



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

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TO: All Iowans interested in preventing and reducing underage drinking

We know that you care about the health and welfare of Iowa's young people. We do, too. And we hope the enclosed video entitled **Time for Action: Preventing Underage Alcohol Use in Iowa** and the attached Video Guide provide you with information and resources that are useful to you.

The video gives you a snapshot of underage drinking in Iowa and shows what some Iowans are thinking and, more importantly, are doing about it. The video and guide offer suggestions on steps you can take if you are interested in doing more in your community and provide direction on resources available to help you.

If you have other ideas to share, please feel free to let us know!

Thanks,

Kathy Stone, Director
Division of Behavioral Health



Time for Action: Preventing Underage Alcohol Use in Iowa VIDEO GUIDE

Background:



In 2008, Iowa was selected by the Substance Abuse and Mental Health Services Administration (SAMHSA) to receive support to produce a video as part of the Center for Substance Abuse Prevention’s (CSAP) Health Communications Initiative for the Prevention of Underage Drinking. Filming was done in June 2009 in the greater Des Moines area.

Suggested ways to use the video:

- ✓ Show the video at a
 - coalition meeting
 - PTA/PTO meeting
 - teachers meeting
 - religious group meeting
 - business lunch and learn
 - community service organization meeting
 - health fair
 - workshop
 - conference
- ✓ Use the video as a discussion starter at a Town Hall meeting
- ✓ Use the Call to Action suggestions for a coalition planning session
- ✓ Run the video on a local access television station
- ✓ Recreate the youth and parent panels at a community meeting
- ✓ Use segments of the video for discussions
- ✓ Show the video to a youth group and then ask them to take pictures or make a video of what your community is doing to reduce underage alcohol use
- ✓ Use the video to kick-off Red Ribbon or other campaign’s activities

Potential Discussion Questions:

- Did any of the statistics in the video surprise you? Alarm you? If so which one and why?
- Do you agree that young people are drinking more than their parents know?
- What is your responsibility to communicate to youth about alcohol use? How can you do this?
- If you have children or grandchildren, have you talked with them about alcohol? If yes, what was their response?
- Is there an active coalition in your community? Do you know how to contact the coalition?
- Are any of the Call to Action suggestions already taking place in your community? What could be a next step?
- Are you aware of prevention services in your community? What are they? Who provides the services? Do you know how to contact them?
- Are you aware of treatment services in your community? What are they? Who provides the services? Do you know how to contact them?
- Have you ever used any of the resources listed below? Do you know how to contact them? (See more information below.)

VIDEO Introduction

- 36 % of Iowa 11th graders drank alcohol in the last month. (2008 Iowa Youth Survey)
- 27% of those students report binge drinking. (2008 Iowa Youth Survey)
- Binge drinking is defined as 5 or more drinks within 2 hours. (National Institute on Alcohol Abuse and Alcoholism)
- Children who use alcohol before age 15 are 7 times more likely to develop long-term life- long alcohol problems and alcoholism. (National Survey on Drug Use and Health)

Part 1 Framing the Issue

- Even short-term or moderate use of alcohol impairs learning and memory in youth far more than in adults. (American Medical Society)
- A growing body of research shows that the negative consequences of underage drinking are more widespread and serious than previously known.
- Underage alcohol use can lead or contribute to
 - ✓ Alcohol poisoning
 - ✓ Sexual and physical assault
 - ✓ Motor vehicle crashes
- Alcohol is linked with an estimated 5, 000 deaths in people under 21 each year...more than all illegal drugs combined. (National Institute of Health)
- You can help protect Iowa's youth from the risk associated with drinking by communicating the clear and consistent message that underage alcohol use is unacceptable.
- 59% of 11th graders report that their parent or guardian would feel it would be very wrong for them to drink alcohol without their permission. (2008 Iowa Youth Survey)



Part 2 Taking Action

- ✓ Coalition leader interviews
- ✓ Diversion Programs: A diversion program allows youth with a first-time alcohol offense to participate in an education class in lieu of criminal charges. (This may not be the same in all parts of the state.)

Part 3 Moving Forward

Call to Action

- Form diverse community coalitions
- Foster youth involvement
- Support law enforcement efforts
- Partner with schools
- Conduct alcohol prevention campaigns
- Connect with local policy makers
- Provide safe and sober activities
- Distribute prevention and treatment information
- Organize town hall meetings

Let us know how you use the video by going to www.idph.state.ia.us and choosing “contact us” at the bottom of the Iowa Department of Public Health home page.

For more information about resources in Iowa, contact the Substance Abuse Information Center (ISAIC) at the Cedar Rapids Public Library by going to www.drugfreeinfo.org or by calling 1-866-242-4111. The Iowa Department of Public Health funds ISAIC to provide substance abuse prevention and treatment resources statewide.

Additional resources:

www.stopalcoholabuse.gov

www.whitehousedrugpolicy.gov

www.antidrug.com

www.ncadi.samhsa.gov

www.niaa.nih.gov

Web sites for Youth:

www.freevibe.com

www.nacoa.org

www.al-non.alateen.org

www.thecoolspot.gov

Video speakers (in order of appearance):

- Kathy Stone, Director, Division of Behavioral Health, Iowa Department of Public Health
- Gary Kendell, Director, Iowa Governor’s Office of Drug Control Policy
- Judy Bradshaw, Chief of Police, Des Moines Police Department
- Preston Daniels, Director, Iowa Department of Human Rights (former Mayor of Des Moines)
- Polly Carver-Kimm, Public Information Officer, Iowa Department of Public Health
- Lindsay Richard, youth panelist
- Casey Coppess, youth panelist
- Nick Lind, youth panelist
- Tara Kimm, youth panelist
- Sandy Briggs, parent panelist
- Marilyn Alger, parent panelist
- Deborah Quintus, Community Coordinator, Garner Asset Project
- Mary Schissel, Director, Mason City Youth Task Force
- Donna Silker, Executive Director, Dubuque County Safe Youth Coalition
- Kathy Hasley, Project Director, Ottumwa Substance Abuse Task Force
- Heidi Bainbridge, Coordinator, Van Buren County SAFE Coalition
- Cyndy Erickson, Consultant, Iowa Department of Education
- Eric Sage, Juvenile Justice Planner, Iowa Department of Human Rights
- Amanda Haag, Substance abuse Prevention Specialist, Employee and Family Resources
- Allison Kupka, Substance abuse Prevention Specialist, Employee and Family Resources
- Travis W. Cart, student, Des Moines
- Michael Wenger, parent, Des Moines
- Julie Hibben, Prevention Consultant, Iowa Department of Public Health

IDPH extends special thanks to the Center for Substance Abuse Prevention, including Director, Frances Harding, and Senior Public Health Analyst, Gwyndolyn Ensley, and specifically acknowledges the creative talent and professionalism of the video production company, IFC Macro, and Producer, Christopher Phillips.