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| *June 30, 2006* |

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**1. Kids' Alcohol, Drug Use Down (Iowa)**

By Bryce Bauer - *The Daily Iowan*

**June 27, 2006**

But everybody is doing it …

The teenager's cliché no longer holds true when it comes to drug and alcohol use, a new survey released Monday by Gov. Tom Vilsack shows.

The study polled more than 98,000 Iowa students in grades six, eight, and 11, asking them about drug, alcohol, and tobacco use. Results showed significant decreases in binge drinking and smoking tobacco and a marginal decline in marijuana use. Students also had a more negative opinion about using drugs and alcohol, the survey showed.

While UI officials were unsure if the numbers would translate into lower abuse among college students, many found them encouraging.

"I think that is excellent," said Angela Reams, the coordinator of the Stepping Up Project. "It is always good to see a decrease, but it is hard to say what the cause of the decrease is."

Reams, whose organization advocates reducing high-risk drinking, believes parent-child interaction may have been a key factor behind the decrease. Despite common beliefs, she said, many children actually do listen to their parents.

Iowa City West High Principal Jerry Arganbright agreed that elders play a key role in preventing substance abuse.

"I think parents today are talking more overtly about this," he said.

Arganbright, who said nearly all of the students in his school participated in the survey, noted that the issues of drug and alcohol use had been around as long as he had.

"When I came here 23 years ago, one of the topics I had parents talk to me about was: 'How do we help students combat drug and alcohol abuse,' " he said.

He believes violations have decreased during his tenure at the school, which serves nearly 1,800 students.

"It doesn't happen very often," he said. "And when it does happen, kids understand there are consequences."

Those consequences, Arganbright said, include negative health, legal, and school effects. Students caught with alcohol at a school event are often suspended, and they can face legal charges. To emphasize the health dangers, Arganbright said his school staged a mock drunk-driving crash in May to show students the results of drinking and driving.

UI Student Health Service Director Mary Khowassah said she was unsure what would cause the decrease seen in the triennial survey.

"Hopefully, [it's] because there is a new kind of general understanding throughout the state about the problems with alcohol and drugs," she said.

She said she felt organizations such as Mothers Against Drunk Driving and Stepping Up contribute to that general understanding. As for Student Health's role in helping stifle substance abuse, she said her office engages in various initiatives, including educational and outreach programs, individual assessments, and counseling services.

"We commit a fair number of resources to combat drug and alcohol abuse," she said. "I think the biggest strategy is to counsel the students on what alcohol use has done to them and others around them."

The negative effects, she said, include students arriving late to or unable to attend classes because of hangovers. She added that the study's results would likely not change her office's strategy to combat abuse - which includes lobbying for a 21-ordinance and keg registration policies.

"I think we will just stay the course and continue what we've been doing," she said.

<http://media.www.dailyiowan.com/media/storage/paper599/news/2006/06/27/Metro/Kids-Alcohol.Drug.Use.Down-2118652-page2.shtml?sourcedomain=www.dailyiowan.com&MIIHost=media.collegepublisher.com>

**2. Council Agrees to Clarify Guidelines**

By Hieu Pham - *Iowa City Press-Citizen*

June 27, 2006

Changes to liquor license applications meant to fairly deal with repeat violators

The Iowa City Council agreed that setting clear guidelines in liquor license applications is a fair and effective way to deal with bars that have repeat alcohol violations.

At a Monday work session, Iowa City Police Chief Sam Hargadine -- the administrator of liquor licenses -- proposed changes to the "moral character" criteria established in the Iowa code.

The provisions include keeping track of violations such as selling alcohol to people under the legal age, over-occupancy and reports of frequent fighting or other incidents to the police.

"Up to now, we have not had clear guidelines," said Hargadine, who wrote the provisions. "We have not looked at the activities of liquor establishments in the maintenance of alcohol regulations."

Under Iowa code, a person of good moral character is defined as having "such ... good reputation as will satisfy the administrator that the person will comply with this chapter and all laws, ordinances and regulations."

Aside from doing background checks on owners and managers of the city's 98 establishments with liquor licenses, Hargadine said there also has been no real "motive" in the past for bars to fully comply with state alcohol regulations.

"There's nothing that says whether three or five (violations) is bad. ... At no point do we say when a license can't be renewed," he said.

As part of the provisions, Hargadine said bars with violations will receive warning notices before a license is rejected.

All liquor licenses, which must be renewed each year, would require final approval from the City Council.

The City Council is scheduled to vote on the first of three considerations necessary to adopt the ordinance change during a formal meeting today.

"I think this evens the playing field (because) I think it's a fairness issue," City Councilor Regenia Bailey said.

Bailey said the proposal would make renewing liquor licenses more difficult for bars with repeat violations rather than making the process difficult for all bars.

The proposal, written in an effort to curb underage drinking and other alcohol-related problems, was inspired by the Iowa Alcoholic Beverages Division's new online application system for liquor licenses. The need to adapt to the electronic filing system led city officials to consider modifying the liquor license review process.

"In a week, I discuss alcohol problems more than any other problem," Hargadine said. "We can't control the revelry that occurs in the ped mall, but this assures, with businesses, that everyone plays by the rules."

<http://www.press-citizen.com/apps/pbcs.dll/article?AID=/20060627/NEWS01/606270309/1079>

**3. Johnson County Wants Keg Registration**

*Associated Press*

June 23, 2006

Law enforcement in Johnson County want to enact a keg ordinance to restrict underage drinking.

They said previous efforts to reduce underage drinking have targeted college students and a keg ordinance would affect consumption by even younger drinkers.

The request comes as counties across the state pass keg registration laws after a statewide effort fell short in the last legislative session.

Story and Boone counties enacted ordinances last spring. Ordinances will go into effect in Washington, Jones and Polk counties in July.

“It is not the silver bullet that’s going to curb underage drinking, and we know that. It’s another tool,” said Iowa City Police Chief Sam Hargadine.

Hargadine, Johnson County Sheriff Lonnie Pulkrabek and five other police chiefs have written a letter in support of a keg law.

“Reducing the chance underage people have of getting gallons of alcohol with a single purchase will reduce the amount that they will drink,” Hargadine said.

He said he hoped a countywide ordinance is adopted this summer.

Pulkrabek said many of the keg parties his office responds to involve high school students. His department typically confiscates 10 to 15 kegs each summer.

“When we’re at a party like that, nobody is going to say, ‘Yeah, I’m the one who bought it,’” Pulkrabek said. “Being able to pinpoint where a keg comes from and who bought it is helpful.”

Chris Friesleben, a spokeswoman for Hy-Vee, said the grocery chain favors a registry for kegs.

