

Guiding a **lifetime** of conversations around alcohol responsibility

Offering **proven strategies** to stop impaired driving



FOUNDATION FOR  
ADVANCING ALCOHOL  
RESPONSIBILITY

# UNDERAGE DRINKING DOWN

## CONVERSATIONS BETWEEN PARENTS AND TEENS UP

UNDERAGE DRINKING AND BINGE DRINKING ARE AT RECORD LOW LEVELS AMONG AMERICAN YOUTH AGES 12 TO 17.

Despite this encouraging news, Responsibility.org knows there is much more work to be done and we are dedicated to preventing underage drinking. Research shows the majority of youth who drink alcohol access it from family and friends. That's why we support a wide array of policies designed to keep youth from accessing and drinking alcohol and adults from providing it to underage persons. We support the 21 minimum drinking age law and programs that support its enforcement. To learn more about the policies we advocate for, visit [www.Responsibility.org/what-we-believe](http://www.Responsibility.org/what-we-believe)



**Ask, Listen, Learn: Kids and Alcohol Don't Mix** empowers kids to say "YES" to a healthy lifestyle and "NO" to underage drinking. Developed in partnership with an expert team of educators, researchers and practitioners including SAMHSA, U.S. Department of Education, the Association for Middle Level Education and Nickelodeon, *Ask, Listen, Learn* provides kids ages 9-14 and their parents and teachers with information and tools to discuss the dangers of underage drinking. *Ask, Listen, Learn* is the most widely-distributed educational program of its kind, reaching more than 20 million parents, kids and teachers across all 50 states; since the program's creation, underage drinking among eighth graders has declined 54% proportionally from 2003 to 2014.<sup>1</sup>

**AskListenLearn.com** includes interactive and educational games, videos and materials that help parents start and continue the conversation about the dangers of underage drinking with their kids in an approachable way. Over the past 10 years, these materials have been created and updated with the latest technologies and trends in mind. Television, print advertisements and digital games with Nickelodeon, Sports Illustrated Kids advertisements, athlete ambassadors, a distribution to 25,000 classrooms through Scholastic and a new app are just some of the ways *Ask, Listen, Learn* helps keep these important conversations at the forefront, while being fun and engaging.

Learn more at

[AskListenLearn.com](http://AskListenLearn.com)

[/AskListenLearn](https://twitter.com/AskListenLearn)

[/AskListenLearn](https://facebook.com/AskListenLearn)

[/ask\\_listen\\_learn](https://instagram.com/ask_listen_learn)

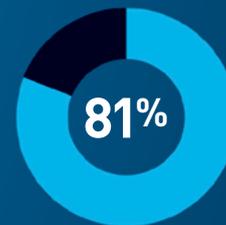
# 92%

of parents used *Ask, Listen, Learn* materials to facilitate an effective discussion with their child.<sup>2</sup>



# 70% OF PARENTS

said they discussed alcohol after receiving the materials.<sup>2</sup>



81% found the materials to be effective in making tweens consider the risks of drinking.<sup>2</sup>

## IT'S GAME TIME!

5th, 6th, and 7th graders report the interactive games are effective in raising awareness and knowledge of the dangers of drinking.<sup>3</sup>



Teachers report the game is highly appropriate and students learn "a lot" from it.<sup>3</sup>

### ASHLEY WAGNER

Two-time National Champion and Olympic Medalist Figure Skater





**#TalkEarly** inspires healthy and balanced conversations between parents and their young children about alcohol while providing parents with the tools to develop a foundation of important and appropriate conversations with their children at early ages. Cultivated by top parenting influencers who reach millions of parents each month, **#TalkEarly** reaches parents through mediums where they seek guidance: blogs and social media. In early 2014, Martin Block, Ph.D. and professor of Integrated Marketing Communications at Northwestern University began a 3 year longitudinal study regarding the effect of digital media influencers (i.e. bloggers) on parents and their approach to talking to their kids about alcohol.

