

North Carolina Preventing Underage Drinking Initiative



Project Overview and Outcomes

August 2017

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Executive Summary

From Manteo to Asheville, North Carolina Preventing Underage Drinking Initiative (NCPUDi) Collaboratives implement environmental management strategies to prevent underage drinking. The following is a report on the state of underage drinking in North Carolina, including NCPUDi results as well as North Carolina and national comparisons.

Underage Drinking and Excessive Alcohol Consumption

- Approximately **5000 youth die annually** from underage drinking (CDC, 2012).
- Underage drinking does **damage to the developing brain** (White, 2003).
- Underage drinking **cost North Carolina \$1.3 billion** in 2013 (PIRE, 2015).
- Alcohol is the **2nd leading preventable cause of cancer** (WHO, 2008; Schottenfeld et al. 2013).
- Annual sales of alcohol consumed by youth in North Carolina averaged **\$982 per underage customer** (PIRE, 2015).
- Underage drinkers are **heavier consumers than adults**. They drank an average of **3.2 drinks per day**; in contrast, legal customers consumed only 1.5 drinks per day (PIRE, 2015).

NCPUDi Overall Project Outcomes

Alcohol Purchase Surveys (APSs): From July of 2008 through March 2017, there has been a **41% reduction in the number of outlets that have failed alcohol purchase surveys**.

Talk It Up. Lock It Up![™]: More than **20,850 signatures have been gathered** from adults across North Carolina **committing to locking the alcohol in their homes**.

Alcopop Sticker Shock: Since July of 2012, **29,390 flavored alcoholic beverages have been stickered in 582 stores** across North Carolina.

Youth Involvement: From its inception the NCPUDi project has recognized the need for youth to lead efforts to prevent underage drinking. NCPUDi Collaboratives have been professionally trained and have youth involvement as a core component of their work. **For the last 3 years, an average of 100 NCPUDi youth per year have contributed a combined 2400 hours toward preventing underage drinking**.

Law Enforcement: Through the partnership of community-based organizations, **multi-jurisdictional law enforcement teams have been created to focus on youth access to alcohol** and other underage drinking enforcement operations.

Media: Since 2008, **nearly 1000 pieces of media have been earned** by NCPUDi Collaboratives.

Health Outcomes and National Rankings

Among HS Students in North Carolina from 2005 to 2015 there has been a (YRBS, 2016):

- **34% reduction** in alcohol use before age 13;
- **31% reduction** in past 30 day use of alcohol; and
- **40% reduction** in binge drinking.

Compared to the Nation, North Carolina ranks (SAMHSA, 2016):

- **48th lowest** in 12-20 year old past 30 day use;
- **49th lowest** in 12-20 year old binge drinking; and
- **30th lowest** in alcohol related traffic fatalities among 15-20 year olds.

Section I: Underage Drinking and Lifetime Alcohol Use: A Health Crisis

Though this report will present promising trends and favorable national comparisons, underage drinking remains a serious health issue in North Carolina. According to the most recent data, 29% of NC high school students are drinking alcohol regularly and nearly 50% of those students binge drink (NC YRBS, 2016). Research indicates that excessive drinking during adolescence can cause permanent damage to the development of the portions of the brain that govern reasoning and logic (White, 2003).

Consequences of underage drinking include violence, traffic crashes, property damage, injury, and high-risk sex and cost the citizens of North Carolina \$1.3 billion in 2013 (PIRE, 2015). Finally, underage drinking is not a phase or period of life that people grow out of. Nationally, nearly 97% of heavy drinkers started drinking before the age of 21 (SAMHSA, 2001).

Underage drinking is correlated with addiction and lifetime alcohol use behaviors, which can lead to various, serious health problems. The link between alcohol and chronic disease is well established (Rehm et al., 2010). Chronic disease linked to alcohol includes pancreatitis, liver cirrhosis, hypertension and numerous forms of cancer. Since 1988 alcohol has been listed by the World Health Organization as a Group 1 Carcinogen and is identified as the 2nd leading preventable cause of cancer (WHO, 2008; Schottenfeld 2013). Taking any positive effects of moderate alcohol consumption into account, researchers are now recommending zero alcohol consumption as the safest level for cancer prevention (Latino-Martel, 2011).

Alcohol and Disease

Many studies have concluded that moderate alcohol consumption is associated with reduced risk of more than 20 diseases and health problems. After a review of the research, however, Fekjaer (2013) concluded that study limitations, lack of dose response and other life style factors of abstainers and moderate drinkers make causation between moderate alcohol consumption and reduced risk of disease or health problems extremely difficult. Fekjaer's analysis concludes that the harmful risks of alcohol consumption (cancer chief amongst them) far outweigh any benefits.

Alcohol's Carcinogenic Effect

In a recent analysis of World Health Organization Global Burden of Disease data, a total of 389,100 cases of cancer were deemed attributable to alcohol consumption worldwide, representing 3.6% of all cancers (5.2% in men, 1.7% in women) (Bofetta, et al., 2006). In a US study Nelson et al (2013) found that alcohol accounted for 3.5% of cancer deaths, resulting in 19,500m lives in 2009 and an average of 18 years of life lost. As mentioned above, alcohol is listed by the International Agency for Research on Cancer (of the WHO) as a group 1 carcinogen, joining other such carcinogenic substances as asbestos, radium and formaldehyde (IARC, Group 1 List). Not only has alcohol been shown to cause cancer, but it has now been shown to speed up the growth of existing cancerous tumors (Matsushashi, et al, 1996; Gu, et al, 2005; APS, 2006; Tan, et al., 2007).

Section II: North Carolina Preventing Underage Drinking Initiative Project Overview

The North Carolina Preventing Underage Drinking Initiative (NCPUDI) focuses on community based approaches emphasizing environmental management strategies to prevent underage drinking. As the congressional National Academy of Sciences/Institute of Medicine report, *Reducing Underage Drinking: A Collective Responsibility* states:

Youth drink within the context of a society in which alcohol is normative behavior and images about alcohol are pervasive. They usually obtain alcohol—either directly or indirectly—from adults. Efforts to reduce underage drinking, therefore, need to focus on adults and must engage the society at large.

(National Academy of Sciences, 2003)

The Initiative offers technical assistance to Community Collaboratives addressing the issue of underage alcohol use. The Collaboratives' primary strategies focus on decreasing underage access to alcohol; changing community norms that promote underage and excessive alcohol consumption; and addressing policies pertaining to underage drinking. There are approximately 65 communities receiving support from the NCPUDI; the University of North Carolina at Greensboro provides primary project management.

With extensive volunteer support, funded Community Collaboratives implement the following strategies to address retail and social access in their communities:

Retail Access Approach

- 1) Comprehensive alcohol purchase surveys
 - a) Alcohol purchase surveys, unlike compliance checks, can be performed without the assistance of law enforcement. However, the *youthful-looking buyer attempting the purchase must be at least 21 years of age*. Purchase surveys allow Community Collaboratives to:
 - i) assess community needs and collect data on which retail outlets in the community are most likely to sell to underage youth based on not checking IDs;
 - ii) raise community awareness and build support for efforts to reduce and prevent sales to minors;
 - iii) inform merchants that they are being monitored and motivate them to change practices if noncompliant;
 - iv) inform law enforcement officials with important information;
 - v) file official complaints with law enforcement regarding non-compliant retailers; and,
 - (1) measure the impact of prevention strategies so that communities can assess the effectiveness of the strategies they implement
 - (2) This strategy gives a community and project baseline and assesses progress.
- 2) Targeted alcohol purchase surveys
 - a) This strategy is designed to use the data gathered from previous rounds of alcohol purchase surveys to specifically target problem merchants, regions, or products.
- 3) Purchase survey follow ups and merchant education
 - a) Without follow ups to retail outlets that have been surveyed, retail behavior cannot be expected to change. Follow ups give community volunteers and youth the opportunity to

educate merchants on best practices, the law and the impact of underage drinking on the community.

- 4) Formal complaints with Alcohol Law Enforcement (ALE) and local Law Enforcement (for any retailer that fails twice in a row or twice in the past two years)
 - a) It is critical that law enforcement receive information on problem retail outlets.
- 5) Progress of filed formal complaints
 - a) Collaboratives are in constant contact with law enforcement to track the action taken on formal complaints.
- 6) Disseminate the results of alcohol purchase surveys
 - a) Results are disseminated to: the media, parent and adult networks, via social media outlets (Facebook, Twitter, etc.) or other approved innovative approaches. The primary focus is on the promotion of positive alcohol outlets that are doing the right thing. In the majority of cases, addressing retailers that are making bad choices is left to the local group, law enforcement, and the retailer.
- 7) Conduct Project Alcopop Sticker Shock (PASS):
 - a) In 2012 the Catawba Collaborative designed and implemented a campaign called Project Alcopop Sticker Shock (PASS) where stickers are placed on flavored alcoholic beverages in stores that agree to participate. Typically, youth volunteers will approach stores to participate in PASS as part of their comprehensive APS follow up. Youth are critical to the success of PASS: from the original ask of store management, to the day that stickers are put on products in stores, to generating media attention.
 - b) Targeting flavored alcoholic beverages is a very important part of this strategy. It draws special attention to these products for management, clerks, those who might try to buy them for underage youth and the media. These are dangerous products that are full of sugar and spirituous flavorings. In one non re-sealable container many of them now contain the equivalent of 5 standard drinks.

