



Family Awareness Newsletter

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Our Mission: Drug Free Marion County, a not-for-profit organization, works to prevent and reduce substance abuse by creating a healthier and safer Marion County through advocacy, education and information with individuals, families, professionals and communities.

Drug Free Marion County
2506 Willowbrook Parkway,
Suite 100
Indianapolis, In 46205
Phone: 317-254-2815
www.drugfreemarioncounty.org

Inside this Issue

Monthly Awareness Events	2
Upcoming Meetings	2
Family Activity	2
Alcohol Advertisement Stats	3
Article: Alcohol Advertisements	3-4
Safe Trick or Treat Tips	4

Marion County

Statistics:

- ◆ Prevalence of use among youth: 48% of 8th grade students report using alcohol.
- ◆ Availability: 71.7% of area teens report getting alcohol from friends or relatives who are of legal drinking age.
- ◆ Impact of use: a person who begins drinking as a young teen is 4 times more likely to develop alcohol dependence than someone who waits until adulthood to use alcohol.

To receive this newsletter by email please sign up on our homepage:
www.drugfreemarioncounty.org

Drug Free Marion County News



Happy Halloween! Have fun this year and check out our safe trick or treat tips on the back page.

Inspiring Words

When you look at your life, the greatest happiness is family happiness.

-Joyce Brothers-

- Look for Drug Free Marion County in the Mayor's Office/City of Indianapolis Newsletter this month!
- The Indiana General Assembly's Interim Study Committee on Alcoholic Beverage's final meeting will be on October 20. Please visit the "Public Policy" tab of the "Preventing Harmful Drinking" page of our website to learn more.
- Drug Free Marion County has been carefully following two issues that likely will be raised during the upcoming session of the Indiana State Legislature: the sale of alcoholic beverages on Sundays and the distribution of alcoholic-beverage permits in Marion County. To learn how these issues could impact your family, visit the Current News page of our website.
- Many Marion County schools will recognize Red Ribbon Week Oct. 17-25, encouraging young people to lead drug-free lives. In Franklin Township, for example, students will be decorating local businesses to celebrate the Red Ribbon theme. At Brookview Elementary in Warren Township, students will make a video, and fathers of the students have been invited to come by and read to the children. Ask your child about plans to celebrate Red Ribbon Week at his/her school.
- Drug Free Marion County will conduct alcohol screenings at area colleges and universities during National Collegiate Alcohol Awareness Week Oct. 18-24.
- For more information on the news items listed above and for other resources please visit our website homepage at www.drugfreemarioncounty.org

October Family Fun!

There are many activities that you and your family can do this fall! Such as:

- Going to a pumpkin patch or apple orchard and picking the harvest!
- Pack a lunch and make it a family day!
- Carving or painting a pumpkin
- Baking the pumpkin seeds
- Navigating a corn maze
- Going on a hay ride
- Having a bon fire and cooking hot dogs, then roasting marshmallows for dessert
- Making apple pie, apple sauce, or pumpkin pie
- Making apple cider pops by freezing apple cider

- Raking the leaves—of course it's always fun to jump in the piles!
- Attending local church alternative Halloween events

Family activities, regardless of the age of family members, is important. Family time helps foster trust, care, and the foundation for a positive and healthy relationship. Make sure you spend some quality time together this fall! Discuss what family activity you want to do this fall and then write it in the blank as a reminder! This fall we will:

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Interested in Preventing Underage and Binge Drinking? Join us for the:

- **Local Advisory Council Meeting:** Monday October 5 from 12:00-1:45pm at the United Way RCI room. This group is working to change the availability and social norms around alcohol in Marion County.
- **Local Epidemiological Outcomes Workgroup Meeting:** Thursday October 15 from 3:30-5:00pm, please contact us for the location of this meeting. This group is working to gather data on alcohol use in Marion County. Please attend if you are interested in learning about this topic or have information to share with the group.

We're on the Web & Facebook!
www.drugfreemarioncounty.org

National Monthly Events in October

- **“Talk about Prescriptions” Month**
 - <http://www.talkaboutrx.org/>
- **National Collegiate Alcohol Awareness Week: Oct 18-24**
 - <http://www.bacchusgamma.org/ncaaw.asp>
- **Drug Free Work Week: Oct. 19-25**
 - <http://www.dol.gov/drugfreeworkweek>
- **Red Ribbon Week (a national drug prevention campaign): Oct. 17-25**
 - <http://www.nfp.org/>
- **Lung Health Day: October 28**
 - http://www.aarc.org/headlines/lung_health_day/

October Holidays

- **Columbus Day: October 12**
- **Halloween: October 31**

Family Activity

You are what you drink

Directions: Unscramble the colorful words and draw a line to connect them to the correct part of the body on the football player. Then figure out from the “word bank” which word belongs in the blanks.