Learn more at  
[TalkEarly.org](http://TalkEarly.org)

/TalkEarly /TalkEarly



**#TalkEarly** reaches parents through mediums where they seek guidance: blogs and social media.



In households with 6-9 year olds, conversations only focus on how alcohol is part of special occasions and only for adults. In households with tweens, conversations focus on alcohol as part of special occasions and only for adults but these households also discuss the concepts of danger and trouble. In households with teens-only, the conversation transitions to discussing danger and trouble specifically.<sup>4</sup>

MORE THAN  
**TWO-THIRDS**

OF PARENTS SAY THEY ARE ALWAYS VERY RESPONSIBLE WHEN DRINKING IN FRONT OF THEIR CHILDREN.



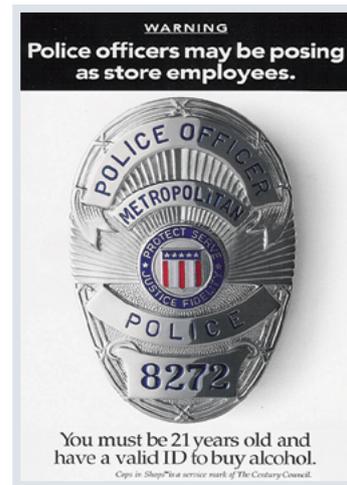
**Cops in Shops®**, implemented in all 50 states and DC, is a unique partnership between retailers and law enforcement that helps stop illegal underage alcohol sales and prevents adults from buying alcohol for minors. This program places the focus on the perpetrators — minors who try to purchase alcohol illegally and adults who purchase alcohol for minors.

Learn more at  
[Responsibility.org](http://Responsibility.org)



Evaluated in conjunction with the Pennsylvania Liquor Control Board and the Pennsylvania Department of Transportation and showed that college students refrained from asking someone of legal age to purchase alcohol for them.<sup>5</sup>

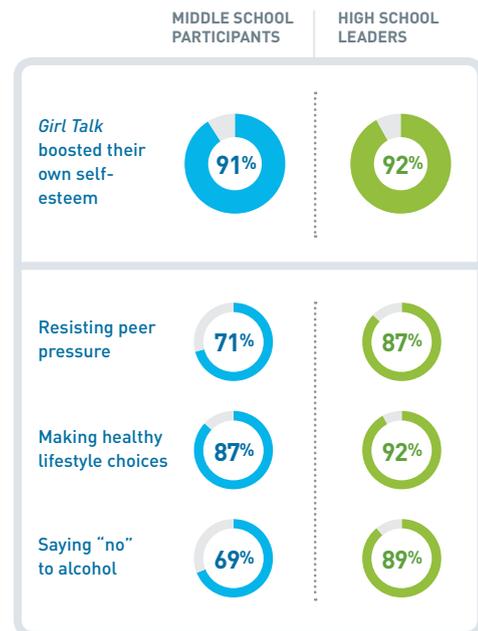
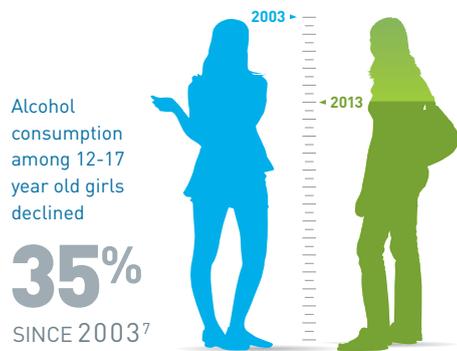
NHTSA found the program reduced underage alcohol-related crashes among youth.<sup>6</sup>



**71%** (12-20 year olds) report they did not pay for the alcohol they consumed the last time they drank.<sup>7</sup>  
OF YOUTH



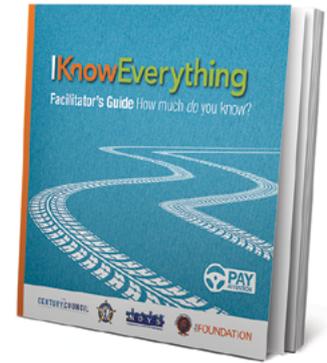
**Girl Talk** is a student-to-student program that pairs middle school girls with high school girls who serve as mentors. This peer-to-peer mentoring partnership between the Foundation for Advancing Alcohol Responsibility and *Girl Talk* promotes leadership skills and positive decision-making among our nation's girls, which includes saying "no" to underage drinking. *Girl Talk* has reached more than 35,000 girls in 43 states.



see source: <sup>8</sup>

## I Know Everything

**I Know Everything** is a safety program designed specifically for teen drivers, a group involved in three times as many fatal crashes as all other drivers. The program encourages parents and teen drivers to communicate openly about the risks associated with driving, including distractions and the dangers of drinking and driving. The *I Know Everything* facilitator's guide pulls together current facts on teen driver safety and offers tips and a dynamic video to help spark conversations about safe driving between parents and teens.



