants were sentenced under the traditional model.

The Sobriety Court is structured post-adjudication. The offender, under a delayed sentence, enters a guilty plea to the felony charge and is allowed to reduce that to the lesser misdemeanor offense of Operating While Intoxicated, second offense upon successful completion of the Sobriety Court program. Upon entering the program, the client is placed on an intensive probation track for a minimum of nine months. Probation is structured in four phases, but is currently under review that will potentially modify the program:

*Phase 1* – Focus on substance abuse counseling – eight week minimum

*Phase 2* – Focus on relapse prevention – eight week minimum



## Lansing Michigan

*Phase 3* – Sobriety Maintenance – eight week minimum

*Phase 4* – Transitional – twelve week minimum

Each of the program's phases is designed with a +for requirements performed which advances them through the phases. Each phase requires interaction with the judge, beginning with bi-weekly review hearing.

Upon successful completion of the program, graduates participate in a public commencement ceremony. If there are violations, a participant is brought before the judge, immediately if the individual is incarcerated or at a violation hearing at the next review date. Relapse issues will be handled with intermediate sanctions. Individuals will be terminated from the program for a new drinking and driving offense or for ongoing noncompliance with the program and sentenced based on the original felony charge.

The 54A Sobriety Court program is open to non-violent offenders who have been convicted of three or more drinking and driving offenses. All OWI III files are reported by the clerk's staff to the probation department so they are aware of new cases pending. Participants must live in the greater Lansing area (due to issues of transportation to/from court, counseling and testing). The program does not discriminate based on race, gender, sex or national origin, as long as they meet the original eligibility requirements. Non-eligibility criteria may include such things as a history of violent offenses, drug delivery and sale and a significant mental health diagnosis. The program is voluntary.

Members of the Sobriety Court team are encouraged with the success rate here in Lansing and that message is spreading throughout the community. If you continue to drink and drive you will be held accountable, but you will also be given a chance to change your lifestyle by learning new tools to cope and overcome your addiction. It is not the final answer, but we are finding great success with this model of judicial intervention.

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For more information on Sobriety Court, please visit their website at [www.lansingcourt.com](http://www.lansingcourt.com), the state website at [www.madcp.org](http://www.madcp.org), or the national website at [www.nadcp.org](http://www.nadcp.org).

**Kent County Prevention Coalition** *Continued*

was ready to unveil the new movie aptly entitled, *Above the Influence – Kent County*. The movie features interviews of youth talking about prevention along with a wealth of messages about how the power of positive thinking and confidence. During the movie's debut, the audience of teens watched in awe, occasionally cheering when they saw their fellow classmates as big as life on the large screen.

Eleventh grader Vince Robledo reflects the sentiment of the many youth involved with the *Above the Influence* project.

"I see a lot of people making bad decisions because they are afraid to do their own thing," says Vince.

"I used to care what people thought of me too and it took some time to get comfortable in my own skin." Vince continues, "It saddens me when I see people I'm cool with do dumb stuff. They end up feeling so much shame and still don't fit in. I always say, don't do what is not you. True happiness doesn't come until you are your true self."

In the time since the movie's release, the KCPC has already been contacted by local organizations and are considering plans to air the movie on television. Cohen and the KCPC have been invigorated by the success of *Above the Influence – Kent County*. She explains the inspiration that kept the coalition moving forward during the movie's production.

"One of the central truths that brought us together was a quote by Lily Walker, an aboriginal Australian activist who once said: 'If you come here to change me in a top down way then you are wasting your time. But if you come here because your liberation is bound up in mine, then let us begin.'

Cohen continues, "The quote made us understand that underage prevention is not something that can be addressed at the school domain alone, in the family domain alone, or in the faith based domain alone, or by coordinating agencies alone. It's something that takes all of us. Everyone's gifts, their talents, their abilities, their resources. Coming together to say we all care about the health and well being of families, community, and how can we come together to bring those strengths and do something great."

