

Underage Drinking, Alcohol Policy, & the Uphill Climb in New York State

Prevention, Law Enforcement and Coalitions Conferences
NYS Office of Alcoholism & Substance Abuse Services
March/April, 2013





The Problem



**World Health
Organization**

Global Burden of Disease Study

3 Leading Causes of Death & Disability

- 1. Hypertension**
- 2. Tobacco**
- 3. Alcohol**

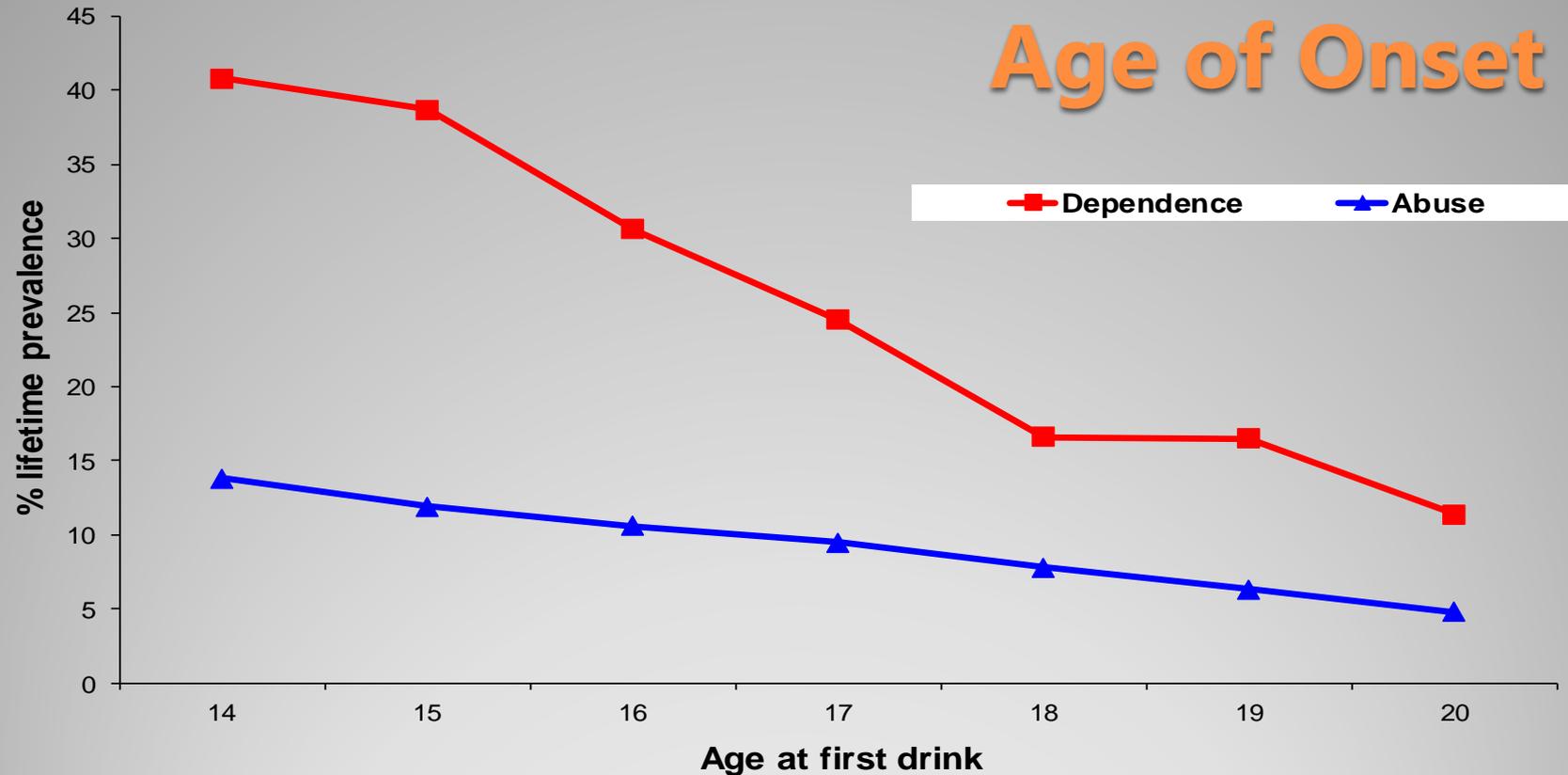
Leading
cause for
ages 15-49

10 Leading Causes of Death by Age Group

Rank	Age Groups							
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54
1	Congenital Anomalies 5,107	Unintentional Injury 1,394	Unintentional Injury 758	Unintentional Injury 885	Unintentional Injury 12,341	Unintentional Injury 14,573	Unintentional Injury 14,792	Malignant Neoplasms 50,211
2	Short Gestation 4,148	Congenital Anomalies 507	Malignant Neoplasms 439	Malignant Neoplasms 477	Homicide 4,678	Suicide 5,735	Malignant Neoplasms 11,809	Heart Disease 36,729
3	SIDS 2,063	Homicide 385	Congenital Anomalies 163	Suicide 267	Suicide 4,600	Homicide 4,258	Heart Disease 10,594	Unintentional Injury 19,667
4	Maternal Pregnancy Comp. 1,561	Malignant Neoplasms 346	Homicide 111	Homicide 150	Malignant Neoplasms 1,604	Malignant Neoplasms 3,619	Suicide 6,571	Suicide 8,799