DRUNK DRIVING FATALITIES AMONG THOSE UNDER 21 ARE



Learn more at

[I Know Everything.com](http://IKnowEverything.com)

/IKnowEverything

/IKnowEverything

/IKnowEverything



Support for safe driving policies and teen-focused school programs has reached more than 2 million teens in all 50 states.



**Alcohol 101** (1997) and **Alcohol 101+™** (2003), developed in partnership with the University of Illinois, Urbana-Campaign, National Institute on Alcohol Abuse and Alcoholism (NIAAA), U.S. Department of Health and Human Services (HHS), U.S. Department of Education, National Collegiate Athletic Association (NCAA) and a panel comprised of distinguished experts in higher education, is an award-winning interactive program designed to help students make safe and responsible decisions about alcohol on college campuses. Reaching more than 4,000 campuses, the program includes a "Virtual Bar" and content targeted to at-risk populations, including first-year students, Greeks, student athletes, and judicial policy offenders.

Learn more at

[Responsibility.org](http://Responsibility.org)



University of Florida and George Mason University credited the program with effectively improving knowledge and awareness of alcohol use among students. After using the program, most students felt positively influenced to make more responsible decisions regarding alcohol.<sup>10</sup>



National Research Center and additional evaluations of *Alcohol 101+* found statistically significant increases in awareness of key issues pertaining to alcohol after program use and that student attitudes and individual responsibility improved.<sup>11</sup>

**4,000+**  
CAMPUSES REACHED



**Parents,**

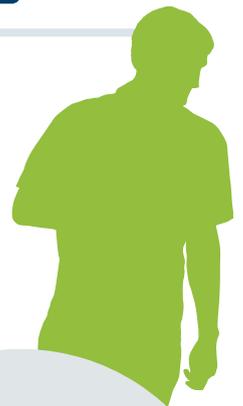
*You're Not Done Yet.*

**Parents, You're Not Done Yet** was developed by an expert panel and evaluated by the University of Missouri - Columbia and explains to parents that their college-aged kids still need their advice and support, especially when it comes to making responsible decisions about drinking during their college years.

Learn more at

[Responsibility.org](http://Responsibility.org)

A helpful source of information for parents about drinking on college campuses and had a high recall rate.<sup>12</sup>



Administrators felt it was beneficial in sharing information with parents about the importance of discussing the topic of drinking and alcohol abuse.<sup>12</sup>



**1.5 MILLION**

"PARENTS, YOU'RE NOT DONE YET"  
BROCHURES DISTRIBUTED AND  
DOWNLOADED.

**COLLEGE STUDENTS** 21 AND OVER ▶



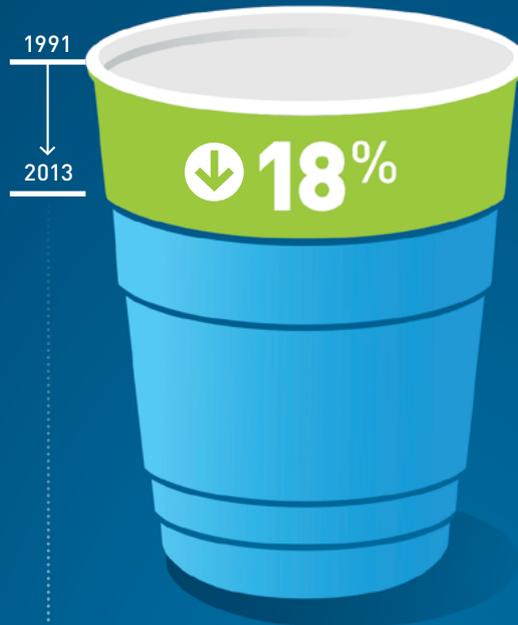
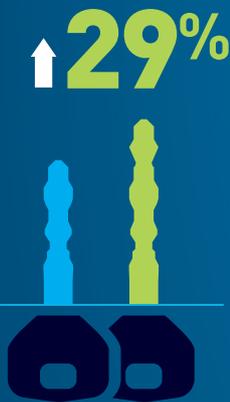
# COLLEGE BINGE DRINKING