Cohen hopes that various members of the community will find the coalition's Community report as inspira-

tion to become engaged in prevention.

"Data helps tell the story about our community," explains Cohen. "One of the goals of the coalition has been how to make data palatable and understood by the average person. We need to equip parents with data so they can be effective, or youth with data so that they know the majority of kids are not using; even though they may think they are. I think data helps us to dispel myths and helps us to tell the full story."

Beyond this year, Cohen and the KCPC will continue to advocate for prevention in Kent County and hope to involve more communities, individuals and youth.

## **Keg Registration Laws Designed to Prevent Underage Drinking**

By Kenneth Stecker,  
Traffic Safety Resource Prosecutor,  
Prosecuting Attorney's Association of Michigan (PAAM)

Article reprinted  
from the June 2011 *Safety Network*

It is very important to remember that although alcohol is legal for adults, it is illegal for anyone younger than 21 to consume or possess alcohol. Underage alcohol use can have immediate and tragic consequences such as alcohol poisoning, injury, or death, as well as long-range harmful consequences, such as increased risk for physical and developmental damage and chronic alcohol addiction (Grant, 1998; Grant & Dawson, 1997; Hingson et al., 2003). Furthermore, underage alcohol use is a serious problem for all communities. Law enforcement activities are critical, not only in limiting underage alcohol access, but also to reduce the consequences of underage drinking. One common way that underage drinkers gain access to alcohol is at parties. Young people like to have a party when their parents are away, or away from their parents' home, like at a secluded beach or a park at nighttime. These parties may potentially become dangerous and eventually get out of control. Often, Hollywood depicts the glamour of underage drinking parties. However, that is not the case, as

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**Keg Registration Laws** *Continued*

generally reports of alcohol poisoning, traffic crashes, property damage, community disturbance, violence, and sexual assault commonly result from these parties. Underage drinking parties create dangerous, risk-taking behaviors such as binge drinking vandalism, sexual assault, and unprotected and unplanned sex, not to mention other serious issues. Young people today have access to more money and vehicles than in the past to purchase alcohol for these parties. It should be noted that beer kegs are a popular source of alcohol for teens, especially at underage drinking parties. Young people often obtain kegs through third-party transactions or through older friends. Historically, police and other enforcement agencies have had difficulty tracing the original purchasers of these kegs who provide the alcohol to underage drinkers.

To address this issue, many states have put keg registration laws into place. On December 21, 2010, Michigan became one of those states. Public Act 344 requires that:

- Retailers selling beer in a keg to attach an identification tag to the keg, require the purchaser to sign a receipt, and refuse to return the keg deposit if the tag is not attached when the keg is returned.
- The purchaser of the beer to complete and sign a receipt after presenting a driver's license or State of Michigan identification card.
- The Liquor Control Commission (LCC) to make ID tags available to retailers selling beer in a keg.

It also requires that a notice must be printed on the receipt in boldfaced type the same size as that used on other parts of the receipt. The notice must state all of the following:

- That the retailer will not return the keg deposit to the purchaser of the beer if the tag is not attached to the keg upon its return.
- That the individual signing the receipt does so with the understanding that he or she agrees not to damage the keg or remove or alter the attached tag.
- That the individual signing the receipt does so with the understanding that he or she is subject to liability for serving the beer to any minor.

It should be noted that this information must be on a receipt, and it requires the retailers to retain re-

ceipts for at least thirty days. Additionally, it sets an administrative fine for retailers who commit certain violations; i.e. "A retailer who has failed to apply an identification tag on a keg, intentionally failed to complete the receipt as prescribed by the commission, or failed to obtain the purchaser's signature on the receipt is liable for an administrative fine of not more than \$50." Also of significance, it prescribes a misdemeanor penalty for people who are not retailers or wholesalers for certain violations; i.e. person who is not a retailer or a wholesaler licensed by the commission is guilty of a misdemeanor punishable by imprisonment for not more than ninety three days or a fine of not more than \$500 for any of the following:

- Removing an identification tag from a keg containing beer.
- Allowing the removal of an identification tag from a keg of beer purchased by that individual.
- Providing false information in the purchase of beer in a keg.