“We already collect all of the information because the people buying the keg want to get their money back (for deposits),” Friesleben said.

Keokuk County was the first Iowa county to adopt keg registration in 2004. At least nine more have followed.

Lynn Walding, the state’s Alcoholic Beverages Division administrator, said the push by counties and cities could cause lawmakers to reconsider a statewide law.

“It’s going to be easier to have one state law instead of multiple jurisdictions trying to regulate with difference ordinances,” he said.

<http://desmoinesregister.com/apps/pbcs.dll/article?AID=/20060623/NEWS/60623010/1001/NEWS>

4. Diageo Expected to Report Strong US Trading Performance

June 23, 2006

LONDON (AFX) - Diageo PLC is expected to flag-up a very good second-half performance in the US when it gives investors an update on full-year trading next Thursday.

The international drinks group, whose brands include Johnnie Walker, Smirnoff and Guinness, came under pressure in the first six months as the impact of last year''s US hurricanes and higher input costs dented growth of Diageo''s North American operations.

Since then, however, reports of better levels of underlying trading in the US -- supported by the recent sales figures from rival drinks firm Pernod Ricard -- have prompted a number of broker recommendations for the stock.

Dresdner Kleinwort Wasserstein reckons that while Diageo will still continue to rely on cost savings for profits growth, it saw no sign of any faltering momentum in the US.

Operating profits from North America in the first six months of 2005-06 were up by 5 pct, but would have been nearer 7 pct if it had not been for the combined impact of the hurricanes and higher input costs.

Diageo is budgeting for another 10 mln stg hit in the second half, but is confident it can still meet full-year expectations for net sales and profits growth. Analysts look for a 7-8 pct increase in organic operating profits for the year to June 2006. The results will be announced on Aug 31.

Analysts currently look for pretax profits of about 2 bln stg for the year and earnings of around 50 pence a share. The group is also expected to confirm next week that it is on course to complete the second half of a 1.4 bln stg share buyback programme. Investors will also be hoping Diageo will announce a similar buyback programme for 2006-07.

<http://www.euro2day.gr/articlesfna/16500682/>

**5. CSPI Says 85% Adult Viewership Isn't Good Enough, Seeks to Ban Beer Ads from All Sports, Not Just College Events**

*Beverage News Daily*

June 23, 2006

The FIFA World Cup's TV audience meets the 85% adult threshold demanded by activists such as Center on Alcohol Marketing & Youth, but Center for Science in the Public Interest yesterday demanded FIFA get rid of alcohol promotion at World Cup events and on match broadcasts.

That's because CSPI believes "it's time to break the tie between alcohol marketing and high-profile sporting events," said George A. Hacker, director, CSPI Alcohol Policies Project, said yesterday.

It was at least the second time in a week that anti-alcohol "health experts" sought to pressure World Cup organizers to reject beer advertising. But it's the first time - at least to our recollection - that CSPI said it wasn't enough to keep alcohol advertising off college sports.

"It's a free society, and everyone is entitled to their own opinion," shrugged Markus Siegler, FIFA's director of communications, last week after other "health experts" assailed FIFA for having McDonald's Corp., Coca-Cola, and Budweiser as sponsors.

"The sponsors mentioned are actively involved in promoting good health. We believe these companies are up to the standard, are conscious of the issues we have in our society and there is no reason they shouldn't be sponsors. They have a good conscience and are valuable members of the World Cup.".

In St. Louis, Francine Katz, vp-communications and consumer affairs, Anheuser-Busch Cos., yesterday accused CSPI of "trying glom on to the World Cup to gain publicity for its anti-alcohol rantings. This group has attacked everything from Mexican food and buttered popcorn to use of designated drivers.

"A-B has been a sponsor of the FIFA World Cup for 20 years because the audience that watches this sporting event is overwhelmingly adult. According to Nielsen Media Research, 90% of Univision viewers for the 202 World Cup were 21 or older; 87% of ABC views were 21 or older, and 85% of ESPN viewers were 21 or older."

**6. Mojito Frenzy Hits U.S. Mainstream**

**By Elaine Walker – *Miami Herald***

It's gone from the drink of old Cuba to the hip and trendy. But now mojitos have reached the mainstream.

We've been drinking mojitos in Miami forever, but now the traditional Cuban cocktail has hit the mainstream, from Missouri to Colorado.

TGI Friday's launched mojitos this month at its company-owned restaurants in the southeastern United States. Delta Airlines went national with its Mile High Mojito.

You'll find Ernest Hemingway's favorite rum and lime cocktail on menus from Carnival Cruise Lines and Marriott Hotels. Even Colin Farrell is expected to be sipping a Bacardi mojito in next month's premiere of Miami Vice, which has made the drink its official cocktail.

''The mojito is probably the third most popular cocktail right now and it's muscling in on No. 2,'' said Dale DeGroff, author of The Craft of the Cocktail and considered one of the country's leading mixologists. ``Everything Latin is hot.''

While the mojito has a long way to go before catching up with the top-ranked margarita, DeGroff and other experts believe it's neck and neck with the cosmopolitan.

Don't have time to ''muddle'' the fresh mint leaves, lime juice and sugar for the traditional mojito mixing preparation? Williams-Sonoma and Crate & Barrel offer a mojito mix in a bottle. By next month, frozen Bacardi mojito concentrate will be everywhere from Publix to Wal-Mart.

''Not a lot of consumers are going to make the effort and take the time to make an authentic mojito,'' said Paul Nardone, chief executive of Stirrings, a Massachusetts company that makes the mojito mix for Williams-Sonoma, Delta and its own label. ``It's a very intimidating drink. We solve the problem for a lot of people.''

The mojito mix has quickly become a top seller for Stirrings, and it's not the only one enjoying a spike in sales. Mojito mints are the best selling flavor for Oral Fixation, a mint company whose product is featured at high-end hotels like the Delano. Mint growers like Bill Varney of Fredericksburg Herb Farm in Texas have seen sales double over the past year.

**REAPING BENEFITS**

But the one reaping the biggest benefit of the fascination with all things mojito is Bacardi, which has seen rum sales increase about 5 percent each of the past several years, driven in part by mojitos.

For the giant liquor company, whose Cuban roots are intertwined with the drink, that growth hasn't been by chance. Bacardi U.S.A. marketing executives in Miami have been working since the late 1990s on taking the mojito mainstream.

The timing was right. U.S. Hispanics are the fastest-growing population segment, with buying power expected to reach $1 trillion by 2010. Nuevo Latino cuisine has been all the rage.

It also helps that the cocktail culture has been enjoying a resurgence. As the maker of the top-selling rum, Bacardi's goal was to see if the mojito could do for rum sales what the martini did for vodka.

