

# The American Issue

July—September, 2009

September 1, 2009

## SHOW YOUR COLORS

Dr. D.L. Dan Ireland, Executive Director  
American Council on Alcohol Problems

Anheuser-Busch outpaces the beer providers in sales and promotions. Dozens of colleges are up in arms over a new Anheuser-Busch marketing campaign that features Bud Light beer cans emblazoned with local school's team colors. Many college administrators are of the opinion that such beer promotions near college campuses will contribute to underage and binge drinking as well as give the impression that the colleges have endorsed Bud Light with the school's colors. There is a demanding effort on the part of some schools that such sales be stopped.

The timing is perfect for increased sales. Students are returning for another academic year and the second "religion" of America, College Football, is beginning another cheering season. The "FAN CANS" encourage more drinking to show your "Colors." Even Anheuser-Busch's advertising admonishes, "Show your true colors with Bud Light. This year, only Bud Light is delivering superior drinkability in 12 ounce cans that were made for game day."

At least 25 schools have formally asked Anheuser-Busch to drop the campaign near their campuses. It is reported that the University of Michigan's lawyer's threatened legal action for alleged trademark infringement demanding that Anheuser-Busch not sell the "maize and blue" cans in the "entire state." The University of Colorado, Oklahoma State University, Texas A & M University and Boston College have also told the company to stop distribution near their campuses, citing trademark issues and concern about student alcohol use.

Alcohol-related deaths among college students hit 1,825 in 2005, up from 1,440 in 1998, according to the National Institute on Alcohol Abuse and Alcoholism (NIAAA). This federal agency says 45% of college students report engaging in binge drinking. Nearly 600,000 students between the ages of 18 to 24 are injured annually because of alcohol, it says, and 97,000 are the victims of alcohol-related sexual assault.

The LSU campus newspaper, The Daily Reveille, ran an editorial calling this approach "a slick profiting scheme" that could tarnish the school's reputation if students misbehave "when they hold a LSU colored beer in their hands." Mark Caraway, a senior and member of the Delta Chi Fraternity, said, "If you put purple and gold on anything, especially for game day, it will sell like crazy."

Dr. George Hacker of the Center for Science in the Public Interest (CSPI) in Washington, D.C. observed, "Anheuser-Busch has conveniently forgotten that a great number of students and fans of college sports are underage. This is another example of the power with the combination of beer and sports."

The American Council on Alcohol Problems, who spearheaded the campaign to raise the legal drinking age to 21 years join concerned college administrators, educators and parents urging each college and university across America to join the effort urging Anheuser-Busch to cease promoting this alcoholic drug in this scheming fashion. NOW IS THE TIME for action. There is no price tag on the future of our Nation and our youth. Let us join efforts to Show Our Colors (Red-White-Blue) - the future of the youth is NOW!

The colleges of our nation are in business for our youth - for their good, their safety, their future. Beer is not a part of the equation.

**U.S. Department of Health and Human Services / National Institutes of Health / NIH News**  
**National Institute on Alcohol Abuse and Alcoholism (NIAAA) <http://www.niaaa.nih.gov>**

**FOR RELEASE: Monday, June 15, 2009**

Contact: NIAAA Press Office, 301-443-3860, [NIAAAPressOffice@mail.nih.gov](mailto:NIAAAPressOffice@mail.nih.gov)

**As College Drinking Problems Rise, New Studies Identify Effective Prevention Strategies**

Alcohol-related deaths among U.S. college students rose from 1,440 deaths in 1998 to 1,825 in 2005, along with increases in heavy drinking and drunk driving, according to an article in the July supplement of the Journal of Studies on Alcohol and Drugs.

The special issue describes the results of a broad array of research-based programs to reduce and prevent alcohol-related problems at campuses across the country. These studies resulted from the Rapid Response to College Drinking Problems Initiative, a grant program supported by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), part of the National Institutes of Health.

“This supplement is a valuable resource that underscores the growing number of research-driven strategies that college administrators and health officials can put in place to address serious student drinking problems,” says Acting NIAAA Director Kenneth Warren, Ph.D.

Reviewing the magnitude of the college alcohol problem, Ralph W. Hingson, Sc.D, M.P.H., director of NIAAA’s Division of Epidemiology and Prevention Research, and colleagues analyzed data from the Centers for Disease Control and Prevention and other government sources. They found that serious problems persist, as indicated by the increase in drinking-related accidental deaths among 18- to 24-year-old students, which resulted mainly from traffic-related incidents. In addition, the researchers found the proportion of students who reported recent heavy episodic drinking -- sometimes called binge drinking, defined as five or more alcoholic drinks on any occasion in the past 30 days -- rose from roughly 42 percent to 45 percent, and the proportion who admitted to drinking and driving in the past year increased from 26.5 percent to 29 percent.