Social Access Approach

- 8) *Talk It Up. Lock It Up!*TM
 - a) Through adult and parent engagement, youth encourage adults to talk about the underage drinking issue with children and adults and to secure and monitor alcohol in their homes.
 - b) *Talk It Up. Lock It Up!*TM is not a program or a curriculum. It is a model for a community change campaign to limit youth access to alcohol in the home by changing the physical environment and is described in the *Talk It Up. Lock It Up!*TM Toolkit . The campaign's sole focus is on alcohol.
 - i) The first step of the *Talk It Up. Lock It Up!*TM campaign is to recruit youth to be the messengers for the issue. An adult that is asked to secure and monitor their alcohol is more likely to do so when asked by youth. Over time youth have had far more success in securing commitments from adults.
 - ii) The second step is to do a community assessment and engage key partners/power players.
 - iii) The third step is to raise adult, parent and community awareness about the extent of the problems associated with underage drinking and youth access to alcohol in the home.
 - iv) The fourth step is to change the home environment by getting adults to secure and monitor the alcohol in their home.

Supporting Strategies to Prevent Underage Retail and Social Access to Alcohol

- 9) Collaborate with law enforcement
 - a) Collaboration with law enforcement is a critical part of a comprehensive, community-based intervention. The goal of the collaboration with law enforcement is to create an atmosphere of high visibility law enforcement (HVLE) around underage drinking laws. High visibility law enforcement programs are rooted in media coverage (earned, paid and social media) and have repeatedly been shown to produce successful results. The Collaborative's job is to promote law enforcement activity to increase deterrence and decrease underage drinking and drinking-related health, social and legal problems.
- 10) Youth empowerment
 - a) Youth are a critical component of a comprehensive approach to preventing underage drinking. Every NCPUDi group is required to engage 2-5 youth as key allies in supporting these strategies. The following are the project requirements regarding implementation of the Youth Empowerment Model:
 - i) 2-5 youth leaders are confirmed who are willing to commit to a role description for the entire fiscal year of this subcontract
 - ii) A role description has been created for youth to sign that reflects work to be done that is directly correlated to the environmental management strategies outlined in this invitation. Youth should be directly contributing to the efforts of your work with NCPUDi. Please note: this should be described in the Action Plan portion of the application.
 - iii) Regular meetings are established and youth have an active role in planning and facilitating the meeting agenda
 - iv) The progress of youth leaders' skills, critical awareness and opportunities is assessed through pre and post evaluations at the beginning, middle and end of this sub-contract
 - v) Orientation is provided to youth leaders that prepare them for authentic participation in the duties assigned in their role description for the Community Collaborative.
 - vi) Youth leaders are strongly advised (where appropriate) to assist with fundraising for the Community Collaborative
 - vii) Participation in *Talk It Up. Lock It Up!*TM and other key grassroots components of this invitation (Alcohol Purchase Surveys, Sticker Shock, earned media efforts, etc.)
- 11) One-on-one community interviews
 - a) Community volunteers set up meetings with a wide range of adults in the community to find out what problems people are seeing in their neighborhoods and how the Collaborative might work with them to address underage drinking issues.
- 12) Policy education and advocacy efforts
 - a) Effective policies are one of the best tools for achieving positive community change. This involves the support of existing policies and educating and advocating for best practice policies.
- 13) Media advocacy: community groups continuously engage the media, via:
 - a) Traditional editorial media
 - b) Traditional earned media: TV, Radio, print
 - c) Social media: Facebook, twitter, blogs
 - d) Nontraditional media: church newsletters, PTA newsletters, etc.

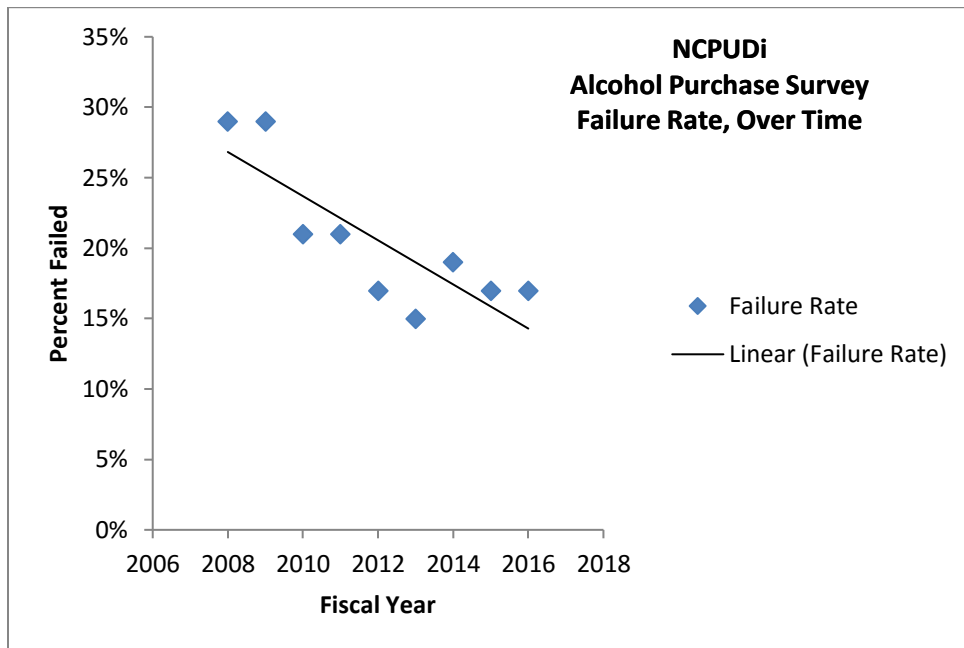
Section III: North Carolina Preventing Underage Drinking Initiative Project Implementation and Outcomes

Retail Access

As noted above, NCPUDi Communities address retail access through alcohol purchase surveys, retail merchant outreach (follow ups to the surveys), collaboration with law enforcement and project alcopop sticker shock.

Over the course of the last nine years of the project, communities have seen significant decreases in their collective alcohol purchase survey failure rates (see Table 1 below).

Table 1



From July 2008 through March 2017 the collective alcohol purchase survey failure rate has decreased by 41%.

Project Alcopop Sticker Shock is a complementary strategy to alcohol purchase surveys, drawing community and retail attention to products that youth are particularly attracted to. **Since the project began 29,390 stickers have been placed on individual products in 582 stores** across the state. The effort has been followed closely by the media (earning TV, newspaper and radio coverage) and has gained attention from other groups seeking to address alcopops in their community.

Over 3000 visits to retail merchants have occurred since 2014. These visits include education of merchants on best practices, encouragement for merchants to attend responsible beverage service trainings and overall support from the Collaborative in following the law.

Since 2014, nearly **300 Formal Complaints** have been **filed with NC Alcohol Law Enforcement** regarding alcohol outlets that have been determined to be very likely to be selling to minors.

Social Access

In 2011 Community Collaboratives began working on *Talk It Up. Lock It Up!*[™], a campaign designed to encourage adults to secure and monitor the alcohol in their homes.

Through collaborations with local law enforcement, Girl Scouts and Boy Scouts, High School Groups and other youth serving agencies **20,859 signatures have been gathered from adults across North Carolina promising to secure and monitor the alcohol in their homes.** In addition, starting in 2016-2017 dozens of new organizations began partnering with NCPUDi Collaboratives on *Talk It Up. Lock It Up!*[™]. In partnership with these organizations, NCPUDi Collaboratives accounted for over 5000 outreach events or conversations with their communities on the topic of securing and monitoring their alcohol.

Supporting Strategies for Community Mobilization

Youth Involvement

From the beginning of the NCPUDi project youth involvement was identified as a critical issue. In order to build capacity, NCPUDi worked with Youth Empowered Solutions (YES!) to bring training and tools to Community Collaboratives across the state.

- **During the training phase of the project, YES! provided 24 youth leader trainings and 10 adult leader trainings, serving 512 youth and 234 adults.**
- As part of their involvement, YES! Conducted research and developed resources to expand the capacity and advocacy of youth in the NCPUDi movement.
- All NCPUDi Collaboratives engage 2-5 youth as key allies in planning and implementing the preventing underage drinking strategies.
- Since 2014 NCPUDi Collaborative **youth have collectively spent 2455 hours focused on preventing underage drinking** in their communities.

Media

- **Since 2008, 943 pieces of media have been earned on the issues of underage drinking** consequences and prevention in Collaborative communities across the state.
- Collaboratives actively engage their communities through social media and other non-traditional media (newsletters, schools, etc.)
- State administrator and project staff worked with youth leaders in the creation and filming of North Carolina SAMSHA PSA video on *Talk It Up. Lock It Up!*[™]
- Collaboratives have worked across the state to purchase public advertising, such as Billboards. In most cases the focus of their paid media campaigns is *Talk It Up. Lock It Up!*[™]. In all cases Collaboratives have leveraged in-kind donations to expand their reach.

Since 2014, **Community Collaboratives conducted over 1500 one-on-one** conversations with community members.

Since 2013, over **\$250,000 has been fundraised** across NCPUDi communities to support underage drinking efforts.

Community Highlights

Below is a short list of highlights from the Community Collaboratives working with the NCPUDi across North Carolina.