For over two decades, Responsibility.org has assisted colleges/universities with innovative strategies to promote alcohol education and curb dangerous overconsumption of alcohol on campus. Initiatives have ranged from sponsoring student led campaigns to assisting the National Judicial Council and the Association for School Conduct Administrators in their research. Responsibility.org believes in a comprehensive approach which involves all students, parents, administrators, health and wellness practitioners, coaches and others in order to bring about creative solutions to eliminate binge drinking on college campuses.

↑ **17%**

17% increase in students' awareness of the "undesired results, situations and consequences associated with overconsumption of alcohol"<sup>13</sup>

Post-campaign evaluation showed the number of students who plan ahead for a safe ride home increased by 29%<sup>14</sup>



## COLLEGE BINGE DRINKING

DECLINED 18% BETWEEN 1991 AND 2013.<sup>15</sup>

There was also a 13% decrease in students who "believe alcohol is an important part of college culture"<sup>14</sup>

↑ **18%**

18% increase in students who "ended the night earlier to avoid overconsumption"<sup>14</sup>



In 2009, Responsibility.org sponsored the American Advertising Federation's National Student Advertising Competition (NSAC). More than 140 teams from colleges and universities across the country created comprehensive communications plans designed "by students, for students" with the goal of decreasing dangerous overconsumption of alcohol by college students. Following the competition, Responsibility.org provided grants to seven major universities to implement and further explore potential effectiveness of the student-generated campaigns presented at NSAC.

SEE THE CAMPAIGNS



## YOU KNOW. BE THERE.

Implemented at George Washington University, **"You Know. Be There."** empowers students to intervene when their friends engage in dangerous behaviors. The program reminds students that they intuitively know when their friends are on a path toward dangerous overconsumption and encourages them to act on their instincts to help prevent dangerous consequences.

Increased students' online inquiries for information on dangerous overconsumption, binge drinking and alcohol overdose compared to before campaign implementation.<sup>16</sup>

## less than u think

Based on a strategy geared towards empowering student drinkers to change their behavior, **LessThanUThink** is an anti-binge drinking campaign of the Capstone Agency, a student-run advertising and public relations firm at the University of Alabama. The campaign reaches out to students through humorous messages that emphasize the negative social consequences of binge drinking. Funded by Responsibility.org, the campaign was launched in 2010. Due to the high success rate of its first phase, *LessThanUThink* took the campaign statewide, with additional funding from the National Alcohol Beverage Control Association on behalf of the Alabama Alcoholic Beverage Control Board.



Increased awareness of the undesired results, situations and consequences associated with overconsumption of alcohol.<sup>17</sup>

### IMPACT

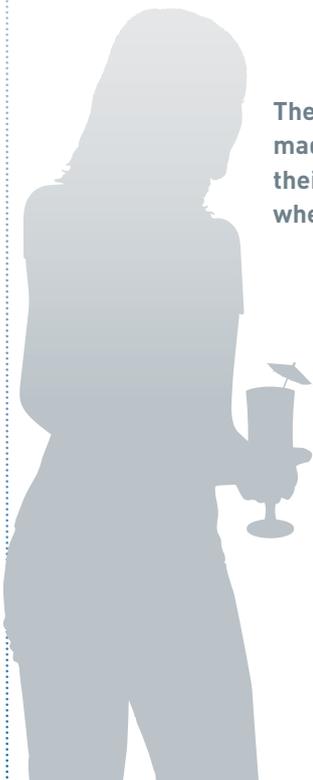
Increased the number of students who said they would be willing to consider moderating their drinking habits.<sup>17</sup>

## Text-Message Interventions

**Text-message interventions** have the potential to reduce the number of young adults (ages 18-24) who are admitted to the emergency department (ED) due to heavy drinking. An initial grant from Responsibility.org allowed the Emergency Medicine Foundation (EMF) and the American College of Emergency Physicians to explore the use of text messaging as a brief intervention tool to reduce risky drinking. The initial research found that text-messaging has provided an efficient and effective way to communicate with young adults after they have been discharged, providing immediate feedback and ongoing support for behavior change. As a result, intervention participants reduced their binge drinking episodes per month and drank fewer drinks per occasion.