The law defines "keg" as any brewery sealed individual container having liquid capacity of five gallons or more. Michigan's law should improve the ability of many communities throughout Michigan to address this type of third-party transaction that facilitates the exchange of alcohol between adults and those under the age of 21, and hopefully lead to a decrease in traffic fatalities for drivers under the age of 21. For more information on this topic and other underage drinking issues, visit [www.alcoholpolicy.niaaa.nih.gov](http://www.alcoholpolicy.niaaa.nih.gov).

For more information on PAAM training programs, contact Kenneth Stecker, Traffic Safety Resource Prosecutor, at (517) 334-6060 or [steckerk@michigan.gov](mailto:steckerk@michigan.gov). Please consult your prosecutor before adopting practices suggested in this article.

*More Local Updates continued on page 13*

**MCRUD T-Shirt and Facebook Contest – Now through Labor Day!**

There is still time to get your MCRUD T-shirt and enter our Facebook contest! First prize is a \$50 gift card. Contact us if you need a T-shirt and the rules. We will see that you get them. The contest runs through Labor Day.

## Event Calendar

**August 25, 2011** – 1st Annual Great Lakes Behavioral Health Summit for Faith and Community Based Organizations – Chicago.

For more information: 773.378.4195 ext. 11.

**September 12, 2011** – Partner with PN Dinner. Entertainment and networking at 6:00; dinner at 6:30. Again featuring String Fever and David Martinka. Radisson Hotel – Lansing.

For more information: [www.partnerwithpn.org](http://www.partnerwithpn.org).

**September 12-13, 2011** - Substance Use Disorder Conference – Lansing.

For more information: [www.mi-pte.org](http://www.mi-pte.org).

**September 13, 2011** – Celebrate Recovery Walk and Rally – Lansing. 11am-4pm (Activities in Adado Park, 2pm March to the Capitol). Key note speakers Jeff Jay and Michael Johnson.

For more information: [www.recoverymonth.gov](http://www.recoverymonth.gov).

**September 21-23, 2011** – National Prevention Network Prevention Research Conference – Atlanta.

For more information: <http://swpc.ou.edu/npn>

**October 5, 2011** – Substance Abuse Prevention Ethics Training – Lansing.

For more information: 800-968-4968 or [kristinen@preventionnetwork.org](mailto:kristinen@preventionnetwork.org).

**October 5-6, 2011** – NY Alcohol Policy Summit – Syracuse, NY. Featured plenary speakers James F. Mosher (noted alcohol policy attorney & advocate), Donald W. Zeigler (Director, Prevention & Healthy Lifestyles), and Robert J. Lindsey (American Medical Association President/CEO, National Council on Alcoholism & Drug Dependence).

For more information: 315.263.9522 or [info@alcoholpolicy.org](mailto:info@alcoholpolicy.org).

**October 14, 2011** – Prescription Drug Abuse: It's Everybody's Problem presented by MAADAC – Petoskey.

For more information: 313-550-0924 or [maadac.assistant@gmail.com](mailto:maadac.assistant@gmail.com)

**October 19, 2011** – Parenting Awareness Michigan Conference. NMU, Marquette.

For more information: [pamcampaign@preventionnetwork.org](mailto:pamcampaign@preventionnetwork.org).

**November 18, 2011** – Parenting Awareness Michigan Conference. Kellogg Center – E. Lansing  
For more information:

[pamcampaign@preventionnetwork.org](mailto:pamcampaign@preventionnetwork.org).

**November 28-30, 2011** – Global Alcohol Policy Conference – Thailand.

For more information:

[www.gapc2011.com](http://www.gapc2011.com).

**December 7, 2011** – Michigan Liquor Control Commission Semi Annual Public Comment Hearing – Lansing.

**April 3-5, 2013** – Alcohol Policy 16 Conference – Arlington, VA.

For more information: [www.silvergategroup.com](http://www.silvergategroup.com).