''Consumers today are more discerning and looking for more stylish products,'' said John Gomez, vice president and group marketing director for Bacardi U.S.A. ``The mojito has been able to ride that wave.''

Bacardi started with getting the cocktail into television shows and movies.

**SEX & THE CITY FACTOR**

Everyone knows how Sex & the City launched the cosmopolitan, so it's no surprise that's where Bacardi started. Actress Kim Cattrall's character Samantha ordered the first one in 2001. Since then, the company got air time for the mojito on movies such as Die Another Day and Bad Boys II, as well as television shows like CSI: Miami and Lost. The latest is Bacardi's multimillion dollar investment behind its tie-in with the Miami Vice movie.

Another key was getting the cocktail on the menu at the hip bars and restaurants in major markets from Miami to New York and California.

Miami Chef Douglas Rodriguez, who at that time was at Patria in New York City, remembers the day when consumers would come into his restaurant expecting to find tortillas and margaritas. When they found no tortillas and a signature cocktail called the mojito, they were confused.

''We trained people and taught them what a mojito was,'' said Rodriguez, whose restaurant ultimately sold 500 mojitos a night. ``People were ready for something new. The whole martini revolution has changed the way people drink.''

Bacardi executives think this summer is the ''tipping point'' when mojitos really reach the masses. The company this month launched a national mojito ad campaign and next month opens a mojito lounge at Miami International Airport.

The mojito is also evolving in terms of flavor. It's not uncommon now to find bars offering exotic tastes like pomegranate or ginger.

Mojitos restaurant and bar in Dolphin Mall in Miami has more than 15 flavors, including its most popular, Balsero, featuring coconut rum, blue curacao and pineapple. The bar even takes other cocktails and ''mojitoizes'' them by adding sugar, lime and mint.

**BEST SIGN**

The best sign of how far the mojito trend has come is Shorty Pants lounge in Lake of the Ozarks, Mo. The bar introduced the mojito last year, but maybe sold five a weekend. This year its sales can run as high as 100 on a busy weekend. ''We still get a lot of people asking what it is,'' said Mark Spears, general manager, who first tried one himself on trips to Miami and Key West.

``Once they try one, we get a lot of repeat orders.''

But as the mojito reaches out to places like Missouri, some industry experts believe the trend setters have moved on. In Miami and other markets with a large Latin influence, the next hot thing may be the caipirinha, a traditional Brazilian drink. Rodriguez features caipirinhas and a muddling bar with fresh fruit and herbs at Ola Steak in Coral Gables.

''The mojito is already passé with the in crowd and that's not a good sign,'' said Tom Pirko of Bevmark, an industry consultant.

``It's becoming better known, but that doesn't mean that it's going to have lasting power. This is not the next margarita. What we're talking about is a fashion drink, not something that changes the industry.''

**7. No Beer Battles**

*Kansas City Star*

It will be all Bud, all the time on the Super Bowl for a few more years.

The beer company signed on through 2012 as the exclusive alcohol sponsor for the Super Bowl. The newest deal was signed with NBC, which will broadcast the 2009 and 2012 games. Previously, Anheuser-Busch had deals in place with CBS and Fox for exclusivity.

"The Super Bowl is a holiday that combines sports and entertainment," August A. Busch IV said, "and watching the ads has become a fun part of the evening for many of the game's 90 million viewers."

**8. Border Crackdown Keeps Grape Workers Away**

By Adrienne Sanders - *San Francisco Business Times*

June 25, 2006

Elias Torres will pick grapes this season for the first time in 25 years.

The vineyard manager usually sends his laborers to do the work. But in the last two months, more than half of his 60-person staff has disappeared, he said, as a result of federal immigration crackdowns. So Torres, a 57-year-old quadruple bypass survivor, will pluck and sweat alongside field workers -- and even the vineyard owners who hire him to bring them in.

"This is the worst labor shortage I've seen since I came here in 1961," said Torres, a native of Guanajuato, Mexico, who manages work teams for more than a half-dozen growers.

Sonoma and Napa county vineyard owners -- those who grow and sell grapes to wineries -- are panicking that a recent evaporation of field workers will leave them unable to pick all their grapes at harvest in mid-September. Many are already three weeks behind schedule on crucial tasks that lead up to harvesting.

"If it continues the way it is now, we're not going to have guys and there are going to be grapes left on the vine," said Gio Martorana, a vineyard owner in Healdsburg, who sells Zinfandel, Chardonnay and other grapes to Gallo, Sonoma Creek and Amphora wineries.

That means pain at the beginning of the wine chain, where growers' labor costs have leapt as much as 25 percent this season, in part, due to a shortage of workers.

Wineries selling varietals to glassy-eyed tourists and supermarket shoppers don't grow all the fruit for the wine they make. Rather, they buy tons of specially tended grapes from surrounding growers, often contracting with several each season. Nearly 1,700 wine grape-growers operated in Sonoma and Napa counties in 2004, about a third of California's total, according to a report from MKF Research in St. Helena. That's as many as 10 times the number of wineries in the state, said Woodside-based wine industry consultant Eileen Fredrikson.

**Vanishing workers**

As they prepare for harvest, growers are finding themselves crippled by a vanishing workforce -- most of which typically comes north from the border.

Joseph Ramazzotti, owner of Ramazzotti Vineyards & Wines in Geyserville, said nearly half of his laborers didn't return from their annual winter vacations in Mexico for the first time since they began working for him 10 to 15 years ago.

"It's those crazy Minutemen and now the National Guard," he said of increasing border patrols. Workers who made it back paid smugglers or "coyotes" roughly $3,000 to move them across the border, nearly double the amount paid to coyotes just a few months earlier.

Ramazzotti and Torres estimate that of the 40,000 agricultural workers in Sonoma Country, as many as 17,000 didn't return from Mexico to work this spring.

Stepped-up immigration enforcement -- or at least the fear of enforcement -- in San Francisco, Santa Rosa and other Bay Area cities is draining the pool of field workers as well. Torres said some Spanish-language radio stations warn listeners when border patrol agents descend on certain cities, causing some unauthorized workers to scatter, while others are fired from jobs or deported.

Jennifer Holman, the Immigration and Customs Enforcement agent in charge of San Francisco, said her agency is focused on national security facilities like airports and power plants and apprehending criminal illegal immigrants such as gang members for arrest. But when people hear of these targeted missions, she said, they often mistake them for random workplace sweeps.

With fewer workers making it back across the border, higher paying construction jobs in the cities are becoming available to field workers eager to increase their earnings. Torres abruptly lost a crew of nine men on a single day last month, many to city construction jobs whose hourly wages begin at $20 -- far more than the $8.50 starting wage he offers. His workers returned only to fetch their last paycheck.