nuslg

Large amounts of alcohol can make it hard for you to _____. You can pass out. If you throw up, you may not be able to breath easily and might choke.

reliv

Alcohol can cause _____ to build up in this organ. That becomes scar tissue, which can lead to a disease that can eventually kill you.

lalms tessentini

Alcohol can damage the _____ of this organ.

eseey

Alcohol can make it hard to stay awake, but then it also disturbs your _____. When you wake up, you will still be tired, and maybe grouchy, as well.

riban

Drinking alcohol might depress you and affect the cells that help you _____ and move normally. This could make you do all sorts of things you wouldn't usually do, such as forget your address or pick a fight with someone bigger than you.

areth

Alcohol can stress this organ. You may have an irregular heartbeat, high _____ pressure, or even a stroke.

selg

Alcohol makes you clumsy. You can't walk _____ and you trip, even over nothing. And don't even think about getting on your skateboard or bicycle!

Word Bank

Fat

Think

Sleep

Straight

Lining

Breathe

Blood

Statistics: Youth and Alcohol Advertisements

- Between 2001 and 2005, youth exposure to alcohol advertising on television in the U.S. increased by 41%. Much of this increase resulted from the rise in distilled spirits advertising on television, from 1,973 ads in 2001 to 46,854 ads in 2005.
- Alcohol advertisers spent \$2 billion on alcohol advertising in measured media (television, radio, print, outdoor, major newspapers, and Sunday supplements) in 2005.
- A USA Today Survey found that teens say ads have a greater influence on their desire to drink in general than on their desire to buy a particular brand of alcohol.
- A national study published in 2006 concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw (above the monthly average of 23), s/he drank 1% more. For each additional dollar per capita spent on alcohol advertising in a local market (above the national average of \$6.8 per capita) young people drank 3% more.
- A review of the neuroscience, psychology and marketing literatures concluded that adolescents, because of how the human brain develops, may be particularly attracted to branded products such as alcohol that are associated with risky behavior and that provide, in their view, immediate gratification, thrills and/or social status.

Source: These statistics are from the CAMY (Center on Marketing and Youth) website and can be found at: <http://camy.org/factsheets/index.php?FactsheetID=1>

Teens Over-exposed to Alcohol Advertising

By: Lynn Allen, Drug Free Marion County



Alcohol is one of the most readily available consumer products. Many communities, especially in low-income areas, are saturated with alcohol outlets.

It is often more available than basic staple items and school supplies. The sale of alcohol is often the key to the success of convenience stores and gas stations, which are located in residential areas, near schools and churches, and in other locations visited by children.

New alcohol products cater to youthful tastes and promote underage drinking. Sweet alcohol products blur the line between alcohol and soft drinks; malt liquors, which have high alcohol content and low prices, are sold in 40-ounce and larger containers used by young people as single servings. Clever marketing ploys such as test tube "shots," containers that look like TNT explosives and drinks that change the color of the drinker's tongue target youthful drinkers.

In 2007, Drug Free Marion County took a survey with over 1,000 parents addressing the issue of alcohol, tobacco and drug usage among our youth. The results of that survey showed that there is a wide discrepancy between parent perceptions of what our youth use and what the youth actually report to have used or are continuing to use. Alcohol companies are spending billions of dollars to place ads in magazines, on radios, and on television. What then are we doing to eliminate or reduce our youth's exposure to alcohol and its popularity with underage drinkers?

These advertisements are supported by popular musicians, actors, comedians, models, etc.

For the most part, parents and other adults underestimate the number of adolescents who use alcohol. They underestimate how early drinking begins, the amount of alcohol adolescents consume, the many risks that alcohol consumption creates for adolescents, and the nature and extent of the consequences to both drinkers and nondrinkers. (*Surgeon General's Call to Action, V*)

According to data by the Center of Alcohol Marketing and Youth at Georgetown University, there has been a 4.8 percent decrease in advertisements during shows where more than 30 percent of the viewers were under age 21. The percentage of alcohol product advertisements on these programs went from 11 percent in 2003 to 6.3 percent in 2007. (camy.org)

Almost all youth overexposure to alcohol advertising occurs on cable. Almost two-thirds (63 percent) of the overexposing alcohol ad placements in 2007 were on cable television, which generated 95 percent of youth overexposure to alcohol advertising on television. Of the youth overexposure on cable in 2007, 53 percent came from beer advertising, and 41 percent from distilled-spirits advertising.

In 2006 and 2007, there were no alcohol industry-funded "responsibility" messages about underage drinking on television. Over the entire period of 2001 – 2005, youth ages 12 – 20 were 22 times more likely to see an alcohol product advertisement than an alcohol industry-funded "responsibility" advertisement about drinking and driving, safety or underage drinking.