A second grant allowed EMF to test the effectiveness and efficacy of whether *text-message interventions* decrease and maintain a reduction of alcohol use and alcohol-related problems for up to one year after discharge from the emergency department. If effective, automated text-message interventions would allow widespread adoption. Results from the research should be available in late 2015.

Intervention participants reduced their binge drinking episodes per month and drank fewer drinks per occasion.<sup>18</sup>



The campaign made them assess their intentions when going out.<sup>16</sup>

# DRUNK DRIVING ON THE DECLINE

## OFFERING PROVEN STRATEGIES TO STOP IMPAIRED DRIVING

The Foundation for Advancing Alcohol Responsibility works with the traffic safety and criminal justice communities to eliminate drunk driving.

Alcohol-impaired driving fatalities have decreased 36% since the Foundation for Advancing Alcohol Responsibility was founded in 1991, according to 2013 data released by the National Highway Traffic Safety Administration.<sup>9</sup>

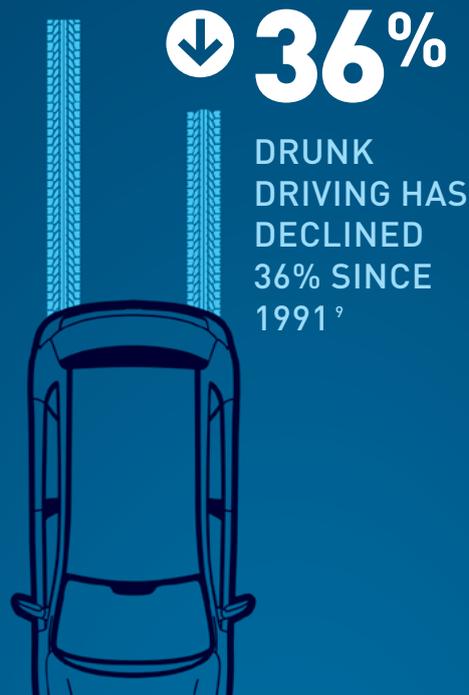
Additionally, since 1973, the number of people driving after consuming alcohol has declined 80 percent. On weekend nights, approximately 1.5% of people surveyed had BAC levels of .08% or above (the legal limit) in the nation's most recent National Roadside Survey.<sup>19</sup>

Prevention of impaired driving is Responsibility.org's ultimate goal. We support ongoing research (Driver Alcohol Detection System for Safety or DADSS) to develop vehicles that will not start if the driver is at or above the legal BAC limit of .08. This technology holds tremendous promise to prevent alcohol-impaired driving.

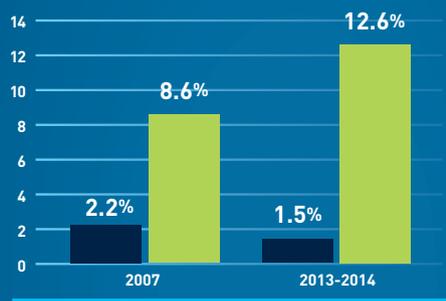
We help the public understand how to make responsible decisions about alcohol such as the importance of knowing one's individual limits and arranging a safe ride home. We also support general deterrence strategies such as high visibility enforcement campaigns.

