

Presentation to the
**House Special Committee on
Drug and Alcohol Abuse**

**House of Delegates of the
Maryland General Assembly**

Annapolis, Maryland

September 23, 2008

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Associate Administrator for Alcohol Policy

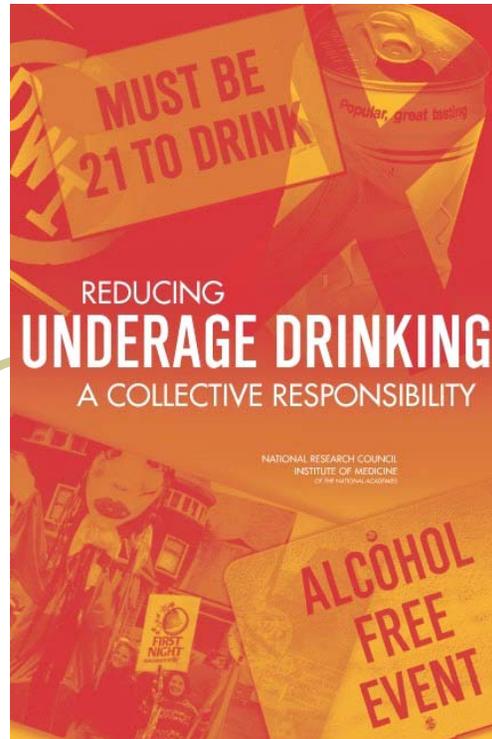
Substance Abuse and Mental Health Services
Administration

National Academy of Sciences/ Institute of Medicine Report (NAS/IOM)

- To help develop a cost-effective strategy for reducing and preventing underage drinking, the Congress mandated a study of the issue by NAS/IOM in the Labor, Health and Human Services and Education Appropriations Act of 2002.
- NAS/IOM established an Ad Hoc committee to analyze the problem and develop a strategy designed to prevent and reduce underage alcohol drinking. *Reducing Underage Drinking: A Collective Responsibility*, was released in the fall of 2003. (www.nap.edu)

REDUCING UNDERAGE DRINKING: A COLLECTIVE RESPONSIBILITY

Richard J. Bonnie



**National Research Council
Institute of Medicine**

The Need for Coordination

- As part of its strategy, the report made a series of recommendations for increased Federal involvement, including the following recommendation:

"A federal interagency coordinating committee on prevention of underage drinking ... be established, chaired by the Secretary of the U. S. Department of Health and Human Services (HHS)."

- The conference report accompanying H. R. 2673, the Consolidated Appropriations Act of 2004, expressed the conferees' concern about underage drinking and the need to take immediate steps to better coordinate Federal efforts to address this problem.

Interagency Coordinating Committee on Prevention of Underage Drinking (ICCPUD)

- The report directed the Secretary of Health and Human Services to establish an Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD).
- In 2004, at the direction of the HHS Secretary, the SAMHSA Administrator convened the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD) which consists of representatives from the numerous Federal agencies committed to this issue.
- In the fall of 2006, the Congress passed the Sober Truth on Prevention of Underage Drinking (STOP) Act, which establishes the ICCPUD in statute.

Purpose of the Committee

- The Committee:
 - "...shall guide policy and program development across the Federal Government with respect to underage drinking, provided, however, that nothing in this section shall be construed as transferring regulatory or program authority from an Agency to the Coordinating Committee."
 - Is supported by a group of agency representatives with expertise and responsibilities in the area of alcohol prevention that meets weekly.

Substance and Mental Health Services Administration (SAMHSA)	National Institute on Alcohol Abuse and Alcoholism (NIH/NIAAA)	Office of the Surgeon General (DHHS/OSG)
National Highway Traffic Safety Administration (DOT/NHTSA)	Office of Juvenile Justice and Delinquency Prevention (DOJ/OJJDP)	Office of Safe and Drug Free Schools (DoEd)
Centers for Disease Control and Prevention (DHHS/CDC)	Office of National Drug Control Policy (ONDCP)	Alcohol and Tobacco, Tax and Trade Bureau (TTB)
Department of Defense (DoD)	Federal Trade Commission (FTC)	Administration for Children and Families (DHHS/ACF)
Office of the Assistant Secretary for Planning and Evaluation (DHHS/ASPE)		National Institute on Drug Abuse (NIDA)

Accomplishments

- A national meeting on underage drinking was held in Fall 2005. Each State was invited to send an interagency team of State officials including representatives from the fields of prevention, health, education, highway safety, enforcement, alcohol control, as well as a representative from the Governor's office.
- We also created a searchable website to assist individuals and organizations in identifying Federal programs addressing this issue. This will make it much easier for the field to know where to look for materials, as well as potential sources of funding. The address for this website is StopAlcoholAbuse.gov.
- Working with the Ad Council, we developed a public service announcement, targeting parents of 11- to 15-year-olds that addresses the problem of underage drinking.