5	Unintentional Injury 1,110	Heart Disease 159	Heart Disease 68	Congenital Anomalies 135	Heart Disease 1,028	Heart Disease 3,222	Homicide 2,473	Liver Disease 8,651



Age of Onset



- 2 in 5 (40%) kids who begin drinking before the age of 15 will become alcohol dependent in their lifetime
- The risk drops with each year of the delay of their first drink

Source: Grant, Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol, 1997; NIAAA website

Earlier Age of Drinking Onset

- **Alcohol-related violence**
(Hingson, Edwards, Heeren, & Rosenbloom, 2009)
- **Alcohol-related motor vehicle crashes**
(Hingson, Edwards, Heeren, & Rosenbloom, 2009)
- **Alcohol-related accidental injuries**
(Hingson, Edwards, Heeren, & Rosenbloom, 2009)
- **Suicide** (Bossarte & Swahn, 2011)
- **Risky sexual behavior**
(Stueve & O'Donnell, 2005; Calvert, Bucholz, Steger-May, 2010)
- **Sexual victimization**
(Champion, Foley, Durant, Hensberry, Altman, & Wolfson, 2004)
- **Schizotypy** (Compton, Chien, & Bollini, 2009)





The Solutions

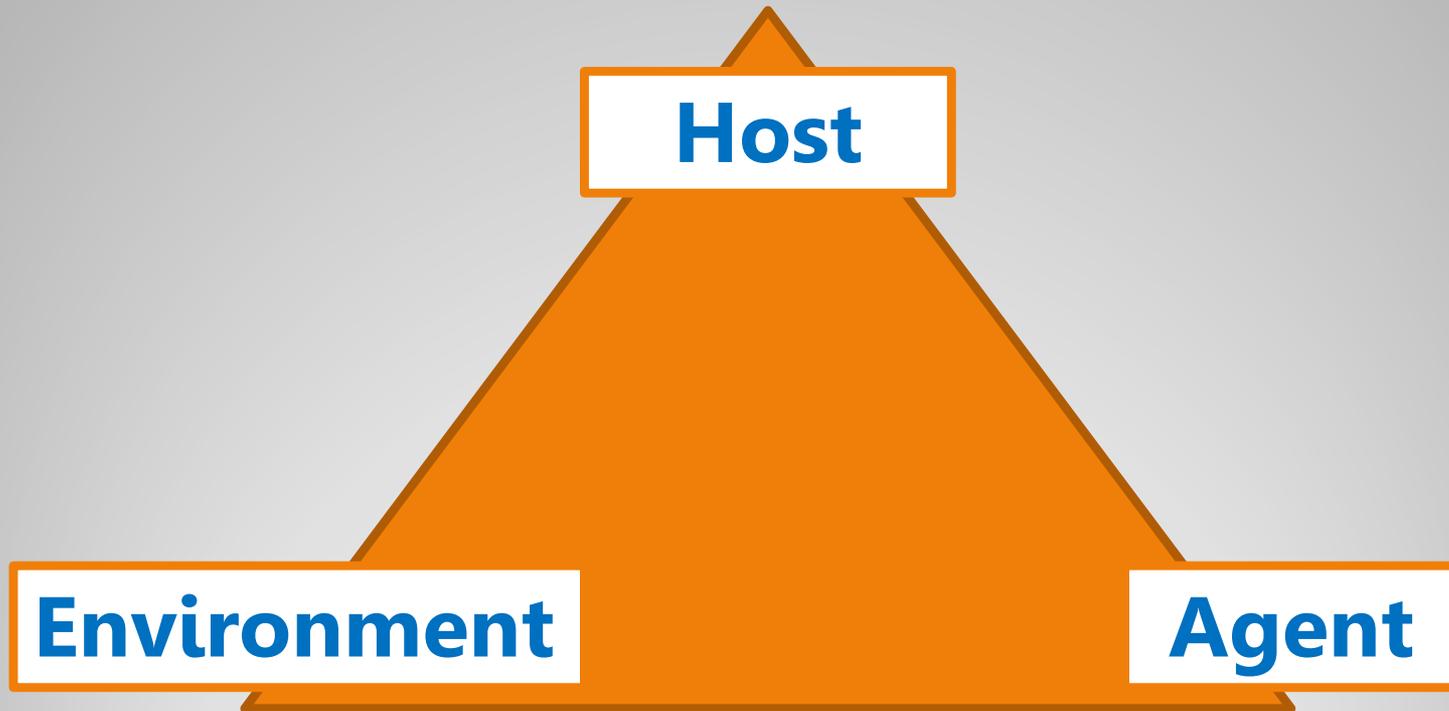
What does NOT work: Isolated Education Efforts