For people who are convicted of DUI, we support effective criminal justice interventions that protect the public and rehabilitate offenders such as screening and assessment and mandatory ignition interlocks. For repeat offenders, we support participation in DWI courts or intensive supervision probation. To learn more about the many impaired driving policies we support and advocate for, please visit:

[Responsibility.org /what-we-believe](http://Responsibility.org/what-we-believe)



### Weekend Nighttime Prevalence of BAC .08+ COMPARED TO THC



see source: <sup>19</sup>

● BAC .08+ ● THC positive

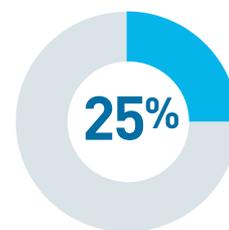
↑ **48%**

48% increase in the percentage of weekend nighttime drivers who tested positive for THC from 2007 to 2013-2014.<sup>19</sup>

## HARDCORE DRUNK DRIVING

Our initial focus was on the hardcore drunk driver — those who drive with a high BAC of .15 or above or who do so repeatedly, as demonstrated by having more than one impaired driving arrest, and who are highly resistant to changing their behavior despite previous sanctions, education, and/or treatment. Despite a steady decline in drunk driving over 35 years, the hardcore drunk driver still is responsible for a disproportionate number of impaired driving deaths. About 25% of DUI arrests in the United States are repeat DUI arrests<sup>20</sup> and the majority of alcohol-impaired traffic fatalities are caused by drivers at high BAC levels.<sup>9</sup> We are proud to have broadened the scope of our work to all DUI offenders while remaining committed to reducing recidivism among hardcore drunk drivers.

Responsibility.org serves as a resource to criminal justice practitioners, traffic safety advocates, and policymakers. We support a wide array of programs, policies, and countermeasures to address impaired driving. We research current trends, develop policy initiatives, and support effective legislation at the state and federal level.



About 25% of DUI arrests in the United States are repeat DUI arrests<sup>20</sup>

Learn more at

[Responsibility.org](http://Responsibility.org)



**COMPUTERIZED  
ASSESSMENT  
AND  
REFERRAL SYSTEM**

Responsibility.org has partnered with the Division on Addictions at Cambridge Health Alliance, Harvard Medical School Teaching Hospital, to expand and test a **Computerized Assessment and Referral System (CARS)** for use with a structured diagnostic mental health assessment in DUI treatment settings. Already piloted with support from the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the CARS project examines the relationship between psychiatric profiles and repeat drunk driving offenders. The project is in the testing phase now and will be available for public use in 2016.

Research has shown that people with one mental health problem (e.g., substance use disorder) also are at high risk for other mental health problems. For example, in DUI populations, additional mental health problems are prevalent and linked to recidivism. CARS provides a cost-effective and user-friendly tool that DUI treatment programs and substance use programs, as well as court settings and primary care settings, can use to screen their populations for mental health issues.

**45% of repeat DUI offenders qualified for a psychiatric disorder that was not substance related.<sup>21</sup>**



Cambridge Health Alliance



HARVARD MEDICAL SCHOOL  
TEACHING HOSPITAL



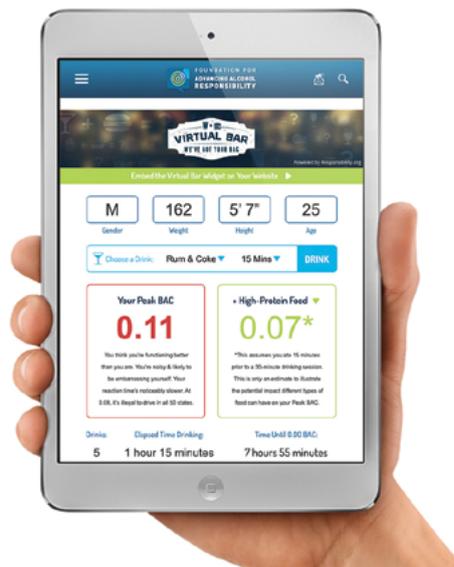
Responsibility.org's **Virtual Bar** is an interactive tool that allows users to calculate their estimated Blood Alcohol Concentration (BAC) while providing information about the effects of alcohol at various BAC levels, the impact of food, and how alcohol affects everyone differently. The tool was originally developed in partnership with the University of Illinois, Urbana-Champaign and the Southern California Research Institute; the National Institute on Alcohol Abuse and Alcoholism (NIAAA) provided a scientific review of the first algorithm.