“These are tragically and unacceptably high figures that indicate an urgent need for colleges and surrounding communities to implement evidence-based prevention and counseling programs,” says Dr. Hingson. The results of NIAAA’s Rapid Response Grants, he says, demonstrate the wide range of individual, group, and community-level approaches that can influence student behavior and challenge the culture of college drinking.

Through the initiative, NIAAA scientists worked with 15 colleges facing alcohol-related crises, pairing them with five multidisciplinary teams of prevention and intervention experts. The collaboration yielded a mix of programs that showed different benefits. Examples from their findings include the following:

- James F. Schaus, M.D., and colleagues at the University of Central Florida found that brief motivational interviews proved effective for high risk drinkers seen in a busy college health clinic. Compared to a control group, students who participated in two sessions reported consuming less alcohol six months later and had fewer drinking-related problems nine months later.
- Hortensia Amaro, Ph.D., and colleagues at Northeastern University in Boston developed a one-on-one counseling program for students with alcohol and drug policy violations. Six months later, students who received the intervention were drinking less than counterparts who had not been through the program.
- Joseph A. LaBrie and colleagues at Loyola Marymount University in Los Angeles evaluated the long-term effectiveness of a motivational-enhancement group intervention for first-year college women. Participants consumed significantly less alcohol across 10 weeks of follow-up, but not at six-month follow-up, suggesting the need for booster sessions during the first year of college.
- Two separate studies developed programs in which colleges worked closely with their surrounding communities, using measures such as increased police patrols in problem neighborhoods and raising student awareness of their responsibilities as community residents.

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- The studies found reductions in heavy drinking and a decrease in the number of off-campus incidents involving students. One study was led by Mark D. Wood, Ph.D., of the University of Rhode Island, and the other by Robert F. Saltz, Ph.D., of the Pacific Institute for Research and Evaluation, working with two universities in Washington state.
- Another study found that colleges have made online alcohol-policy information more available and accessible to students, parents, and other interested parties. This shift may reflect a greater engagement of colleges and universities in the issue of drinking on campus in general, according to lead author Vivian B. Faden, Ph.D., acting director of NIAAA's Office of Science Policy and Communications.

Dr. Warren notes that the Rapid Response Grants grew out of the recommendations from the 2002 report of the NIAAA-sponsored Task Force on College Drinking. He adds that NIAAA remains committed to working with academic leaders and researchers to bridge the gap from research to practice in developing evidence-based college alcohol prevention and treatment programs.

The National Institute on Alcohol Abuse and Alcoholism, part of the National Institutes of Health, is the primary U.S. agency for conducting and supporting research on the causes, consequences, prevention, and treatment of alcohol abuse, alcoholism, and alcohol problems, and disseminates research findings to general, professional, and academic audiences. Additional alcohol research information and publications are available at [www.niaaa.nih.gov](http://www.niaaa.nih.gov).

The National Institutes of Health (NIH) — The Nation's Medical Research Agency — includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. It is the primary federal agency for conducting and supporting basic, clinical and translational medical research, and it investigates the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit [www.nih.gov](http://www.nih.gov).

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### **National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents**

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#### **CASA\* 2009 TEEN SURVEY REVEALS:**

- **Teens likelier to get drunk, use marijuana, smoke cigarettes if they see parent drunk.**
- **Nearly nine million 12- to 17- year olds can get prescription drugs to abuse in a day, nearly five million in an hour.**

**WASHINGTON, D.C., August 26, 2009** – Compared to teens who have not seen their parent(s) drunk, those who have are more than twice as likely to get drunk in a typical month, and three times likelier to use marijuana and smoke cigarettes, according to the National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents, the 14th annual back-to-school survey conducted by The National Center on Addiction and Substance Abuse (CASA) at Columbia University.

The CASA survey found that 51 percent of 17-year olds have seen one or both of their parents drunk and 34 percent of 12- to 17-year olds have seen one or both of their parents drunk.

Teen drinking behavior is strongly associated with how teens believe their fathers feel about their drinking. Compared to teens who believe their father is against their drinking, teens who believe their father is okay with their drinking are two and a half times likelier to get drunk in a typical month.

The survey found that five percent of 12- to 15-year old girls and nine percent of 12- to 15-year old boys say their fathers are okay with their drinking. Thirteen percent of 16- and 17-year old girls and 20 percent of 16- and 17-year old boys say their fathers are okay with their drinking.