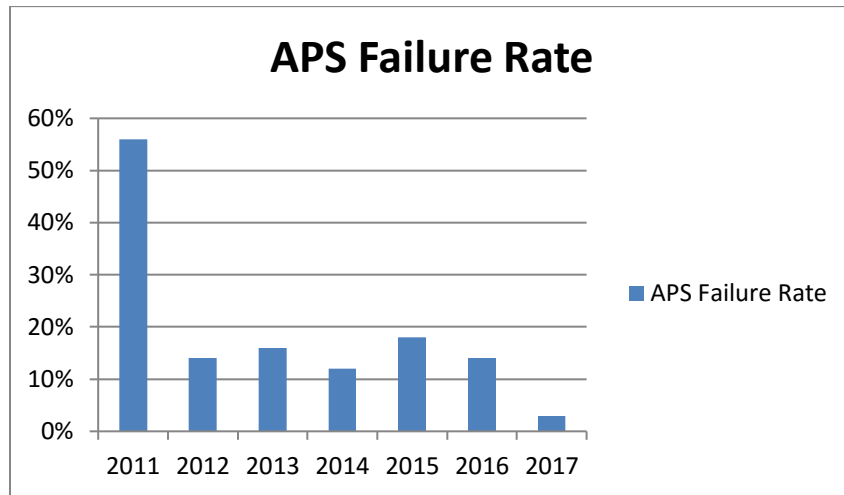
New Hanover:

As a result of the efforts of the Cape Fear Coalition for a Drug Free Tomorrow, "community organizations such as the New Hanover County (NHC) Parks & Recreation, UNC Wilmington Community Relations Task Force (UCRTF) and Kure Beach Planning & Zoning Committee have taken steps to address underage drinking. The NHC Parks & Recreation no longer allows events or festivals primarily focused on alcohol on county park property. The UNC Wilmington UCRTF has taken an interest in working with the Coalition to address neighborhood problems related to parties and underage drinking. Kure Beach Planning & Zoning has introduced a Vacation Rental Ordinance to address problems related to long-term and short-term rentals. Many other local community festival planners have received the Coalition's best practice guide for Alcohol Sales and Service."

Orange:

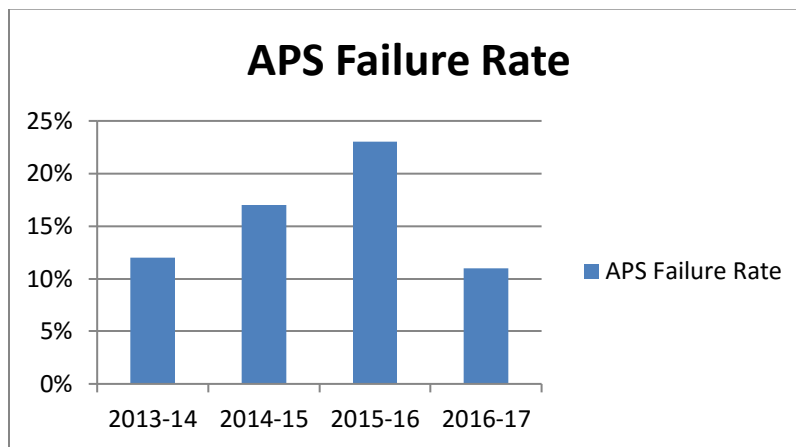
Orange Partnership for Alcohol and Drug Free Youth has "established a very strong exchange of communication between Law Enforcement and our Coalition. We discuss LE operations, APS results and follow-ups for both types. Orange Partnership shares relevant discussions we have with store owners/managers after failures with our ALE agent, who uses that information to frame his own discussions with them. The ALE agent is very open to the Partnership's opinions and suggestions when deciding how stringent to be in his own interactions with stores. In addition, we continue to host Alcohol Law Enforcement Response Team (ALERT) quarterly meetings. Most recently, 17 officers were in attendance, including Sheriff Blackwood and other representatives from the Sheriff's Office, Hillsborough Police Department, NC ALE, UNC Police, Eno River State Park, NC Highway Patrol and Chapel Hill Police Department. Discussion included recent and upcoming compliance checks and other alcohol related special operations, summer trends at Eno River State Park (underage drinking was down from previous summers), best practices for working with District Attorney, status of violation charges and permittee situations, potential trainings, and special community event issues. Sheriff Blackwood asked if compliance checks are an effective and efficient use of time. We were able to share data showing the drastic improvement in responsible sales since the ALERT team was established 5 years ago, as well as the lower compliance rates outside of city limits where compliance operations are not as frequent."

In Orange, the Community Collaborative has been conducting alcohol purchase surveys since 2011. They have seen an **overall reduction of 95% from 2011 to 2017.**



Pitt:

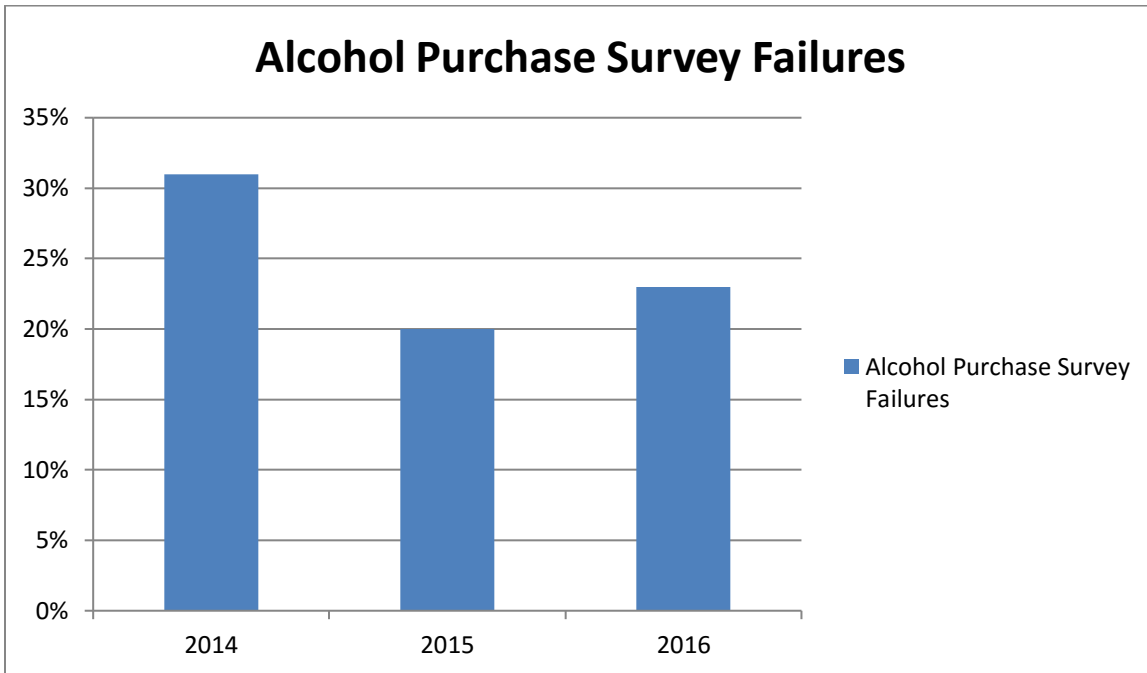
Pitt County Coalition on Substance Abuse has been conducting alcohol purchase surveys continuously for the past 4 years. They have seen a reduction of 8% in their failure rate from 2013-2017.



In addition to their work with off-premise retailers to reduce underage access to alcohol, they continue to focus on popular downtown Greenville bars and restaurants that cater to the university population, ensuring that servers and staff receive fraudulent ID and responsible seller education.

Alamance:

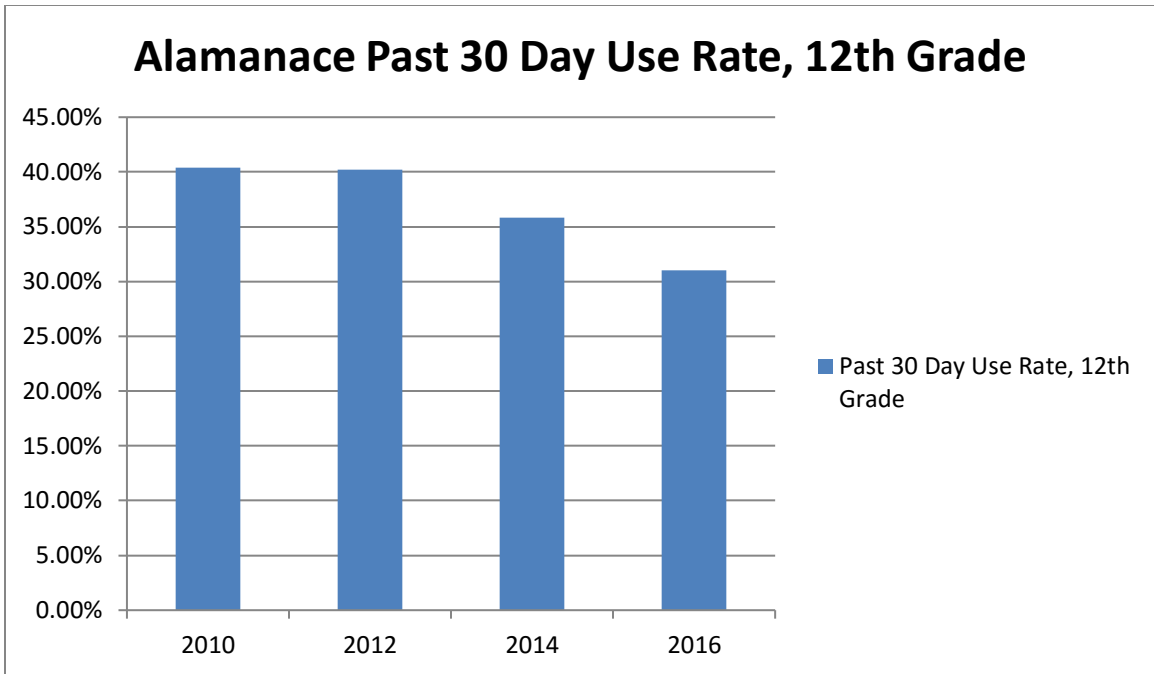
Alamance Citizens for a Drug Free Community has seen a 26% reduction in alcohol purchase survey failures since 2014.