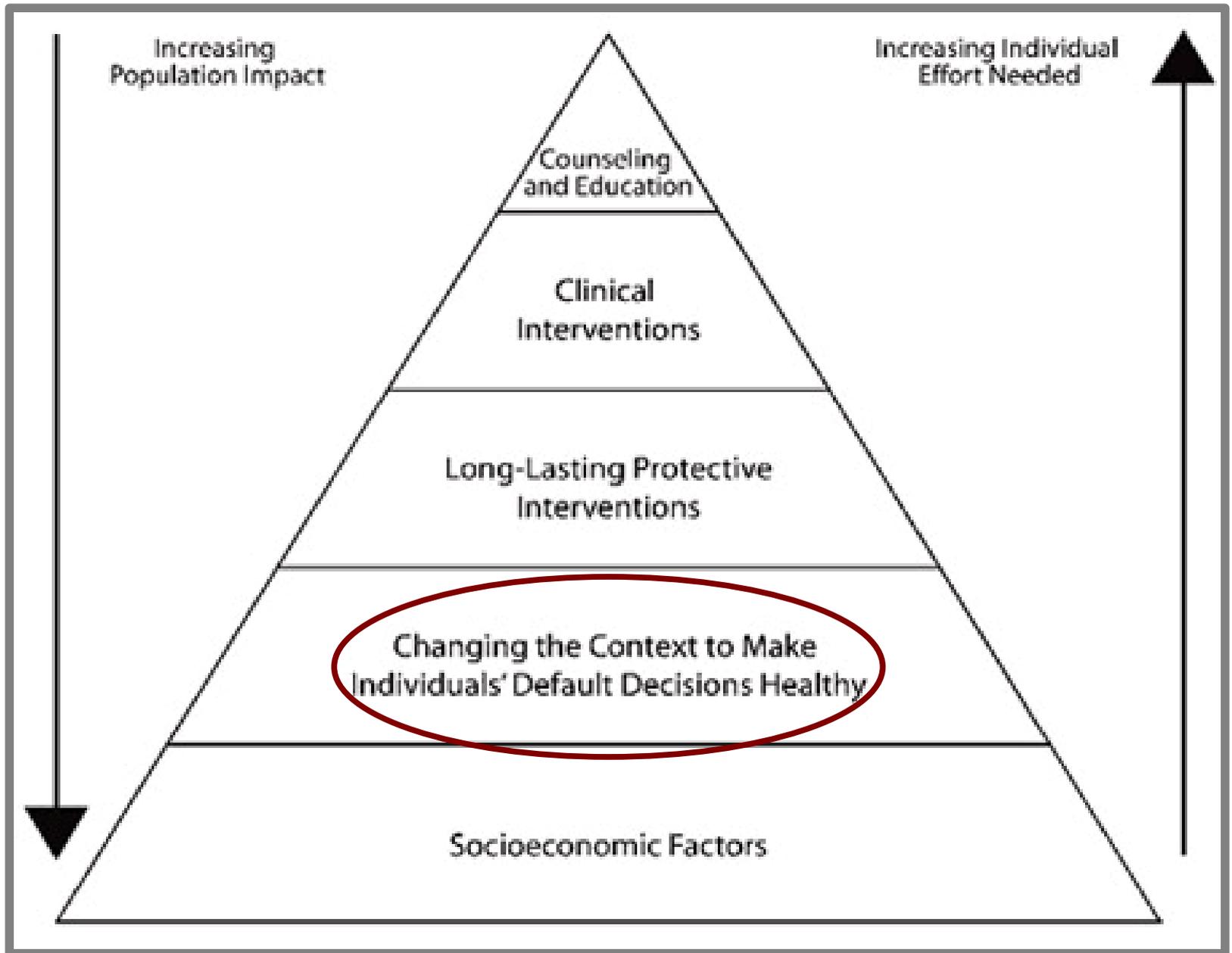
“ [There is an] absence of evidence that the vast majority of education and information strategies have a lasting impact ...”