“Some Moms’ and Dads’ behavior and attitudes make them parent enablers—parents who send their 12- to 17-year olds a message that it’s okay to smoke, drink, get drunk and use illegal drugs like marijuana,” said Joseph A. Califano, Jr., CASA’s chairman and founder and former U.S. Secretary of Health, Education, and Welfare. “Teens’ behavior is strongly associated with their parents’ behavior and expectations, so parents who expect their children to drink and use drugs will have children who drink and use drugs.” (Continued on Page 5)

# CESAR *FAX*

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A Weekly FAX from the Center for Substance Abuse Research

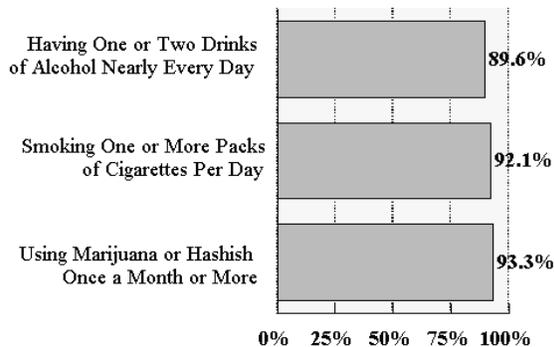
University of Maryland, College Park

## *Majority of Youths Say Their Parents Are Involved in their Lives and Would Disapprove of Their Substance Use*

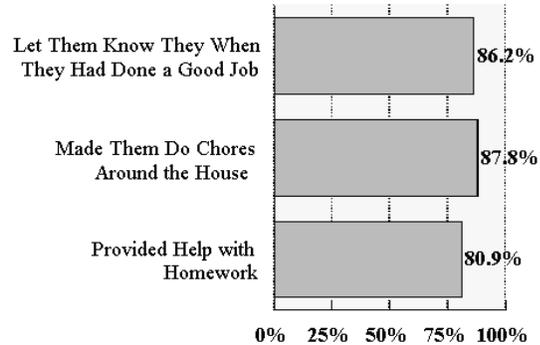
Between 89% and 93% of youths say that their parents would strongly disapprove of their drinking alcohol, smoking cigarettes, or using marijuana, according to an analysis of data from the 2007 National Household Survey on Drug Use and Health. The majority of youths also report that their parents are actively involved in their lives, as shown by the fact that their parents always or sometimes let them know when they had done a good job (86.2%), made them do chores around the house (87.8%), and provided help with homework (80.9%). However, perceived disapproval of substance use and parental involvement decreased as youths got older. For example, 93.8% of youths ages 12 or 13 report that their parents would strongly disapprove of their alcohol use, compared to 85.2% of youths ages 16 or 17 (data not shown). According to the authors, “previous research shows that youths who perceive that their parents disapprove of substance use and who report that their parents are involved in their day-to-day activities are less likely than those who do not to use alcohol, tobacco, or illicit drugs” (p. 3). That these factors decreased as youths got older indicates a need for increased parental communication and involvement in the later teen years.

### **Youths’ Perceptions of Their Parents’ Disapproval of Substance Use and Involvement in Day-to-Day Activities, 2007**

#### Parents Strongly Disapprove of . . .



#### Parents Always or Sometimes . . .



SOURCE: Adapted by CESAR from Substance Abuse and Mental Health Services Administration (SAMHSA), “Parental Involvement in Preventing Youth Substance Use,” *The NSDUH Report*, May 28, 2009. Available online at <http://www.oas.samhsa.gov/2k9/159/ParentInvolvement.cfm>.

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### **Prescription Drugs Readily Available**

For the first time this year, the survey asked 12- to 17-year olds how fast they can get prescription drugs to get high. More than one third of teens (8.7 million) can get prescription drugs to get high within a day; nearly one in five teens (4.7 million) can get them within an hour.

When teens were asked where they would get prescription drugs, the most common sources were home, parents, other family members and friends.

For the second year in a row more teens said prescription drugs were easier to buy than beer.

### **Drinking, Drugging and Sex**

This year the CASA survey took a close look at teen drinking and discovered that 65 percent of 12- to 17-year olds who drink monthly report that they get drunk at least once in a typical month. Eighty-five percent of 17-year old drinkers get drunk at least once in a typical month.

The survey found that one third of teen drinkers usually drink with the intention to get drunk. Eighty-five percent of teen drinkers who say that when they drink they usually drink to get drunk do so at least once a month. Of those teens who do NOT set out to get drunk, 33 percent find themselves drunk at least once a month.

Compared to teens who have never tried alcohol, teens who get drunk monthly are:

- 18 times likelier to have tried marijuana;
- Four times likelier to be able to get marijuana in an hour;
- Almost four times likelier to know someone their age who abuses prescription drugs;
- More than three times likelier to have friends who use marijuana; and
- More than twice as likely to know someone their age who uses meth, ecstasy, or other drugs such as cocaine, heroin or LSD.