In Alamance, the local Collaborative has partnered with law enforcement to establish the Alamance Alcohol Law Enforcement Response Team (AALERT). AALERT includes representation of all law enforcement agencies in Alamance County with an MOU signed by all chiefs and the Sheriff. ALE agents and representatives from the Alamance County District Attorney's Office also attend the bimonthly team meetings. Meetings are hosted by the local law enforcement agencies on a rotating basis.

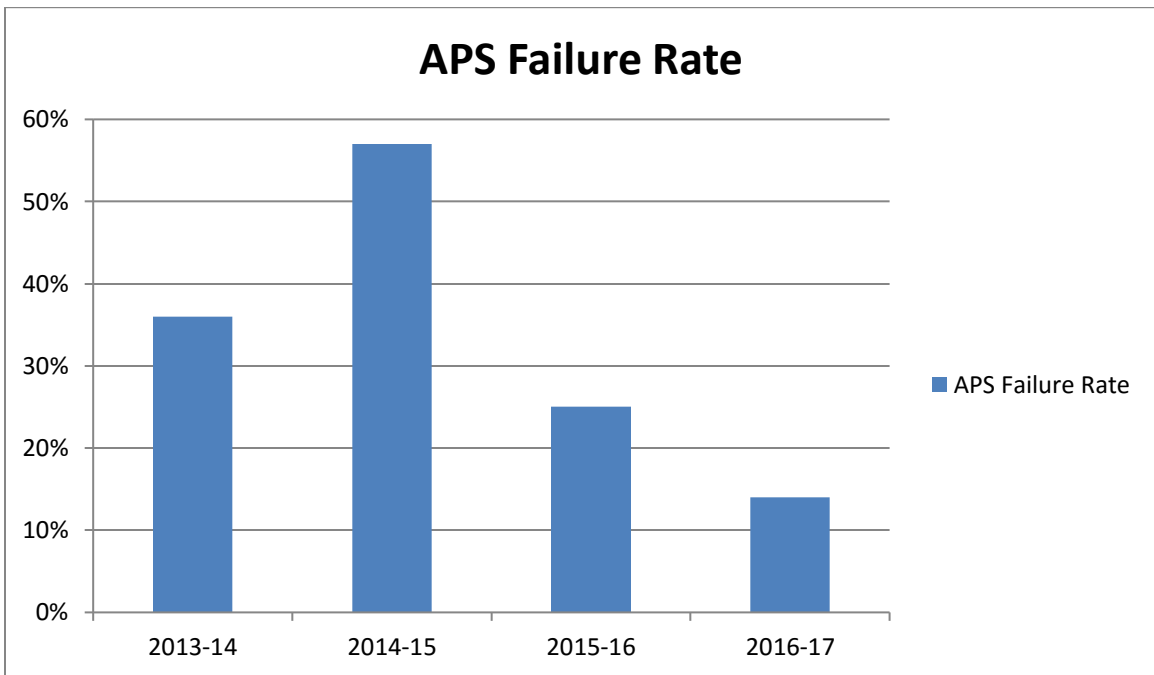
This team plans and coordinates alcohol compliance checks, saturation and party patrols and DWI checkpoints and other special operations. There has been an increase in collaboration among the different agencies since its formation in November 2011. Recently the Elon University Campus Police also started participating in the team, a first for campus police.

Over 50 local officers from Alamance County have participated in AALERT training in collaboration with Alamance Community College consisting of presentations on N.C. Alcohol Law Enforcement, ABC Commission Procedures, Rules and Regulations, Health Implications of Underage Drinking, local concerns specific to the District Attorney's Office, Legal Issues as well as skill building exercises on Fraudulent Identification and Age Assessment.



Buncombe:

From 2013-14 to 2016-17, the failure rate in Buncombe County decreased 53%.



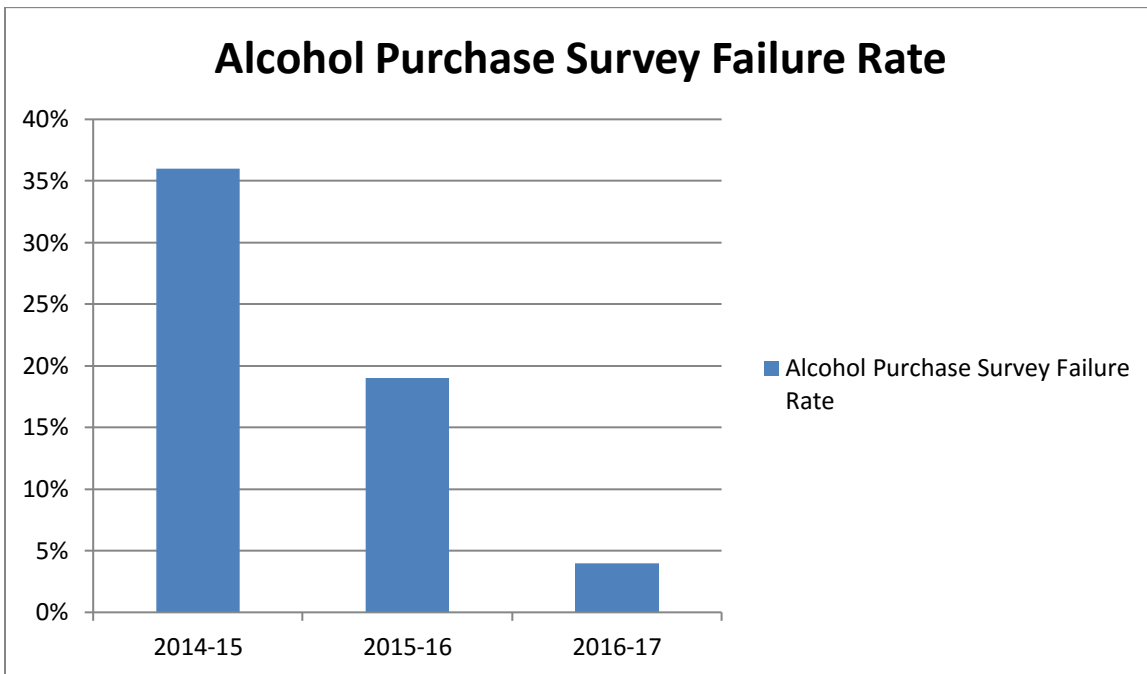
The Partnership for Substance Free Youth in Buncombe County has begun conversations with staff members from Asheville Buncombe Technical Community College to discuss their alcohol policies, their enforcement and how they can be of support. (i.e. education around best practices). They also discussed policies to prevent Binge Drinking at the college level.

The Partnership places added emphasis on their relationships with Law Enforcement. Their local ALE agent has been instrumental in helping them make contact with Ingles Market regarding their history of unsatisfactory APS results. The Agent made an in person visit to their corporate offices to approach them about the results and failure to get back with them after multiple attempts to communicate. After his visit, they called and set up meeting. (They even donated food for their town hall event.)

Their follow ups with Ingles Markets finally resulted in contact with a regional manager, who in turn connected them with the corporate training manager. This resulted in a meeting scheduled to include the corporate training manager, loss prevention managers and several of store managers to discuss problems, barriers, solutions and new trainings.

Forsyth:

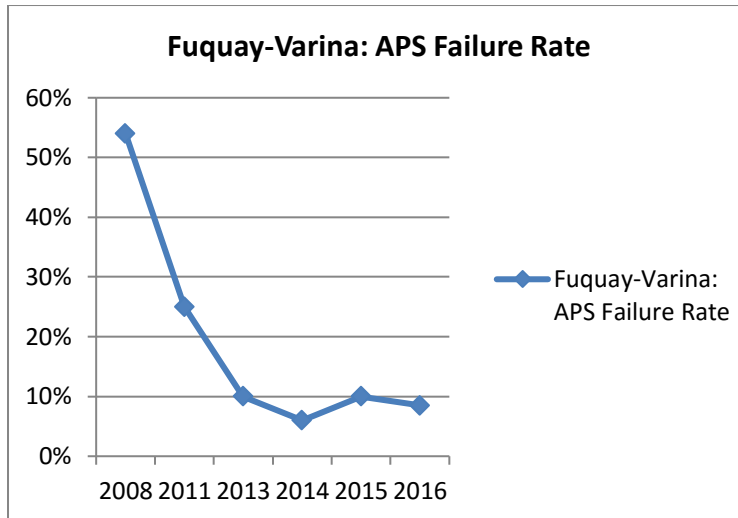
From 2014-15 to 2016-17, there has been an 88% reduction in the alcohol purchase survey failure rate in Forsyth county.