Recently, a new algorithm was developed to calculate the effects of height and age on an individual's BAC in addition to gender, weight, alcohol consumed and time elapsed. This newly revised Virtual Bar also illustrates the effect food can have on an individual's BAC, including how a meal high in fat has little effect on one's BAC, yet a meal high in carbohydrates or protein may decrease an individual's BAC.

Learn more at

[Responsibility.org /VirtualBar](https://responsibility.org/VirtualBar)

The program successfully increased user knowledge of BAC limits and the impact of gender and food on their BAC limits.<sup>22</sup>



## CRIMINAL JUSTICE EDUCATION RESOURCES

Impaired driving cases are among the most complex criminal cases to adjudicate. That fact combined with the high risk of recidivism among DUI offenders poses significant challenges for criminal justice practitioners. Law enforcement officials, prosecutors, judges, probation/parole officers, and treatment providers all play an important role in the swift identification, certain punishment, and effective treatment of impaired driving offenders.

In recognition of the challenges associated with managing impaired driving offenders, Responsibility.org organized a national panel of experts in the criminal justice field to create a multi-disciplinary, system-wide educational initiative to assist criminal justice practitioners from each facet of the DUI system to reduce recidivism. To date, educational guides have been produced for judges, judicial educators, prosecutors, probation and parole officers, and law enforcement officials. These guides include a combination of effective strategies in user friendly formats.

More than 4,200 judges were trained on best practices and sentencing procedures for hardcore DUI offenders.



### IMPACT

The trainings influenced the likelihood of judges implementing the adjudication and sentencing strategies upon returning to their respective courts.<sup>23</sup>

The trainings effectively improved judicial knowledge of DUI offenders and the role of the judiciary.<sup>23</sup>



# NEXT IN OUR SERIES

OF CRIMINAL JUSTICE EDUCATION RESOURCES:

## Effective Judicial Interventions for Underage Drinking Offenders

Effective Judicial Interventions for Underage Drinking Offenders is a cutting-edge, online course designed to educate judges about underage drinking. The course enables judges to make accurate assessments, appropriate sentencing decisions, and tailored treatment plans for underage drinkers whether they are first-time offenders or more serious, habitual underage alcohol abusers. The program also encourages judges to consider an underage alcohol offense as a potential turning point for the juveniles who come into the courtroom, and highlights the necessity of a collaborative approach in the adjudication of each offender.

Developed by Responsibility.org in consultation with a national panel of experts and the National Center for State Courts (NCSC), the online course consists of five modules and accompanying resources. The learning objectives include:

- Increasing understanding of the importance of assessment and treatment of juvenile offenders
- Identifying appropriate community resources for referrals
- Developing a treatment plan that is tailored to individual risks and needs
- Understanding the importance of the judiciary taking a leadership role in addressing the issue of underage drinking prevention and intervention within the criminal justice system.

The course can be accessed online, free of charge at the NCSC website:

<http://www.icmcourtacademy.org/course/underage-drinking-a-guide-for-judges/>.



## Suffolk Online DUI Course

Suffolk University Law School is developing a first-of-its-kind, intensive 14-week online DUI course for law students. Suffolk has previously offered a classroom DUI course and, with the support of Responsibility.org, made the decision to transition to an online curriculum to reach a broader audience. The practical experience gained from participation in the DUI course will develop skills not only in this area of jurisprudence, but will also hone general trial skills that are transferable to the prosecution of criminal cases more broadly.

Topics to be covered in the online course include the science behind the absorption, distribution, and elimination of alcohol, DUI traffic stops and standardized field sobriety tests (SFSTs), as well as common evidentiary issues that arise in these cases. Students will have the opportunity to learn how to handle DUI case discovery, conduct direct and cross-examination of witnesses, and draft opening and closing arguments.

The course is designed to be offered over a semester and will include video commentary and resources from national experts in the impaired driving field. The final product will be a course-in-a-box that can be tailored to individual jurisdictions and fit within any trial advocacy or prosecutor law school program.

**It is anticipated that the course will be available for licensing to law schools ACROSS THE COUNTRY IN 2016.**



Learn more about our  
**PROGRAMS AND  
INITIATIVES AT**

**Responsibility.org**

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