No one knows exactly how many agricultural workers are legal, though some insiders figure about half. Vineyard managers, like employers in other industries, require green cards and social security numbers from applicants, but don't know which are authentic or may actually belong to a worker's relative or friend. Most aren't interested in policing them to find out.

**Cascading costs**

In an effort to compete with construction wages, Torres has bumped starting pay up to $9.50. He passes the expense on to vineyard owners who also are being swept by a cascade of higher costs for fuel, insurance and taxes.

Falling weeks behind schedule also is now escalating expenses. Despite working 10 hours a day, 6 days a week, shrunken teams are taking twice as long to finish jobs. By the time they get to a task such as snapping off low-hanging vines with their fingers, the cords have thickened and require pruning with shears. Swaths of unmowed grass and overgrown vines threaten to present costly problems with insects and disease.

To cope, some growers pay people with full-time jobs elsewhere to come in and work at night, on the sly. Torres said he has been talking to a local sheriff about arranging a field work program for jail inmates similar to highway programs already in place.

To complicate matters, wineries have been requiring ever-more labor-intensive growing methods to improve the quality, taste -- and marketing potential -- of their premium wines. Many won't buy machine-cut grapes, for instance and require that hand-snipping is performed a certain way.

"Pruning, grafting, shoot thinning and so on, it requires a real agricultural skill set that really doesn't exist in America except in immigrant farm laborers," said consultant Fredrikson.

Raises on the horizon?

Managers expect workers still clinging to the vines to demand raises just before harvest. And if Martorana is still short-handed, he will rent a machine to cut what grapes he can. But because much of his land is hilly and inaccessible for machine picking, it will only harvest a fraction of his fruit.

"There's nothing worse for any farmer to invest capital to grow their crop and not have the means to harvest it," said Karen Ross, Executive Director of the California Association of Winegrape growers. "That's their pay day."

For their part, wineries haven't increased the amount they pay growers -- nor raised prices for consumers yet -- because they're still enjoying a slight oversupply of grapes from last year's harvest and expecting the same for this year, said John Clendenen, owner of Clendenen Vineyard Management, one of Healdsburg's largest.

No wonder Ramazzotti, who manages workers for land he leases, is moving exclusively into wine selling when his lease expires. Martorana will begin selling wine under his own label at the Martorana Family Winery, to open in Healdsburg next year.

But if the shortage continues, wine prices could eventually increase. And given the political battles taking place, no one expects the labor shortage to end soon.

"We're the early hiccup," Clendenen said. "As immigration laws change, there could be ripples all through the economy."

**The Numbers**

Growing costs

Amount labor costs have increased for grape growers this season: 25%

Starting hourly wage for field workers in wine country: $8.50

Starting hourly wage for construction workers in the Bay Area: $20

What wineries pay growers for a ton of Chardonnay grapes: $900 to $1,200

What it cost growers to pick a ton of grapes in past harvests: $700


# 9. Panel Calls for States to Take Lead on Addiction Policy

By Bob Curley - *JoinToether.com*

June 26, 2006

Citing the "almost incalculable" toll that alcohol and other drug addiction takes on society, a Join Together policy panel called on states to take a leadership role in addressing the need for more drug treatment and prevention by improving how services are organized, delivered, paid for, and measured.

The "Blueprint for the States" policy panel, led by former Massachusetts governor and presidential candidate Michael Dukakis, noted in its "Blueprint for the States: Policies to Improve the Ways States Organize and Deliver Alcohol and Drug Prevention and Treatment" report that states bear many of the costs of alcohol and other drug addiction, spending an estimated 13 percent of their budgets on addiction-related problems.

However, the report noted, "Less than four percent of this is spent on prevention and treatment, while more than 96 percent pays for the avoidable social and physical consequences that result from our failure to apply what we know about how to prevent and treat substance-use problems." These costs include child-welfare, prison, court, police, and Medicaid expenditures for treating medical problems related to addictive illnesses.

"It is of utmost importance that we keep hammering -- and I think the report does this -- that state budgets will actually be favorably impacted if the correct ... processes are put in place," said Pat George, a member of the Kansas House of Representatives and a policy panel member.

State Governments, Leaders 'Hold the Keys'

The report stressed that "state governments hold the keys to their own recovery from the financial and human waste caused by excessive alcohol and illicit-drug use.

"State policy, financing and regulatory authority can be effective tools," the panelists wrote. "We were struck by the consensus that emerged in our hearings about the many strategies that can be pursued at surprisingly low cost.

"We also found what is missing: leadership at the top and strategies that use the range of tools that states already have. This report is a blueprint for governors, legislative leaders and chief judges to adapt and use to gain control of the biggest single financial drain they face."

Dukakis said that the "one thing that struck me throughout our work was the fact that a lot of the interest and enthusiasm that we saw in the 1980s seems to have evaporated ... interest has moved on to other things, and the states are not doing the job we ought to be doing in this area ...

"I believe that prevention and education have to be at the top of the state priority list, beginning in the early elementary grades," added Dukakis. "I saw very little evidence in our hearings that that is happening in many states across the country."

On the other hand, "with an excellent leader, the ... recommendations are more likely to be adopted and sustained," noted panelist Katherine McQueen, assistant professor at Baylor College of Medicine and the University of Texas Health Science Center, and medical director for the Harris County Hospital District Screening, Brief Intervention, Referral, and Treatment (SBIRT) program. "There is a policy recommendation in here for everyone. This issue is a family issue, a financial issue, a public-safety issue, a workplace issue. No one person or legislator needs to embrace every word. I hope that leaders will see that this report is not about one political party or the other. This is about people and families and communities."

**Panel Recommendations**

The Blueprint panel recommended that states:

    \* develop a statewide strategy that includes all agencies affected by drug and alcohol problems

    \* increase accountability for all state agencies working on issues related to addiction

    \* educate lawmakers about the costs of alcohol and other drug addiction to improve their participation in policymaking

    \* train judges to address alcohol and other drug use among defendants and improve coordination with treatment services

    \* create a state alcohol and other drug policy advisory board, answerable to the governor and lawmakers, that includes representatives from the recovering community and civic leaders

Panel members also called for states to vest responsibility for implementing their statewide alcohol and other drug strategy in an entity "at the highest possible level in state government" and that reports directly to the governor.

"The strength of these recommendations is that they work together to outline a foundation that must be present to build and sustain a viable state system," said panelist Barbara Cimaglio, deputy commissioner for Alcohol and Drug Abuse Programs in the Vermont Department of Health. "While leadership is probably the most critical place to start, it takes a structure and resources to sustain a system over time."