Forsyth County Coalition for Drug Abuse Prevention also reported, “When we originally set out to work with merchants around the issues of alcopops, 5 stores agreed to either remove or adjust placement of their products. Several years later, all 5 stores have kept their commitment. We expected that with new management and/or ownership along with time, that some would backslide. We are happy to say that through our ongoing reminder conversations with these retailers, that none have.”

Fuquay Varina:

Fuquay-Varina Citizens Against Drugs (FVCAD) has been conducting Alcohol Purchase Surveys for approximately 8 years. At the beginning the failure rate of the establishments surveyed was 54%. Through community action and law enforcement collaboration there has been a steady reduction in the failure rate, it stands at 8.5% in 2017. This represents an 84% reduction in the alcohol purchase survey failure rate.



Durham:

Durham Together for Resilient Youth reported, "North Carolina Central University students participate in sticker shock to fulfill community service hours required for graduation. PASS continues to be very popular among students. Dr. Seronda Robinson, Director NCCU Department of Public Health, wanted to experience Sticker Shock first hand after hearing so much about it. She and several of her students participated together. As a result, the Department will include PASS and TRY environmental strategies in future curriculum. (Also of note, three young people that appeared to be underage picked up an alcohol beverage with the sticker affixed. They saw the stickers, put the alcohol back and left the store.)

Neighborhood Improvement Services in Durham includes TRY brochures (includes *Talk It Up. Lock It Up!*[™]) as part of their Durham City on the Go mobile van. In addition, Pledges can also be acquired in unexpected ways...a coalition member was wearing a Durham TRY/*Talk It Up. Lock It Up!*[™] t-shirt at work one day. Later that week, a co-worker, stopped her while she was heading out for the day. She told her that she had been walking behind her and read the message on the back of the shirt. She informed the coalition member that she and her family recently built a new home in Durham. That in one of the rooms, is a bar with all the alcohol bottles still out on the counter from a recent house warming party. The message on the back of the T-shirt hit home to her, as she has a 15-year-old living in this new house. She wanted the coalition member to know that the message on the T-shirt made her realize she needed to lock up the alcohol!

TRY now has a 'permanent place' in the Durham City NIS Newsletter which reaches over 50% of City's population. They also utilize Facebook, Twitter and Instagram. Posts are created by our youth

advocates three days a week. Since they began they have reached 2,225,372 persons on Facebook alone!”

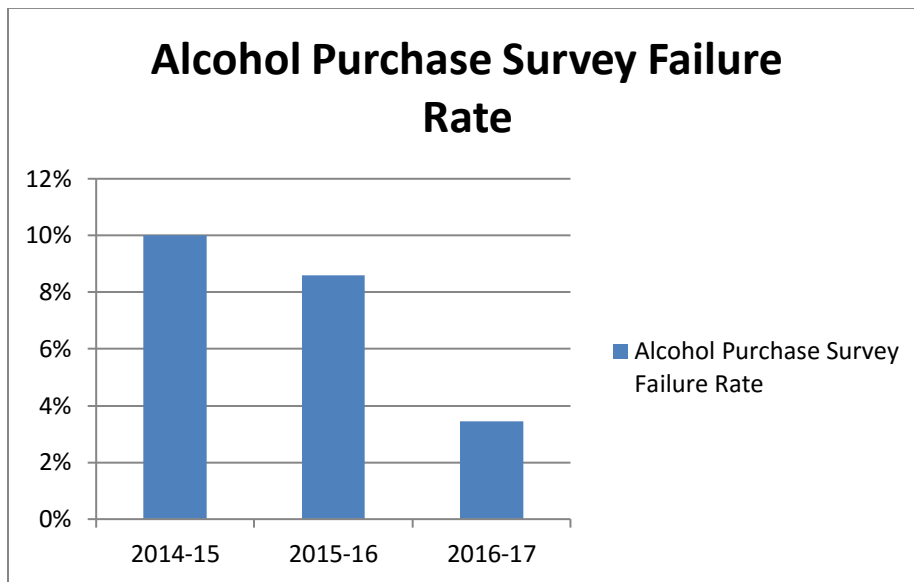
Robeson:

Youth advocacy has been a key area of focus for the Robeson County Underage Drinking Prevention Coalition who has been working with local Girl Scouts for the last several years. Through this partnership, the Community Collaborative has secured *Talk It Up. Lock It Up!*™ pledges at an outstanding rate - over 4000 to date.

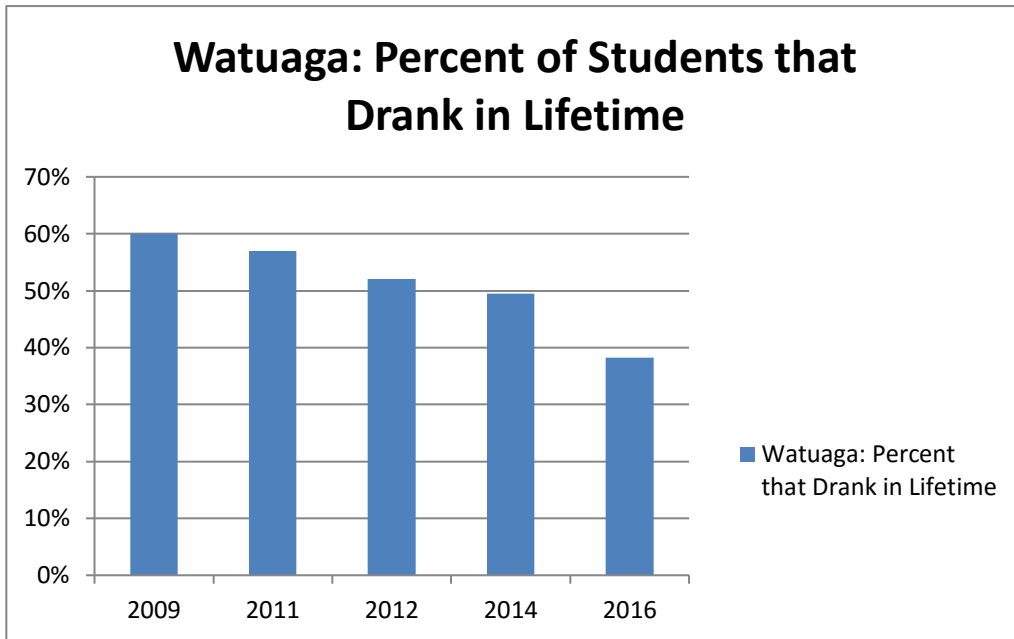
Youth and coalition staff also work to reduce retail access to alcohol, and as a result of ongoing merchant education visits with local retailers in Robeson county, many have stated that they do not want alcopops in their stores and are asking distributors to discontinue the products.

Watauga:

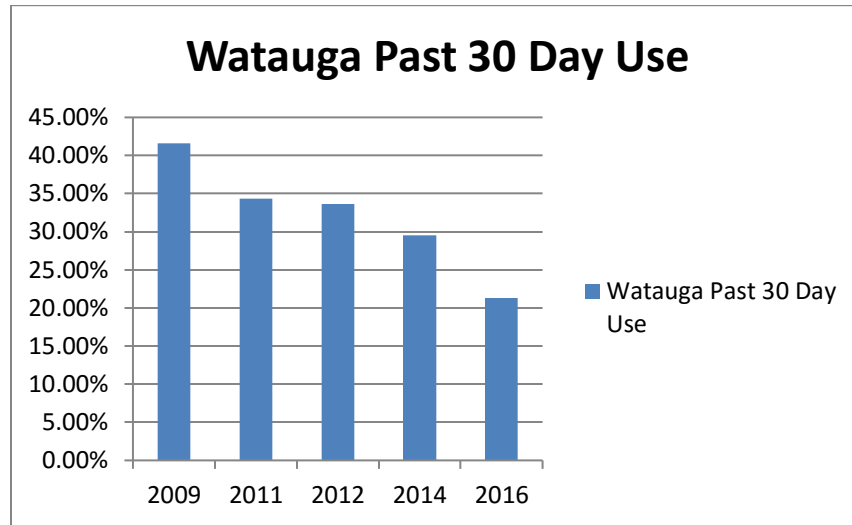
In Watauga, their APS failure rate has gone down by 66% over the last 3 years.



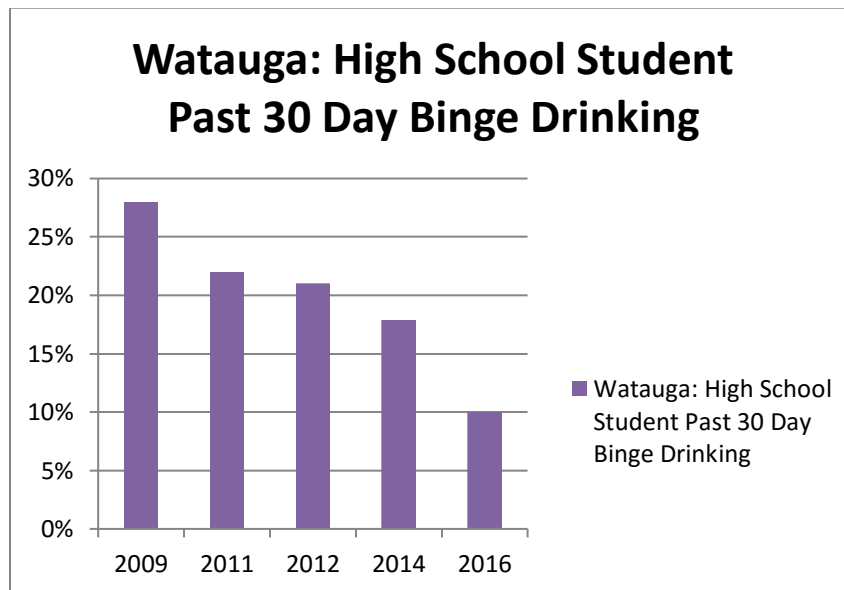
Watauga County Substance Abuse Prevention Collaborative has also seen a decrease in a number of YRBS data findings related to underage drinking among high school students. Over a seven year period, there was a 36% reduction in lifetime use.