Reports to Congress/Annual Report

- The first annual Report to Congress was submitted in 2006. It includes an inventory of Federal Underage Drinking Prevention Programs.
- The second annual Report to Congress has been drafted and is in clearance.
- The annual State Report called for in the STOP Act has been partially funded. As required by the statute, we will be working with interested parties to plan and develop the report, within the constraints of the funding provided by Congress.

Town Hall Meetings

- In March of 2006, the ICCPUD supported Town Hall Meetings across the country addressing the problem of underage drinking.
- Meetings were held in over 1200 communities in all 50 States and most territories.
- In addition to learning more about the issue, communities were encouraged to develop and implement plans to address the problem.
- In 2008, SAMHSA in collaboration with the ICCPUD, again supported over 1800 Town Hall Meetings in all 50 States.
- In 2008, 17 Town Hall Meetings were held in the State of Maryland

The STOP Act

- The Congress passed the STOP Underage Drinking Act in the fall of 2006.
- This legislation is notable because it was supported by both the advocacy groups and the industry, and is the first legislation on this issue passed by the Congress.

The STOP Act (cont'd)

- The bill:
 - (1) establishes the ICCPUD in statute and lists the agencies that should be members
 - (2) calls for an annual report to Congress, and a report on State activities
 - (3) calls for continuing the National Media Campaign currently underway with the Ad Council

The STOP Act (cont'd)

- (4) authorizes SAMHSA to award underage drinking prevention enhancement grants not to exceed \$50,000/year to community coalitions that are currently receiving a grant under the Drug Free communities program
- (5) authorizes the Department of Education to award grants to prevent and reduce the rate of underage alcohol consumption at institutions of higher education
- (6) requires the Secretary of HHS to conduct research and collect certain data regarding underage drinking

The Surgeon General

- Through *Calls to Action*, the Surgeon General of the United States focuses the Nation's attention on important public health issues.
- A *Call to Action* is a science-based document that seeks to stimulate action in all sectors of society through specific action steps at the national, state, and community levels.



Surgeon General's Call to Action to Prevent and Reduce Underage Drinking



A science-based call to every American to join with the Surgeon General in a national effort to address underage drinking early, continuously, and in the context of human development.

“Underage drinking is everybody's problem—and its solution is everyone's responsibility.”¹

¹ Acting Surgeon General Kenneth P. Moritsugu, M.D., M.P.H

Contents of the *Call to Action*

Message from the Secretary, U.S. Department of Health and Human Services

Foreword from the Acting Surgeon General, U.S. Department of Health and Human Services

Section 1: Underage Drinking in America: Scope of the Problem

Section 2: Alcohol Use and Adolescent Development

Section 3: Prevention and Reduction of Alcohol Use and Alcohol Use Disorders in Adolescents

Section 4: Taking Action: A Vision for the Future

Conclusion

Call to Action Principles

1. Underage alcohol use is a phenomenon directly related to human development.
2. Factors that protect adolescents from alcohol use as well as those that put them at risk change during the course of adolescence.
3. Protecting adolescents from alcohol use requires a comprehensive, developmentally based approach.
4. Prevention and reduction of underage drinking is the collective responsibility of the Nation.
5. Underage alcohol use is not inevitable.

Goals of the *Call to Action*

- Goal 1: Foster changes in American society that facilitate healthy adolescent development and that help prevent and reduce underage drinking.
- Goal 2: Engage parents and other caregivers, schools, communities, all levels of government, all social systems that interface with youth, and youth themselves in a coordinated national effort to prevent and reduce underage drinking and its consequences.

Goals of the *Call to Action* (cont'd)

- Goal 3: Promote an understanding of underage alcohol consumption in the context of human development and maturation that takes into account individual adolescent characteristics as well as environmental, ethnic, cultural, and gender differences.

Goals of the *Call to Action* (cont'd)

- Goal 4: Conduct additional research on adolescent alcohol use and its relationship to development.
- Goal 5: Work to improve public health surveillance on underage drinking and on population-based risk factors for this behavior.
- Goal 6: Work to ensure that policies at all levels are consistent with the national goal of preventing and reducing underage alcohol consumption.

Achieving the Goals

The *Call to Action* describes the rationale for each Goal as well as the challenges associated with its achievement.

The *Call to Action* also contains a list of strategies and action steps for various segments of society that interact with adolescents, from families to schools to governments.