Currently, few states have a drug strategy that is led by the governor and key lawmakers and crosses agency lines, the report noted. "To make matters worse, treatment and prevention agencies have been moved like checkerboard pieces in administrative reorganizations that have buried them far from the state's senior leadership," the panel noted. "We found these reorganizations often miss the mark, focusing on organizational efficiency at the cost of effective prevention and treatment."

"For too long, states have been saying you can live without this, and you can live without that," said panelist Tom McHale, a board member of Faces and Voices of Recovery and former employee-assistance representative for the United Auto Workers-General Motors Commercial Truck Center in Flint, Michigan. "States have been plucking programs and resources without giving thought to the consequences of their actions. Social policies have de-medicalized addiction and cannibalized the system for treating and preventing addiction."

**Need for Coordination, Standards, and Outcome Measures Cited**

The panel noted that funding for services directly and indirectly related to alcohol and other drug problems flows through the states at multiple points, and said that the goals of the state strategy should include identifying these funding streams and coordinating them. Panelists recommended that states expand Medicaid coverage for addiction treatment and prevention for high-risk children, require insurers to provide parity coverage for addictive illnesses, and consider raising alcohol excise taxes to pay for addiction services.

States also hold the key to improving the quality of addiction services delivered to residents; the panel recommended that states use their certification and licensing powers to establish minimum skill sets for addiction counselors and managers, improve treatment program capabilities, and set salary and payment rates "at levels that will attract and retain qualified providers."

These steps could improve treatment outcomes, which the panel said that states should track by creating a unified data system of programs that receive state funds. An annual report should be published that tracks the costs and consequences of alcohol and drug use as well as treatment and prevention outcomes, the panel recommended. "Pay more to providers that consistently achieve better results and less -- or nothing -- to providers that cannot achieve reasonable expectations," the report said.

"While leadership produces that initial visibility and support, measurement and accountability creates credibility and sustainable support for efficient and effective services," said panel member Ken Stark, director of the Washington state Mental Health Transformation Project and former director of the Washington Division of Alcohol and Substance Abuse. "Strong leadership and a focus on being data-driven will help prevent [addiction] issues from dropping off the radar screen."

To sustain focus on addiction issues, the panel called on community leaders and the recovery community to educate elected officials and work with policymakers on advisory boards, advocacy efforts, and drafting new laws and regulations.

The Blueprint for the State policy panel gathered public testimony during two 2006 public hearings, in Washington, D.C., and Santa Fe, N.M., as well as electronic submissions via the Join Together website. "I was surprised by the overall acknowledgment that certain aspects of the system need to be fixed," reflected panelist Karen Freeman-Wilson, CEO of the National Association of Drug Court Professionals. "Such open statements give hope that a solution can be reached in the foreseeable future. As we present our results, it is my hope that those who work in the state system will be motivated to advocate change from the ground up."

In addition to Dukakis, George, McQueen, Cimaglio, McHale, Stark and Wilson, members of the Blueprint for the States policy panel included Diana Bonta, vice president of public affairs for Kaiser Permanente's Southern California region; Sidney L. Gardner, president of Children and Family Futures, Inc.; Patricia Kempthorne, first lady of Idaho and co-chair of the Governor's Coordinating Council for Families and Children; and Paul Roman, Ph.D., distinguished research professor at the University of Georgia and director of the Center for Research on Behavioral Health and Human Services Delivery Institute for Behavioral Research.

<http://www.jointogether.org/news/features/2006/panel-calls-for-states-to.html>


# 10. House Appropriations Committee Preserves Vital Underage Drinking Prevention Programs

*International Institute for Alcohol Awareness*

June 26, 2006

The House Appropriations Committee voted this week to provide needed funding for the National Center for Alcohol Law Enforcement (NCALE) and the Enforcing Underage Drinking Laws (EUDL) program. As you know, these two programs provide crucial resources to help communities and law enforcement officials more effectively prevent underage drinking.

James Copple, director of the International Institute for Research and Evaluation (IIAA) said, "These two prevention programs are absolutely critical to the ongoing efforts of our communities and dedicated law enforcement professionals, who work daily to protect our youth from the tragedy associated with underage drinking."

"This victory is in large measure the result of the many public health and law enforcement advocates who sent letters and made phone calls urging support for this proven program," Copple added.

This victory is just the first step. Now we must work to preserve these programs as the Senate takes up the Department of Justice appropriations bill for fiscal year 2007.



**11. Two Businesses Fined for Alcohol Violations**

*The Des Moines Register*

June 28, 2006

Two West Des Moines businesses have been fined $1,500 each for a third violation for selling alcohol to a person younger than 21.

Garcia’s, 1250 Eighth St., and Kum & Go, 5308 University Ave., each were fined $1,500 and will receive a 60-day liquor license suspension for the violations.

**12. Branstad, Official Applaud Local Anti-Smoking Efforts**

By Tony Leys, Staff Writer – *Des Moines Register*

June 28, 2006

### The two praise hospitals and businesses that have set smoking limits but decline to endorse a statewide law.

Iowa's top health official and its former governor spoke out Tuesday against the dangers of secondhand smoke, but they stopped short of backing state limits on smoking in restaurants, bars and workplaces.

Mary Mincer Hansen, director of the Iowa Department of Public Health, and former Gov. Terry Branstad, president of Des Moines University, led a press conference highlighting new findings by the U.S. surgeon general. Hansen called the federal report the most extensive ever compiled on the harm tobacco smoke has on nonsmokers.

"Secondhand smoke, according to the surgeon general's report, is harmful in any quantity," she said. "So nonsmokers who are exposed are at risk of death or disability."

Hansen and Branstad praised Des Moines hospitals and the medical school for banning smoking anywhere on their campuses, effective this Saturday. They also applauded local businesses that have put such bans in place. But they declined to endorse proposals to either pass a statewide smoking limit or to allow cities to implement such bans.

"I'm not in politics anymore, so I'll let other people deal with that issue," Branstad said.

Hansen declined to comment publicly on whether she favored proposals to have state or local governments enforce bans. She said she would rather work privately to gauge support for such ideas first. "We want to be sure it's realistic," she said in an interview.

The leader of an antismoking group who also spoke at the press conference stressed the need for antismoking laws. "While voluntary policies are quite beneficial, they should not be relied upon as the sole remedy," said Cathy Callaway, chairwoman of the Iowa Tobacco Prevention Alliance. "Unlike legislation that mandates smoke-free air, voluntary policies exist at the pleasure of the employer or business owner and can easily be abandoned."

Callaway, who used to be an antismoking expert for the Iowa Department of Public Health, said more than 2,280 communities across the country have banned smoking in public places, but Iowa legislators have not given cities here that power.