From 2009 to 2016 there was a 49% reduction in past 30-day use.



From 2009 to 2016 there was a 64% reduction in past 30-day binge drinking.



In partnership with Caldwell Community College, "Watauga County Substance Abuse Prevention Collaborative led an alcohol awareness training that secured pledges from young adults committing to hosting safe parties and practice other safe alcohol tips. In addition, Mayor Rennie Brantz of the Town of Boone signed a proclamation to recognize April as Alcohol Awareness Month and April 30th as *Talk it Up. Lock It Up!*™ Day in Watauga County, encouraging parents to make a commitment to talk to their child about underage drinking and secure and monitor alcohol in their home. The proclamation was shared on the WSAP's Facebook page, reached 3,235 people."

Dare County:

Dare CASA has “partnered with the local Health Department who wants to provide staff and ‘man-power’ to conduct *Talk It Up. Lock It Up!*™. We provide the expertise to train health educators who then incorporate *Talk It Up. Lock It Up!*™ in their outreach efforts at no cost to the coalition and it enhances our capacity and reach.”

As a part of their alcohol purchase survey follow ups with failing retailers, "ABC Law Enforcement Officer Brinkley visited many of the stores and spoke with management regarding the results of our APS. He will also do surveillance on many of these locations." His report and feedback will be combined with their survey results to be used in formal complaints to be filed.

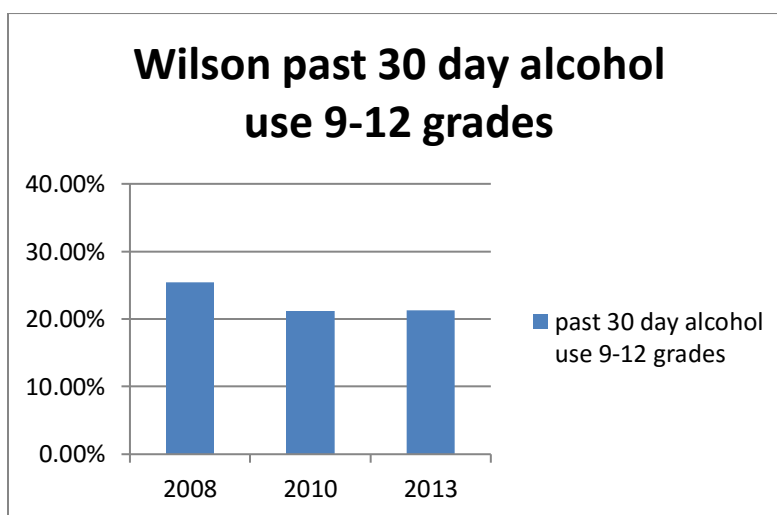
Wilson:

The Wilson County Substance Abuse Coalition worked with local law enforcement to increase enforcement of penalties. As a result, the Police Department has taken renewed interest in holding of age persons responsible for providing alcohol to minors and the Sheriff's Office has increased their investigations of rural shot houses and begun following up with the courts around the enforcement of penalties.

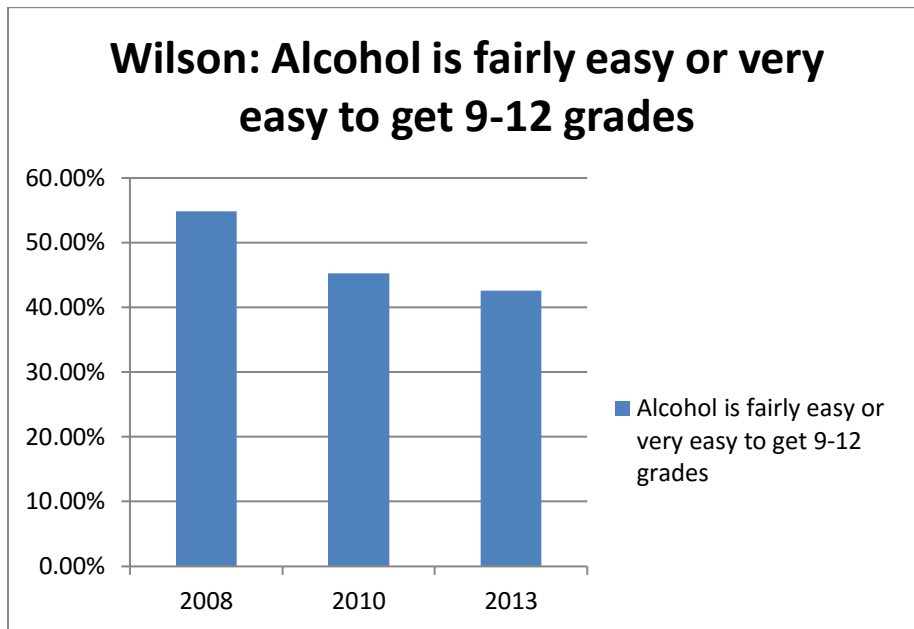
Source investigations from the Wilson Police Department have been adopted as a policy. They have had several alcohol and drug related incidences lately that have forced them to explore and adopt source investigation as a regular practice.

Wilson County Substance Abuse Coalition members met with representatives from the local Police Department to discuss the upcoming school year at Barton College. Among the topics discussed were: regular enforcement efforts, and increasing party patrols. They also discussed their policy for enforcement of underage drinking laws at off campus fraternity parties. In addition, they are in the planning stages of re-engaging the PD Explorers for several underage alcohol prevention efforts. (i.e. APS follow-ups and another round of PASS).

Past 30 days use of alcohol dropped from 25% (2008) to 21% (2013) (Grades 9-12).



The number of students that report that alcohol is fairly easy or very easy to get dropped from 55% (2008) to 43% (2013).



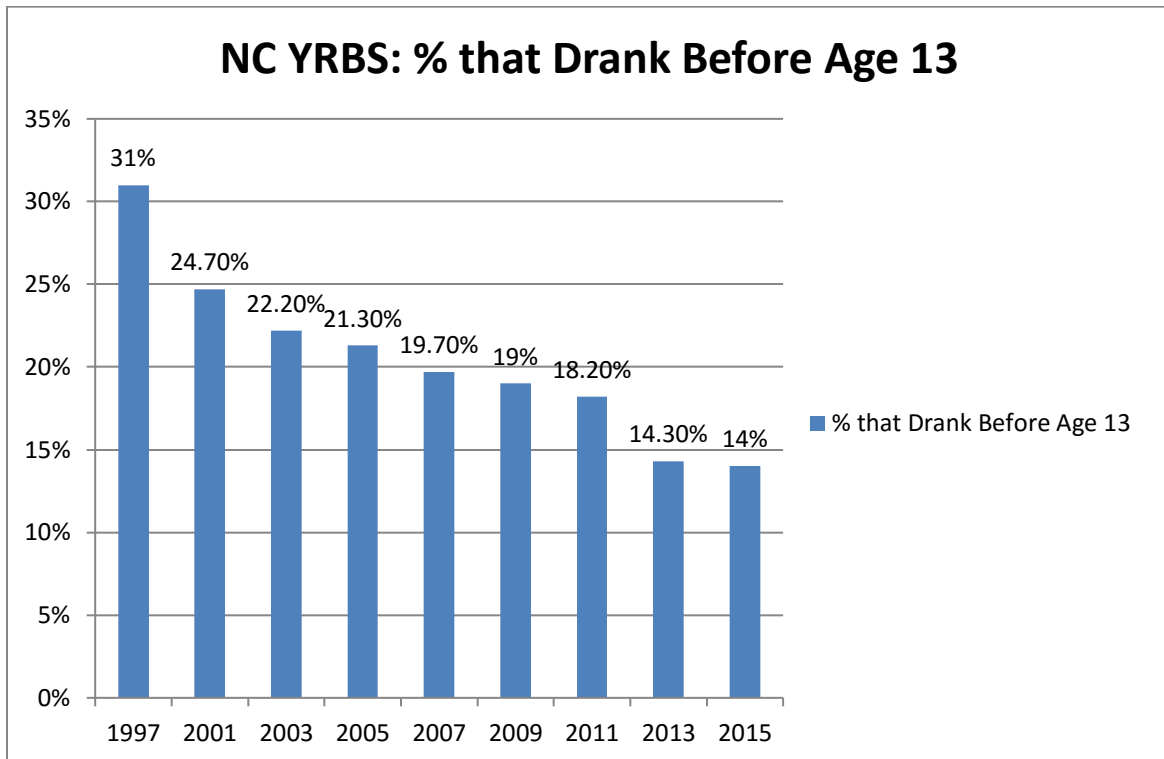
Additionally, the age of reported first use among high school students has increased from 13.4 (2008) to 13.7 (2013).