- *Norm Giesbrecht*

Giesbrecht, N. (2007). Reducing alcohol-related damage in populations: Rethinking the roles of education and persuasion interventions. *Addiction*, 102, 1345–1349

What does NOT work: Self-Medication Model





The 4 A's



Availability



Accessibility



Affordability



Acceptability

Task Force for Community Preventive Services

[www.thecommunityguide.org/
alcohol](http://www.thecommunityguide.org/alcohol)



Task Force Recommendations & Findings

This table lists interventions reviewed by the Community Guide, with Task Force findings for each ([definitions of findings](#)). Click on an underlined intervention title for a summary of the review.

Interventions Directed to the General Population

Dram Shop Liability	Recommended March 2010
Electronic Screening and Brief Intervention (e-SBI)	Recommended August 2012
Increasing Alcohol Taxes	Recommended June 2007
Maintaining Limits on Days of Sale	Recommended June 2008
Maintaining Limits on Hours of Sale	Recommended February 2009
Overservice Law Enforcement Initiatives	Insufficient Evidence March 2010
Privatization of Retail Alcohol Sales	Recommended Against April 2011
Regulation of Alcohol Outlet Density	Recommended February 2007
Responsible Beverage Service Training	Insufficient Evidence October 2010
Interventions Directed to Underage Drinkers	
Enhanced Enforcement of Laws Prohibiting Sales to Minors	Recommended February 2006



The Necessity of Enforcement



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**STATE LIQUOR AUTHORITY ANNOUNCES RESULTS OF UNDERCOVER INVESTIGATION
INTO UNDERAGE ALCOHOL SALES IN NEW YORK CITY**
90 NYC Stores Caught Selling Alcohol to Minors by State Liquor Authority

The New York State Liquor Authority (SLA) today announced that a nine-day undercover investigation into underage alcohol sales has resulted in charges to 90 licensed groceries and liquor stores throughout New York City. The investigation is part of a coordinated enforcement action to prevent the sale of alcohol to minors statewide.

The investigation was conducted by the SLA from February 21 through March 3, 2013. SLA investigators sent volunteer underage decoys into 201 licensed groceries and liquor stores in all five boroughs of New York City. In total, the decoys were able to purchase alcohol at 90 of the premises, including 21 of 35 in the Bronx, 20 of 34 in Brooklyn, 29 of 84 in Manhattan, 14 of 42 in Queens, and 6 of 6 on Staten Island.

State Liquor Authority Chairman Dennis Rosen said, "Preventing the sale of alcohol to minors is a priority for the State Liquor Authority. These large scale enforcement efforts will continue to be a part of our proactive measures to prevent alcohol abuse among our youth."



The Barriers

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When Congress or state legislators take away community control of public health, it's called "preemption." **Preemption & Movement Building in Public Health** provides information and tools to support grassroots health movements and preserve state and local power to protect community health.

Preemption Spotlight

Preempting Obesity Prevention: Fast food industry bans
Happy Meal bans

preemption | watch



NEWS



RESOURCES



Preemption



Issue Brief #3:

Since alcohol is a legal product, why can't it be sold like orange juice or any other legal product?

Most "legal" products are regulated to protect the public's health and safety. In the US, food products are regulated by the Food and Drug Administration to ensure that products are safe and that the contents match their labels. When regulation is weak or sloppy, we are at risk of food poisoning, food-borne illnesses, fraudulent packaging and other problems. For similar reasons, restaurants are regularly inspected locally to ensure that they serve only safe and healthy products. Fines and other penalties are issued to those in violation. No one would suggest that we should have no food regulations merely because the sale of food products is legal.

Deregulation

Rank, Brand	Reported Use in Previous 30 Days Among Underage Youth
1. Bud Light	27.9%
2. Smirnoff Malt Beverages	17.0%
3. Budweiser	14.6%
4. Smirnoff Vodkas	12.7%
5. Coors Light	12.7%
6. Jack Daniel's Bourbons	11.4%
7. Corona Extra	11.3%
8. Mike's	10.8%
9. Captain Morgan Rums	10.4%
10. Absolut Vodkas	10.1%

Exploitation



Exploitation

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SMOKE KENT with the MICRONITE FILTER
than any other cigarette!

SMOKE CHARACTERISTICS BY
AMERICAN EVALUATING TEST BOARD

KENT	10.25
WINDMILL	10.25

SMOKE CHARACTERISTICS BY
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KENT	10.25
WINDMILL	10.25

For good smoking taste,
it makes good sense to smoke **KENT**

REGULAR SIZE, KING SIZE
OR CRUSH PROOF BOX

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Don't
believe
it

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