After the press conference, Callaway expressed disappointment that Hansen and Branstad declined to endorse stronger laws. "Why wait?" she said. Several other states have passed smoking limits, she said. "We're just asking for local control. We understand compromise."

Callaway said this year's Legislature killed proposals to limit tobacco use. Those included a plan to increase the cigarette tax, which Hansen and Gov. Tom Vilsack favored.

Ames and Iowa City passed ordinances to prohibit smoking in restaurants, but they were struck down by the Iowa Supreme Court in 2003. The court said the local ordinances were not permitted under state law.

**13. Secondhand Smoke Harm Pervasive**

By Marc Kaufman, *The Washington Post*

June 28, 2006

## Surgeon general backs restrictions on indoor smoking

WASHINGTON -- Secondhand smoke dramatically increases the risk of heart disease and lung cancer in nonsmokers and can only be controlled by making indoor spaces smoke-free, according to a comprehensive report issued yesterday by US Surgeon General Richard Carmona.

``The health effects of secondhand smoke exposure are more pervasive than we previously thought," Carmona said. ``The scientific evidence is now indisputable: Secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults."

According to the report, the government's most detailed statement ever on secondhand smoke, exposure to smoke at home or work increases the nonsmokers' risk of developing heart disease by 25 percent to 30 percent and lung cancer by 20 percent to 30 percent. It is especially dangerous for children living with smokers and is known to cause sudden infant death syndrome, respiratory problems, ear infections, and asthma attacks in infants and children.

The report -- which was applauded and embraced by public health and tobacco-control advocates -- found that nearly half of all nonsmoking Americans are still regularly exposed to smoke from others. It concludes that any exposure to secondhand smoke is a risk to nonsmokers, and as a result the only way to protect nonsmokers is to eliminate indoor smoking.

``Restrictions on smoking can control exposures effectively, but technical approaches involving air cleaning or a greater exchange of indoor with outdoor air cannot," the report says.

``Consequently, nonsmokers need protection through the restriction of smoking in public places and workplaces and by a voluntary adherence to policies at home," particularly to eliminate exposures of children.

The report represents the strongest statement about smoking and tobacco control to emerge during the Bush administration -- which received millions in campaign donations from the tobacco industry. The administration has been neutral or negative about two major tobacco-control initiatives -- proposals to grant the Food and Drug Administration authority to regulate tobacco and enacting the World Health Organization global treaty on tobacco. The WHO treaty, for instance, was signed by the administration but has never been sent to the Senate for a ratification vote.

The tobacco industry has been somewhat divided on the dangers of secondhand smoke, with R.J. Reynolds Tobacco Co. saying that the science remains inconclusive and Philip Morris USA generally willing to accept public health advocates' conclusions.

A Philip Morris spokeswoman said yesterday that the company was reviewing the report, while R.J. Reynolds spokesman David Howard said that the report ``does not change our views about secondhand smoke." He said that the company continued to believe that owners of bars, nightclubs, and other places restricted to adults should decide whether to allow smoking.

On its website yesterday, the company said ``there are still legitimate scientific questions concerning the reported risks of secondhand smoke."

The report does not present new scientific data, but rather is an analysis of the best research on secondhand smoke. It said, for instance, that the Centers for Disease Control and Prevention estimated last year that exposure to secondhand smoke kills more than 3,000 nonsmokers from lung cancer, approximately 46,000 from coronary heart disease, and as many as 430 newborns from sudden infant death syndrome.

Ron Davis, president-elect of the American Medical Association, added, ``This report should be a wake-up call for lawmakers to enact comprehensive clean indoor air laws that prohibit smoking in all indoor public places and workplaces."

The surgeon general directly accused the tobacco industry of trying to minimize the scientific consensus on the dangers of environmental tobacco smoke.

``The industry has funded or carried out research that has been judged to be biased, supported scientists to generate letters to editors that criticized research publications, attempted to undermine the findings of key studies, assisted in establishing a scientific society with a journal, and attempted to sustain controversy even as the scientific community reached consensus," the report said.

There are more than 50 cancer-causing chemicals in secondhand smoke, and smokers and nonsmokers in rooms with smokers inhale many of the same toxins. Because the bodies of infants and children are still developing, the report says, they are at special risk for secondhand smoke. Even short exposure to secondhand smoke can lead to immediate cardiovascular problems, long-term health problems, and lung disease, the report concludes.

The surgeon general last addressed secondhand smoke in 1986. The Environmental Protection Agency and the California EPA have both addressed the issue since then -- concluding that nonsmokers are at risk for secondhand smoke -- but the surgeon general is generally considered the nation's most authoritative source on issues of science and tobacco.

**14. A College Student's Death May Help Save Lives**

By Jessica Sidman, *USA Today*

June 26, 2006

Sam Spady was a homecoming queen, class president, cheerleading captain and honor student in high school. The Nebraska native had dreams of following in her father's footsteps in owning a car dealership and moving west after college graduation.

But those dreams never materialized. The Colorado State University student died on Sept. 5, 2004, after hours of binge drinking.

With the support of her family, two journalists have since created a documentary film, *Death by Alcohol: The Sam Spady Story*, that they hope will save others from making the same fatal mistakes.

In the hours before her death, Spady hopped between parties during one of the year's biggest social events: the CSU football game against the University of Colorado-Boulder. She drank 30 to 40 beers and shots over an 11-hour period. Then friends left her alone in an empty room in a fraternity house to sleep it off. Later, a fraternity member found her dead while giving his mother a tour of the house.

She is one of an estimated 1,400 college students between the ages of 18 and 24 who die from alcohol related incidents each year, according to the National Institute of Alcohol Abuse and Alcoholism.

"Nobody is immune," Spady's father, Rick, says. "She was a smart kid, and she was a good kid. And if it could happen to her, it could happen to anybody."

In addition to footage from Sam's childhood and her funeral, the documentary examines the drink-untilyou-blackout campus culture and its dangers.

"It was very difficult to see the first time," Spady's mother, Patty, says through tears. She had never heard the 911 call before.

The producers and parents hope to distribute the film to high schools, colleges, church groups and families.

"Had Sam's friends seen this movie, I have to believe there'd be no way that she'd be dead today," producer Barry Bortnick says. "Had Sam seen this film, she would not have been dead today."

More than 100 individuals have already purchased the DVD, which is available at the Sam Spady Foundation's website. The foundation will use proceeds from the film to provide schools with an alcohol education curriculum. They have already distributed more than 200,000 wallet cards on signs and symptoms of alcohol poisoning.

"It's a great springboard for discussion in a sorority house or a dorm hall," says Linda Major, the project director of NU Directions, a coalition that addresses high-risk drinking at the University of Nebraska Lincoln.