Section IV: NC Health Outcomes and National Rankings

The following data is compiled from both SAMHSA's report to Congress¹ and the CDC Youth Risk Behavior Survey.²

Since 1998 (the beginning of dedicated preventing underage drinking funding in North Carolina), North Carolina has seen reductions in underage alcohol use that far exceed national averages. In age of onset of drinking, past 30 day use and binge drinking North Carolina has reduced drinking rates by 30% or more among high school students.

From 1997 to 2015 there has been a 55% reduction in alcohol use before age 13.³

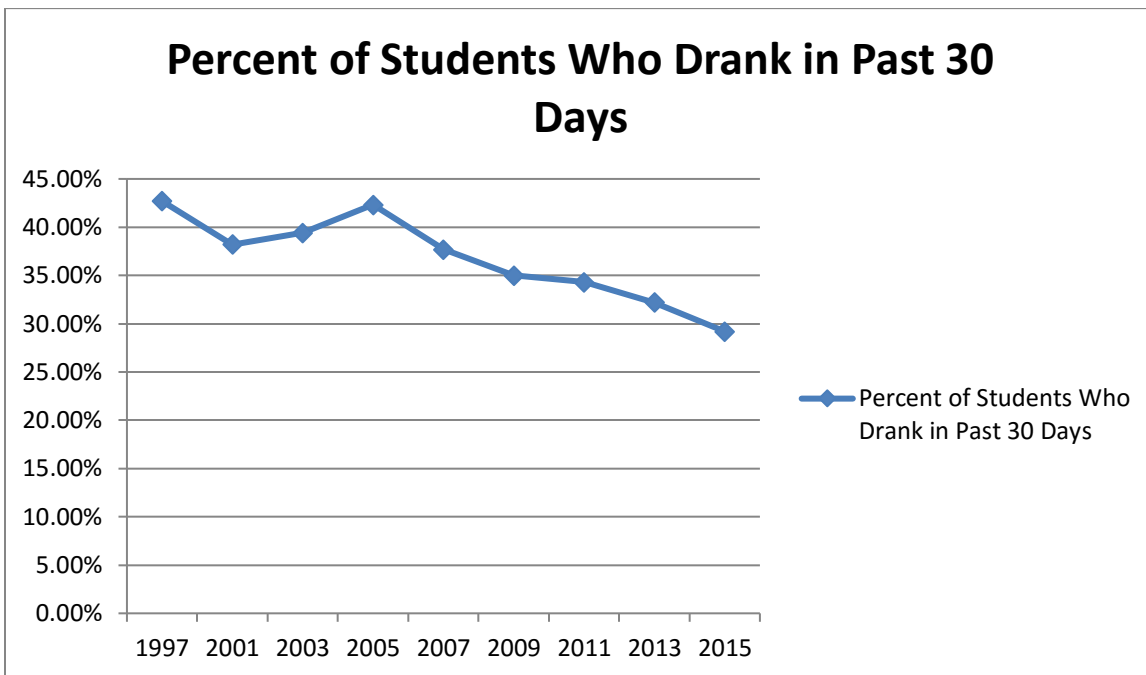


¹ <https://www.stopalcoholabuse.gov/resources/reporttocongress/RTC2012.aspx>

² <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>

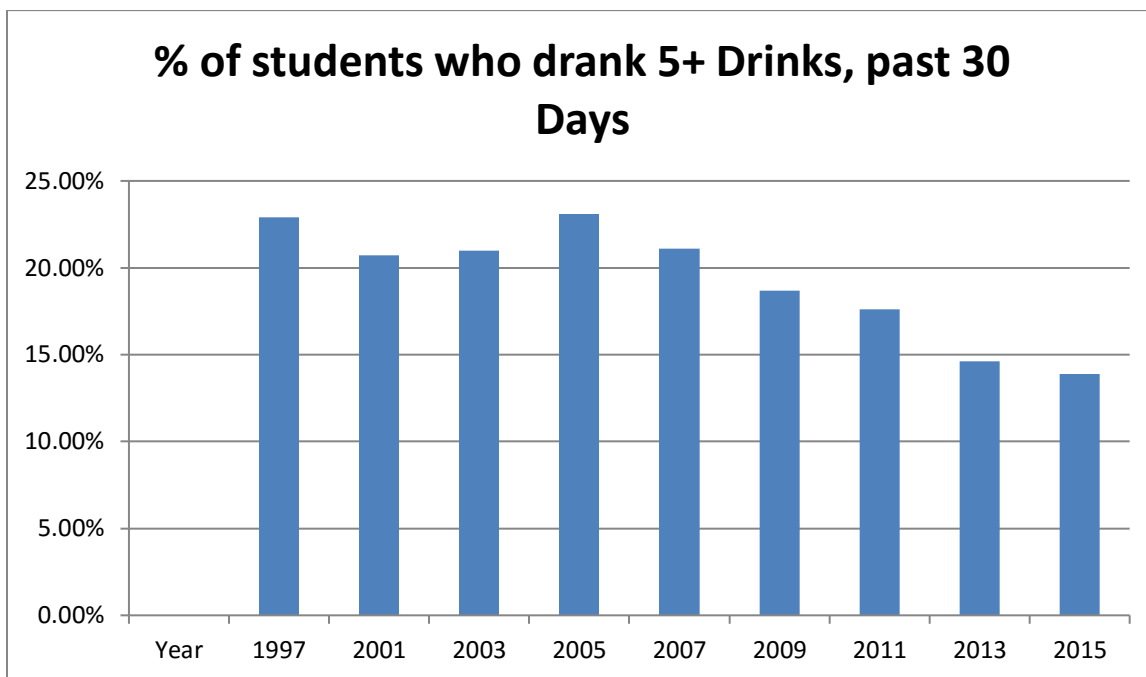
³ Comparison between 1997 and 2015 YRBS

In North Carolina, from 1997 to 2015 there has been a 32% reduction in past 30 day use of alcohol.⁴



⁴ Comparison between 1997 and 2015 YRBS

In North Carolina, from 1997 to 2015 there has been a 40% reduction in binge drinking among high school students.⁵



⁵ Comparison between 1997 and 2015 YRBS

North Carolina Compared to the Nation

Compared with the rest of the nation, North Carolina is at or significantly below the national averages on key indicators for underage consumption and related consequences. Moreover, when ranked against other states North Carolina consistently rates as one of the lowest states in terms of underage alcohol use and related consequences.

Past 30-day Use

As shown in the table below, when compared to the other 50 states, **North Carolina ranks as the 48th lowest in 12-20 year old past 30 day use and 49th in 12-20 year old binge drinking.**

| | Past-Month Alcohol Use (%) | | | Past-Month Binge Alcohol Use (%) | | |
|-----------|----------------------------|------------------|---------|----------------------------------|------------------|---------|
| | North Carolina | National Average | Ranking | North Carolina | National Average | Ranking |
| Age 12-20 | 18.6% | 24.4% | 48 | 10.9% | 15.6% | 49 |

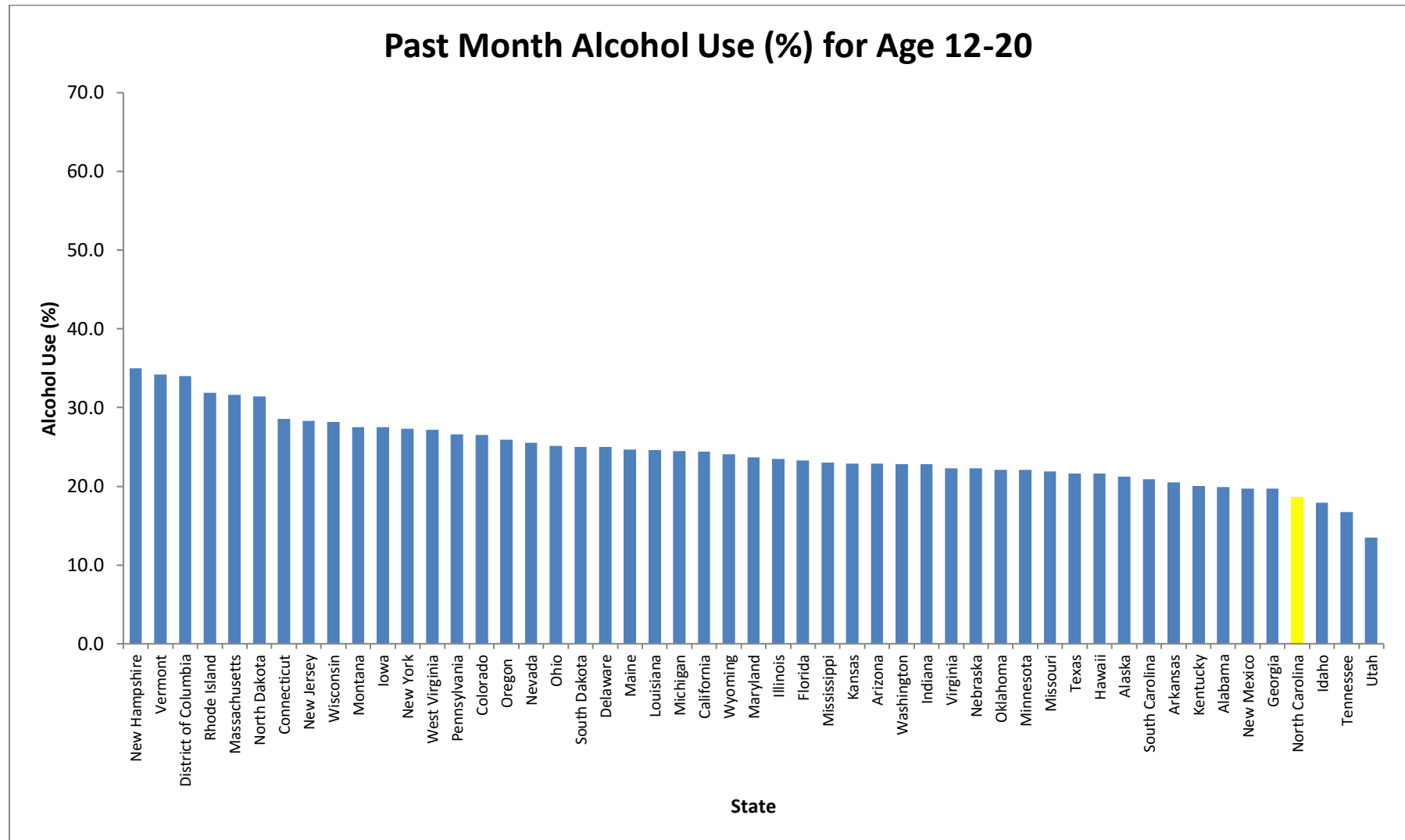
*Note: The higher the ranking number the lower the drinking rate. *Please see the appendix for additional graphs on North Carolina and National statistics on underage alcohol use.*