Eleven specific brands are responsible for 48.5 percent of the youth exposure to advertising. For this report, researchers developed a methodology to determine the best and worst performers with regard to youth exposure to alcohol advertising. Among brands responsible for much of youth exposure to alcohol advertising and exceeding the 30 percent youth threshold are:

Miller Lite
Corona Extra Beer
Coors Light
Hennessy Cognacs
Guinness Beers
Samuel Adams Beers
Bud Light
Smirnoff Vodkas
Disaronno Originale Amaretto
Miller Chill
Multiple Brands from Mike's Beverages

Alcohol remains the leading drug problem among young people, and underage drinking is responsible for 5,000 deaths among young people each year. Scientific studies show youth exposure to alcohol advertising contributes to the likelihood of underage drinking. The National Research Council and Institute of Medicine, the U.S. Surgeon General and 20 state Attorneys General have all recommended eliminating this lopsided exposure.

In 2003, the National Research Council and Institute of Medicine recommended that alcohol companies move toward a 15 percent threshold for youth audiences, since this is roughly the proportion of youth in the general population. In 2006, a study funded by the National Institute on Alcohol Abuse and Alcoholism showed that for underage drinkers, exposure to one more ad than the average for youth corresponded with a 1 percent increase in drinking. An additional dollar spent per capita on alcohol advertising in a local market was correlated with a 3 percent increase in underage alcohol consumption. "Our findings continue to support the elimination of alcohol advertising on programming with more than 15 percent youth audiences. It will save young people's lives and the alcohol industry advertising dollars," said Dr. David Jemigan, executive director of CAMY.

Underage drinking should be a national priority. On the average day in the United States, nearly 8,000 children ages 12 – 17 begin to drink. High school students who use alcohol or other drugs frequently are up to 5 times more likely than other students to drop out of school. Underage alcohol use is more likely to kill young people than all illegal drugs combined. More than 1,700 college students between the ages of 18 and 24 in the U.S. are killed each year – about 4.65 a day – as a result of alcohol-related injuries. Nearly 599,000 students in this group each year are unintentionally injured while under the influence of alcohol.

Underage drinkers tend to drink heavily, on average five drinks per occasion six times per month. Frequent binge-drinking high school students (almost 1 million in the United States) are more likely to engage in a variety of high-risk behaviors when intoxicated. They are more likely to drive after drinking, ride with drunken drivers, never wear seat belts, carry weapons, and, in the past year, be injured in physical fights and suicide attempts. They also are more likely to engage in unplanned and unprotected sex, use illicit drugs, drink and use illicit drugs on school property, and have poor academic performance. Human brain development continues into the third decade of life, raising concerns that heavy alcohol use during adolescence may produce disproportionately greater cognitive deficits among adolescents relative to adults. (www.alcoholfreechildren.org/node/254)

Alcohol is the most commonly used and abused drug among youth in the United States, more than tobacco and illicit drugs. Although drinking by persons under the age of 21 is illegal, people aged 12 – 20 years drink 11 percent of all alcohol consumed in the United States. (Office of Juvenile Justice and Delinquency Prevention. Drinking in America: Myth, Realities, and Prevention http://www.udetc.org/documents/Drinking_in_America.pdf.)

What's going on in your community and how can you become a part of the fight against underage drinking? The Century Council has developed and distributed educational resources to assist parents, youth and communities nationwide in this fight. For further information visit: www.centruycouncil.org/join-the-community.

Safe & Healthy Trick or Treat Tips

Make this Halloween a safe and fun trick or treating event by following these simple tips!

- Eat a good meal prior to trick or treating.
- If going out without a parent or adult, pre-plan your route, so that parents will know where you will be, and stay together as a group; don't wander off by yourself.
- If you don't pre-plan your route or you are with an adult only, go to well known neighborhoods at homes that have a porch light on.
- Agree to be home at a specific time; wear a watch so you can be aware of the time.
- Think twice about carrying fake knives, guns, or swords. If you do, make sure they don't appear to be authentic and choose soft, flexible props to prevent injury.
- Make sure to have a flashlight, glow stick, or reflective tape, so you can be seen by cars in the dark.
- Watch for tripping hazards such as decorations, tree limbs, flower pots, etc., on porches and sidewalks.
- Do not get into the car or go into the home of a stranger.
- Don't cut through allies or fields; stay in populated and well-lit areas.
- If no sidewalk is available, walk at the farthest edge of the roadway facing traffic.
- Always walk, never run across a street. And always walk across the street in groups at crosswalks while obeying pedestrian walkway rules.
- Never eat unwrapped food or candy or drink open beverages that are given to you.
- Let the police know if you see any suspicious activity.
- Don't eat your candy until an adult or parent has examined each piece.
- Pre-portion treats for the days following Halloween.