According to Major, a board member of the Sam Spady Foundation, *Death by Alcohol* is one of the only documentaries that focuses on a female. Flavored liquors and advertising geared toward young females have driven more college women to binge drinking, she says.

Shortly after Spady's death, CSU expanded its alcohol education programs and donated $100,000 in privately raised funds to the Sam Spady Foundation. The fraternity where Spady died has been disbanded, and a local church has transformed the house into a student living center dedicated to preventing alcohol abuse.

But Pastor Reza Zadeh, a former CSU student, says he hasn't seen much change in the drinking culture since Spady's death.

"People still feel invincible," he says. "The bars still have 25-cent shot night and two-for-ones and no cover for girls."

He nonetheless says saving even one life would make a difference.

"I'm not here to kill your college experience," Patty Spady says. "I just want you to survive it."

<http://vps.policyimpact.com/dailydigestpdfs/IIAA/June2006/IIAA4june26.pdf>

**15. Alcohol Outlets Linked to Assaults**

*UPI*

June 26, 2006

WASHINGTON -- The greater the density of alcohol outlets, especially bars, the higher the rate of assault, found a study in California.

Study author Paul J. Gruenewald, senior research scientist at the Prevention Research Center, says that some 15 years of research has shown that the availability of alcohol -- as measured by the number and types of alcohol outlets -- is directly related to interpersonal violence.

However, Gruenewald says his six-year longitudinal study is the first of its kind to use overnight hospital stays to re-examine the influence of alcohol outlets upon violent assaults.

Data from 581 consistently defined ZIP code areas in California that included local population, household sizes, retail establishments and places that serve alcohol were correlated with hospital admissions related to violent assaults.

"We found that rates of violence increase in areas with growth in the numbers of bars and off-premise establishments that sell alcohol," said Gruenewald. "These relationships are independent of changes in other aspects of communities often related to violence, such as poverty or vacant housing."

The findings are published in the July issue of Alcoholism: Clinical & Experimental Research.

<http://www.upi.com/ConsumerHealthDaily/view.php?StoryID=20060626-015317-7749r>

**16. EU Upholds Anheuser-Busch's Right To 'Bud' Trademark -Co**

*Dow Jones Newswires*

June 26, 2006

ST. LOUIS (AP)--Anheuser-Busch Cos. Inc. (BUD) announced another legal victory Monday in an ongoing fight to trademark its top-selling Budweiser beer in Europe.

The Board of Appeal for the European Union's Office for Harmonization in the Internal Market ruled that Anheuser-Busch can register its trademark "Bud" beer throughout Europe, the company announced.

The ruling is just one piece of a massive legal fight in several European courts between Anheuser-Busch and the Czech brewer Budejovicky Budvar. At issue is the famous Budweiser brand, which both companies claim an historical right to use.

The Czech brewery was founded in 1895 in a town called "Budweis" by the German immigrants who founded it - a beer brewed there would have been known as a Budweiser. Anheuser-Busch launched its own U.S. Budweiser brand in 1876, picking the name because it evoked German brewers but was still easy for U.S. consumers to pronounce.

The European courts ruling is subject to appeal, but is a major step forward in Anheuser-Busch's effort to market Budweiser in Europe, according to the company.

"We are making solid progress in our battle to protect the brand names we've developed," Stephen Burrows, president and chief executive officer of Anheuser-Busch International, said in a news release. "As a result, Anheuser-Busch can sell its flagship brand under the Budweiser or Bud brand in 30 European countries."

The legal dispute between the two brewers is being played out in dozens of courts throughout Europe.

The Czech company has argued that the name "Budweiser" should only refer to beer brewed in a certain area, in the same way Greek Feta cheese can only be produced in certain regions.

Anheuser-Busch has argued that the term Budweiser is simply slang used by German immigrants - the Czech company's hometown is officially named Ceske Budejovice.

The Budvar brewery did not post comments about the ruling on the company's Web site Monday and did not immediately return an e-mail seeking comment on the decision.

The European appeal board agreed the term Budweiser isn't a special label, or "appellation" in legal-speak, according to Anheuser-Busch.

"It is difficult to imagine that beer drinkers in France, Italy, Portugal, Austria or the Czech Republic could think of BUD as an appellation of origin, i.e. as an indication that the beer was brewed in a specific geographic location ..." the court ruling said, according to an excerpt provided by Anheuser-Busch.

Owning the trademark to Budweiser - Anheuser-Busch's most popular brand - is important as the biggest U.S. brewer tries to boost market share in the profitable European market, said Eric Shepard, executive editor of the industry publication Beer Marketer's Insights.

"It's hard to be an international brand if you can't use their name," Shepard said. Countries in Eastern Europe are particularly hot markets because beer consumption is growing and consumers have more income than other developing countries like China, Shepard said.

Shepard said the legal fight with Budvar isn't likely to wrap up anytime soon - but Anheuser-Busch might consider the legal bills a good investment to win a valuable trademark in a brand-driven business.

"I guess from their point of view its worth fighting for, but geez, it's arduous and strenuous," Shepard said.

**17. SABMiller Squeezes Value Out of Juice Deal**

By James Politi in New York and Jenny Wiggins in London

June 29, 2006

SABMiller, the South African brewing group, was on Wednesday night close to a deal to sell its Colombian fruit juice business to Postobón in exchange for $55m in cash and a right of first refusal over any future sale of the Colombian soft-drink manufacturer.

The transaction provides further evidence of the push by the world's largest beverage companies to cement positions in emerging markets amid sluggish consumption in the developed world.

It also highlights the growth potential for healthier beverages as consumers shift away from carbonated drinks.

Postobón, a private company with nearly $500m in revenues controlled by the powerful Ardila Lülle family, is hoping to use the deal with SABMiller to begin exporting juice, pulp and concentrate derived from Colombia's tropical fruits to the US and Europe.

This would be possible because the deal includes an assurance by SABMiller that it will consider helping Postobón build an international platform by introducing it to its extensive global distribution network.

From SABMiller's perspective, the first refusal on any future sale of Postobón offers a key instrument to prevent InBev, the world's biggest brewer by volume and SABMiller's arch rival, from entering Colombia.

Analysts believe that InBev could have moved into Colombia by taking a stake in Postobón. InBev holds leading positions in the beer markets in Argentina and Brazil, while SABMiller - through Bavaria - dominates the market in Colombia, Peru and Ecuador. InBev has been trying to encroach on SABMiller's territory, recently introducing its Brahma brand into Peru.

The deal with Postobón will need to be approved by the Colombian government, which will weigh competition concerns against its usefulness as a vehicle for replicating the success of other Latin American countries in exporting fruit products.