Alcohol-related Traffic Fatalities

The total percentage of all traffic fatalities in North Carolina that were a result of 15 to 20 years old drivers with BAC >0.01 was 20%, while the national average was 23.3%. **Compared with the national average, the 15-20 year old traffic fatalities in North Carolina was 14% lower and North Carolina ranked 30th among all states and the District of Columbia.**

Appendices: Graphs and Tables pages

Past-Month Alcohol Use (%) for Age 12-20



Past-Month Alcohol Use (%) for age 12-20

| State | Past-Month Alcohol Use (%) | Ranking |
|----------------------|----------------------------|---------|
| New Hampshire | 35.0 | 1 |
| Vermont | 34.2 | 2 |
| District of Columbia | 34.0 | 3 |
| Rhode Island | 31.9 | 4 |
| Massachusetts | 31.6 | 5 |
| North Dakota | 31.4 | 6 |
| Connecticut | 28.6 | 7 |
| New Jersey | 28.3 | 8 |
| Wisconsin | 28.2 | 9 |
| Montana | 27.5 | 10 |
| Iowa | 27.5 | 11 |
| New York | 27.3 | 12 |
| West Virginia | 27.2 | 13 |
| Pennsylvania | 26.6 | 14 |
| Colorado | 26.5 | 15 |
| Oregon | 25.9 | 16 |
| Nevada | 25.5 | 17 |
| Ohio | 25.1 | 18 |
| South Dakota | 25.0 | 19 |
| Delaware | 25.0 | 20 |
| Maine | 24.7 | 21 |
| Louisiana | 24.6 | 22 |
| Michigan | 24.5 | 23 |
| California | 24.4 | 24 |

| | | |
|-------------------------|-------------|-----------|
| Wyoming | 24.1 | 25 |
| Maryland | 23.7 | 26 |
| Illinois | 23.5 | 27 |
| Florida | 23.3 | 28 |
| Mississippi | 23.0 | 29 |
| Kansas | 22.9 | 30 |
| Arizona | 22.9 | 31 |
| Washington | 22.8 | 32 |
| Indiana | 22.8 | 33 |
| Virginia | 22.3 | 34 |
| Nebraska | 22.3 | 35 |
| Oklahoma | 22.1 | 36 |
| Minnesota | 22.1 | 37 |
| Missouri | 21.9 | 38 |
| Texas | 21.6 | 39 |
| Hawaii | 21.6 | 40 |
| Alaska | 21.2 | 41 |
| South Carolina | 20.9 | 42 |
| Arkansas | 20.5 | 43 |
| Kentucky | 20.0 | 44 |
| Alabama | 19.9 | 45 |
| New Mexico | 19.7 | 46 |
| Georgia | 19.7 | 47 |
| North Carolina | 18.6 | 48 |
| Idaho | 17.9 | 49 |
| Tennessee | 16.7 | 50 |
| Utah | 13.5 | 51 |
| National Average | 24.4 | |

Past-Month Binge Alcohol Use (%) for age 12-20

| State | Past-Month Binge Alcohol Use (%) | Ranking |
|----------------------|----------------------------------|---------|
| New Hampshire | 24.5 | 1 |
| Vermont | 23.1 | 2 |
| North Dakota | 21.6 | 3 |
| West Virginia | 20.7 | 4 |
| Rhode Island | 20.5 | 5 |
| New Jersey | 19.0 | 6 |
| District of Columbia | 19.0 | 7 |
| Iowa | 18.9 | 8 |
| Massachusetts | 18.9 | 9 |
| South Dakota | 18.5 | 10 |
| Montana | 18.2 | 11 |
| Connecticut | 17.8 | 12 |
| Oregon | 17.5 | 13 |
| Wisconsin | 17.3 | 14 |
| Wyoming | 16.7 | 15 |
| Pennsylvania | 16.3 | 16 |
| Ohio | 16.1 | 17 |
| New York | 16.1 | 18 |
| Delaware | 16.0 | 19 |
| Michigan | 15.7 | 20 |
| Nevada | 15.7 | 21 |
| Kansas | 15.4 | 22 |
| Louisiana | 15.2 | 23 |
| Maine | 15.1 | 24 |
| Indiana | 15.1 | 25 |

| | | |
|-------------------------|-------------|-----------|
| Virginia | 15.0 | 26 |
| California | 15.0 | 27 |
| Nebraska | 14.9 | 28 |
| Illionis | 14.9 | 29 |
| Colorado | 14.7 | 30 |
| Oklahoma | 14.5 | 31 |
| Washington | 14.4 | 32 |
| Arkansas | 14.1 | 33 |
| Missouri | 14.0 | 34 |
| Hawaii | 13.9 | 35 |
| Minnesota | 13.8 | 36 |
| Alaska | 13.7 | 37 |
| Mississippi | 13.5 | 38 |
| Maryland | 13.4 | 39 |
| New Mexico | 13.3 | 40 |
| Arizona | 13.3 | 41 |
| Texas | 13.3 | 42 |
| Florida | 13.3 | 43 |
| Kentucky | 13.3 | 44 |
| South Carolina | 13.0 | 45 |
| Alabama | 12.7 | 46 |
| Georgia | 12.0 | 47 |
| Idaho | 11.5 | 48 |
| North Carolina | 10.9 | 49 |
| Tennessee | 9.9 | 50 |
| Utah | 9.4 | 51 |
| National Average | 15.6 | |

Traffic Fatalities (%), 15- to 20-Year-Old Drivers with Bac >0.01

| State | Traffic Fatalities (%), 15- to 20-Year-Old Drivers with Bac >.01 | Ranking |
|----------------------|--|---------|
| Massachusetts | 49.0 | 1 |
| Illionis | 41.0 | 2 |
| Hawaii | 41.0 | 3 |
| Connecticut | 38.0 | 4 |
| Texas | 35.0 | 5 |
| New Hampshire | 35.0 | 6 |
| New Mexico | 34.0 | 7 |
| Wyoming | 34.0 | 8 |
| New York | 33.0 | 9 |
| District of Columbia | 33.0 | 10 |
| Idaho | 30.0 | 11 |
| Montana | 29.0 | 12 |
| Virginia | 27.0 | 13 |
| New Jersey | 26.0 | 14 |
| South Dakota | 26.0 | 15 |
| Rhode Island | 25.0 | 16 |
| Washington | 25.0 | 17 |
| Kentucky | 25.0 | 18 |
| California | 24.0 | 19 |
| Colorado | 24.0 | 20 |
| South Carolina | 23.0 | 21 |
| Nevada | 23.0 | 22 |
| Tennessee | 23.0 | 23 |
| Louisiana | 23.0 | 24 |
| Arkansas | 22.0 | 25 |

| | | |
|-------------------------|-------------|-----------|
| Oregon | 22.0 | 26 |
| Maine | 22.0 | 27 |
| North Dakota | 22.0 | 28 |
| Michigan | 20.0 | 29 |
| North Carolina | 20.0 | 30 |
| Alabama | 20.0 | 31 |
| West Virginia | 20.0 | 32 |
| Iowa | 20.0 | 33 |
| Oklahoma | 20.0 | 34 |
| Nebraska | 19.0 | 35 |
| Wisconsin | 19.0 | 36 |
| Indiana | 18.0 | 37 |
| Ohio | 17.0 | 38 |
| Maryland | 17.0 | 39 |
| Mississippi | 17.0 | 40 |
| Alaska | 17.0 | 41 |
| Florida | 16.0 | 42 |
| Minnesota | 16.0 | 43 |
| Pennsylvania | 16.0 | 44 |
| Kansas | 15.0 | 45 |
| Arizona | 14.0 | 46 |
| Missouri | 14.0 | 47 |
| Georgia | 12.0 | 48 |
| Delaware | 11.0 | 49 |
| Vermont | 10.0 | 50 |
| Utah | 8.0 | 51 |
| National Average | 23.3 | |

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