### MCRUD'S BIRTHDAY/REUNION

*Continued from page 2*



long history of implementing effective under-age drinking prevention strategies and an ongoing long term commitment to involve youth in prevention at both the local and state level. Midland Area Partnership has been a strong MCRUD supporter for many years.

Pictures from the MCRUD birthday party are posted on MCRUD's Facebook page: [www.facebook.com/mcrud96](http://www.facebook.com/mcrud96). A few are included in this newsletter. (See below and on pages 7, and 13.) We had a great time and we hope you can make it to next year's celebration!



**Friends who attended MCRUD birthday event at Frances Park, left to right: Linda Keefe-Lewis, Shannon Rozell, and Micki Fuhrman. (Another photo next page)**

## Michigan Liquor Law Enforcement Training Seminar™ presented by the National Hospitality Institute®

Submitted by Ronalee M. Polad  
Michigan Licensed Beverage Association®  
National Hospitality Institute®  
Techniques of Alcohol Management®

**Training for Law Enforcement** — what you need to know about Michigan liquor law and the licensing process.

This eight-hour MCOLES-approved class is for all law enforcement officers that enforce the Michigan Liquor Control Code and Administrative Rules. The course will start with Licensing and a complete review of the application process. Officers will learn how the objection to renewal and revocation process works and what role they play in that process. Officers will gain an in-depth knowledge of the Michigan Liquor Laws. The class will continue with a community-based approach to working with licensed establishments to reduce and prevent calls for service. Officers will leave with a better understanding of the MLCC licensing and process and Michigan liquor laws. The cost of the seminar is \$175 per person and 302 grant money can be used to pay for the class.

### Course Curriculum:

- Licensees and Overview of Application Process
- Objections to Renewal & Revocations
- Michigan Liquor Law
- Violations & Decoy Operations
- Hearings Process
- Working with Michigan Liquor Control and Licensed Establishments

The following classes have been scheduled:

#### Wednesday, Sept. 14, 2011

9:00 a.m. to 5:00 p.m.  
Wyoming Police Department  
2300 DeHoop Avenue SW, Wyoming, MI 49509

#### Wednesday, Oct. 5, 2011

9:00 a.m. to 5:00 p.m.  
Delta College (Bay City)  
1961 Delta Road, University Center, MI 48710

#### Wednesday, Dec. 7, 2011

9:00 a.m. to 5:00 p.m.  
Ingham County Sheriff's Office  
630 North Cedar Street, Mason, MI 48854

Contact David Puck, 800-292-2896, ext. 108 or [dpuck@mlba.org](mailto:dpuck@mlba.org) at the National Hospitality Institute to sign up for the class or find the registration form online at [www.tamusa.org](http://www.tamusa.org) under "Abut NHI."

## LOCAL UPDATES *Continued from page 10*

### News from MOCRUD

Mecosta Osceola Coalition to Reduce Underage Drinking (MOCRUD) submitted the following news:

**TIPS** – we have trained a Mecosta County officer and will soon be sending an Osceola County office to be trained in TIPS. Our next step will be to host a training for both counties.

**Teen Talent Show** – scheduled for August 12, 7:00 p.m., at Reed City High School. This takes place during the Crossroads Festival and is a fun night to showcase our area teens. Attendance is free.

**Bowl-A-Thon** – scheduled for September 24, 11:00 a.m. -3:00 p.m.. Teams of five can register to bowl, have fun and raise money for our coalition in our efforts to reduce underage drinking.

Osceola and Mecosta together will soon be establishing four permanent medication disposal sites. Community members will have access to these seven days a week. With proper disposal we are protecting our teens and our environment.

### MOCRUD BIRTHDAY/REUNION *from page 12*



We were happy to welcome contract managers, Brenda Stoneburner, BSAAS (l) and Diane Perukel, OHSP (r).