Compared to teens who have never tried alcohol, those who get drunk at least once a month are:

- Twice as likely to know a girl who was forced to do something sexual she didn't want to do; and
- Nearly four times likelier to know a guy who uses drugs or alcohol to hook up.

“The message for parents is loud and clear. If your teen is drinking, the odds are your teen is getting drunk. And teens who get drunk are much likelier to try marijuana and hang out with friends who are abusing prescription drugs and illegal drugs like cocaine and heroin,” said Elizabeth Planet, CASA’s Vice President and Director of Special Projects. “Parents who think their kids are just having an occasional drink each month need to wake up and smell the beer and pot.”

### **Marijuana, Availability Up Sharply**

Between 2007 and 2009 there was a 37 percent increase in the percentage of 12- to 17-year olds who say marijuana is easier to buy than cigarettes, beer or prescription drugs (19 percent to 26 percent).

Forty percent of teens (10 million) can get marijuana within a day; nearly one-quarter of teens (5.7 million) can get it in an hour.

Teens who say that the decision to use marijuana by someone their age is not a big deal are four times more likely to use it compared to teens who say this decision is a big deal.

Teens whose parents believe the decision to use marijuana is not a big deal are almost twice as likely to use the drug, compared to teens whose parents say this decision is a big deal.

Most teens who smoke cigarettes (56 percent) say the decision to use marijuana is not a big deal.

### **Other Notable Findings**

- Two-thirds of high school students say that drugs are used, kept or sold at their school.
- Sixty percent of parents say that their child’s school is not drug free.

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**American Council on Alcohol Problems**  
**2376 Lakeside Drive**  
**Birmingham, AL 35244**

**TO:**

**PURPOSE:** American Council on Alcohol Problems is the channel of cooperation through which state temperance organizations, national religious bodies and similar concerned groups and individuals in America can unite to deal with the problems caused by alcohol and other drugs.

ACAP provides the forum and the mechanism through which concerned persons can find common ground on alcohol and other drug problems and address these issues with a united voice. It is the successor organization to the American Temperance League and the Anti-Saloon League established in 1895. Membership of ACAP presently is made up of 30 local temperance organizations, 22 national Christian denominations, and other fraternal organizations that support ACAP's philosophy of abstinence.

(ACAP is classified by the IRS as a 501 (c)(3) tax-deductible charity.)

Checks should be made payable to:

**American Council on Alcohol Problems**

Mail to: 2376 Lakeside Drive, Birmingham, AL 35244

**ACAP Officers**

**President:** William E. Day, AL

**President-elect:** Jim Butler, CA

**Secretary:** Anita Bedell, IL

**Exec. Dir.:** D.L. Dan Ireland, AL

**Office Secretary:** Cheryl Corley, AL

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- Of parents who say their teen's school is not drug free, almost half think there is nothing they can do about it, and only a quarter have even tried.

“Parents are the key to raising drug-free kids and they have the power to do it if they send their children the clear message to choose not to use and demand that the schools their children attend be drug free,” noted Califano whose book How to Raise a Drug Free Kid: The Straight Dope for Parents, was published this month by Simon & Schuster's Touchstone/Fireside Division.

QEV Analytics conducted The National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents from March 2 to April 5, 2009 (teens) and March 21 to April 10, 2009 (parents). The firm interviewed at home by telephone a national random sample of 1,000 12- to 17-year olds (509 boys, 491 girls) and 452 of their parents. Sampling error is +/- 3.1 percent for teens and +/- 4.6 percent for parents.

CASA is the only national organization that brings together under one roof all the professional disciplines needed to study and combat all types of substance abuse as they affect all aspects of society. CASA and its staff of more than 50 professionals has issued 68 reports and white papers, published one book, conducted demonstration programs focused on children, families and schools at 238 sites in 91 cities and counties in 35 states, Washington, DC and two Native American reservations, held 18 conferences attended by professionals and others from 49 states, and has been evaluating the effectiveness of drug and alcohol treatment in a variety of programs and drug courts. CASA is the creator of the nationwide initiative *Family Day—A Day to Eat Dinner With Your Children* (tm) —the fourth Monday in September—the 28th in 2009—that promotes parental engagement as a simple and effective way to reduce children's risk of smoking, drinking and using illegal drugs. In May 2007, CASA's Chairman Joseph A. Califano, Jr., called for a fundamental shift in the nation's attitude about substance abuse and addiction with publication of his book, HIGH SOCIETY: How Substance Abuse Ravages America and What to Do About It. For more information visit [www.casacolumbia.org](http://www.casacolumbia.org).