Strategies and Action Steps

1. For parents and other caregivers
2. Schools
3. Colleges and universities
4. Communities
5. Criminal and juvenile justice systems and law enforcement
6. Health care system
7. Alcohol industry
8. Entertainment and media industries
9. Governments and policymakers

Spreading the Word

- CTA released March 6, 2007
- State rollouts
 - Hawaii
 - Maine
 - New Mexico
 - North Carolina
 - Oregon
 - North Dakota
 - Florida
 - Alaska
 - Oklahoma
 - Ohio
 - Wyoming
 - Nebraska
 - Montana

Governors' Spouses Leading the Way— Placing Childhood Drinking Prevention On the Nation's Health Agenda



Co-Chairs



Janet "Gail" Adams, MD
Hawaii



Mary Eddy, MD
Colorado



Sarah Hoover, MD
Idaho



Nancy D. French, MD
Wyoming

Participating



Paul W. May, MD
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Mary Ann Todd, MD
Iowa



Mary Ann Lee, MD
California



Mary Ann Lee, MD
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Jane C. O'Connell, MD
Oregon



Lori D. O'Connell, MD
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David A. Pollock, MD
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David D. Sullivan, MD
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Rose D. Robertson, MD
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Participating (continued)



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Jane C. O'Connell, MD
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- Lee Ann ... (Maine)
- Sherril ... (Maine)

Hawaii State Roll Out

Follow-up activity will focus on family court judges



Lt. Governor Aiona introduced Acting U.S. Surgeon General Kenneth Moritsugu to his wife, Vivian, at the town hall meeting.



Star  Bulletin.com

Maine State Roll Out

Follow-up activity is to convene a meeting with pediatricians and family physicians to introduce a discussion guide that provides an easy, efficient way for them to discuss alcohol with their patients and their parents.



North Carolina State Roll Out

Introduced media literacy curriculum for middle school students concurrently. Will also do pediatricians training.



New Mexico State Roll Out



As part of the state roll out New Mexico convened a panel of physicians to discuss underage drinking prevention opportunities. As a follow-up activity, the discussion guide for pediatricians will be modified to be culturally appropriate.



StopAlcoholAbuse.gov

Alcohol abuse prevention, youth drinking, StopAlcoholAbuse.gov - Microsoft Internet Explorer

File Edit View Favorites Tools Help Address <http://www.stopalcoholabuse.gov/default.aspx> Go Restore Down

Home | Town Halls | Newsroom | Resources | Statistics | Multimedia | About Us

STOP

Underage Drinking



Parents Community/Faith-Based Educators Youth Enforcement/Adjudication Prevention/Treatment

Search

Go

Send to a friend
Printer-friendly version
Contact Us

Town Hall Meetings

- Locations
- Materials
- Resources
- FAQs

Welcome

StopAlcoholAbuse.Gov is a comprehensive portal of Federal resources for information on underage drinking and ideas for combating this issue. People interested in underage drinking prevention—including parents, educators, community-based organizations, and youth—will find a wealth of valuable information here.

What's New

Underage Drinking—Why Do Adolescents Drink, What Are the Risks, and How Can Underage Drinking Be Prevented?

NIAAA Alcohol Alert No. 67 Alcohol is the drug of choice among youth. Many young people are experiencing the consequences of drinking too much, at too early an age. As a result, underage drinking is a leading public health problem in this country.

Each year, approximately 5,000 young people under the age of 21 die as a result of underage drinking; this includes about 1,900 deaths from motor vehicle crashes, 1,600 as a result of homicides, 300 from suicide, as well as hundreds from other injuries such as falls, burns, and drownings (1–5).

START TALKING BEFORE THEY START DRINKING

www.stopalcoholabuse.gov



My name is David and in 8 years I'll be an alcoholic.

CLICK HERE
for more information

To order a copy of the PSAs please click here

Conclusion

- Underage alcohol use in America is a public health problem because of the *number* of children and adolescents who drink, *when* and *how* they drink, and the *negative consequences* that result from that drinking.
- Although progress has been made in reducing the extent of underage drinking over a multi-decade time span, and several national surveys have shown modest declines over past several years, the rates of underage drinking are still far too high, and its negative consequences are too serious to ignore.
- Underage drinking is deeply embedded in American culture. Therefore, to make a change, we will have to rethink our cultural attitudes about underage drinking. We will have to stop seeing it as inevitable and as a rite of passage, and start pushing back against it, as we have against tobacco and illicit drugs.
- Underage alcohol use is everybody's problem—and its solution is everybody's responsibility.
- Each of us has an important role to play in the prevention and reduction of underage drinking through our individual and collective efforts, ensuring that the future America offers its youth is neither shortened nor impaired by the consequences of alcohol use.