SABMiller bought Bavaria, South America's second-largest brewer, for $7.8bn last year to gain exposure to some of the world's fastest-growing beer markets. Latin America now contributes some 22 per cent of group operating profit, up from just 4 per cent in 2004.

**18. RFID Tags Spy on Bartenders**

Sources: Claire Swedberg, *RFID Journal* and *Capton web site*

June 22, 2006

Do you know how much money is lost in annual sales of liquors in the US?

Capton, a provider of liquor-monitoring technology, estimates that $7 billion is lost from bartenders. The RFID Journal reports that the company has developed the Beverage Tracker system currently tested at a Las Vegas Hotel-Casino which uses tags to keep tabs on liquor. The system, which consists of RFID-enabled liquor spouts, an RFID reader and proprietary software, costs between $10,000 and $20,000, but can save $90,000 per year for an average bar. This might be true, but how many bartenders will lose their jobs because of this system by offering free drinks? Read more...

Here is the opening paragraph of the RFID Journal article.

Treasure Island, a Las Vegas hotel and casino, has installed a system utilizing RFID to track the amount and type of liquor its bartenders pour. The system has been in operation at two of the hotel's bars for the past month and will soon be added to two more.

This Beverage Tracker software has been developed by Capton, a company based in San Francisco. And here is how the system works.

The Beverage Tracker consists of RFID-enabled liquor spouts, an RFID interrogator (reader) and software. The spouts contain a battery-powered 418 MHz RFID tag and a measuring device. Whenever a bartender pours a drink, the tipping of the bottle turns on both the tag and the measuring device, allowing the spout to measure the volume of liquor poured (in ounces) before the employee tips the bottle back up. The tag then transmits that information to the interrogator's antenna, attached to the ceiling above the bar.

[The RFID tag] transmits not only the unique identification number of its microchip, but also the brand and size of liquor bottle to which it is attached, as well as the amount of liquor poured. All of this data is transmitted in real time to the receiver linked to the bar's existing computer network via a wireless Internet connection. The time of the pour is recorded by the time the data reaches the computer network, about one second after the liquor was poured.

For more information, here is a link to a 2 minute video about Capton's Beverage Tracker system (in both Windows Media Player and QuickTime formats) from which the above pictures have been extracted.

Finally, here is a big question. If this system, which is currently used at about 100 locations worldwide, becomes commonplace, is this is the end of free drinks?

 <http://www.primidi.com/2006/06/25.html>

**19. State Attorney General's Teen Alcohol Campaign (Maine)**

By John Buell -  *Bangor Daily News*

June 27, 2006

Maine's attorney general, Steven Rowe, has posted on his Web site two public service announcements criticizing underage drinking and impugning the integrity of parents who tolerate such activity even in supervised circumstances. His ads may do more harm than good.

Nationally underage binge drinking was more common a generation ago. In Maine, fewer high school students binge drink now than ten years ago. Any binge drinking is a problem, but suggesting it is a growing epidemic can increase peer pressure to drink.

Current brochures on underage drinking also feature a misleading claim: alcohol consumption before age 21 is associated with higher incidence of alcohol-related problems in later life. Like Adam's infamous apple, the substance itself is treated as the source of subsequent evil.

If fourth-graders whose parents kiss them every morning receive dramatically higher scores on the MEAs, is a kiss a day the key to their success? If such a correlation exists, it probably indicates that parents who kiss their children also spend more time tutoring their children.

National Institute on Alcohol Abuse and Alcoholism (NIAAA) studies only show that underage drinking is part of a cluster of variables that are associated with problems in later life: low socio-economic status, low parental education, low self-esteem, certain genetic conditions that may predispose to alcoholism, and problems in school. Some NIAAA literature even concedes that very early alcohol consumption may reflect rather than cause a risk-taking personality.

Risk-prone 10-year-olds need love and attention. Instead, many have overworked parents, crowded schools, peeling lead paint in their apartments, and often go to bed hungry.

In addition, adults who take up drinking long after their peers also have a much higher probability of developing severe alcohol problems. We really have a classic U-shaped curve. First-time use at unusually early and unusually late ages probably reflects more than causes greater psychological anxiety and economic distress.

No course is risk-free, but none of this work contradicts a theme I will develop in a subsequent column: Drinking by late teens in supervised and stable settings is associated with fewer long-term risks than complete laissez faire or attempts to impose absolute prohibition.

Critics of teen drinking also argue that teen brains are insufficiently developed to provide proper cognitive assessment of and emotional responses to prospective dangers. Then why allow teens to drive, a task in which immature or reckless action can have irremediable consequences for all of us?

The attorney general brands as irresponsible any parent who tolerates a party at which young adults drink - even if car keys are removed and close scrutiny maintained. He is acting irresponsibly and may be encouraging disrespect for the law. "Zero tolerance" of teen drinking in any circumstance will create the worst of all possible worlds - more driving by teens ever less ready to deal with the dangers of alcohol and ever more resistant to parental advice.

When police bust quiet supervised parties, many parents will forbid any drinking on their property. Some youth will comply, but young adult children are legally - and often financially - independent of their parents. Many see the "just say no" message as inflated. They resent police intrusions on their privacy. They will drive to more remote locations and be even less inclined to accept any future health warning.

These fears are not merely hypothetical. Advocates of the current legal drinking age (21) maintain that it has reduced alcohol-related crashes among teens. Such crashes among teens have declined, but reductions have also occurred in most age categories. Stronger enforcement of drunken driving laws and sensible designated driver programs have probably played the largest role.

A Rutgers University study, however, reports a less publicized side of this story. Alcohol-related driving deaths have actually increased in the 21-24 age range. By boosting the drinking age we place more 21-year-olds unaccustomed to alcohol on our roads. We displace the problem to a slightly older age range.

Police can never enforce all the laws. The community's health and safety are better served by putting aside busts of supervised young adults and cracking down on all forms of reckless driving. There are laws that, like Jim Crow statutes, are not worthy of respect. Though underage drinking bans do not represent an equal injustice, they are a civil rights violation. They deny one category of citizens (young adults) - who can die for their country, vote for our leaders, marry and parent children - the right to drink with their peers even at a parent's home.

In the current climate of hostility to alcohol and teens, the courts may deny the injustice here. I applaud young adults and parents who have the will and the courage to stand up to these inequities. The attorney general should engage in dialogue rather than in one-sided denunciations of concerned parents whose only failing is to reach conclusions different from his.

<http://www.bangornews.com/news/templates/?a=136514>

**20. Italian Wine Company Sues Illinois**

By Matt Adrian, *The Southern Springfield Bureau*

SPRINGFIELD - An Italian winery is suing the state, claiming Illinois liquor law favors its homegrown counterparts.

Villa Monteleone Winery wants a Sangamon County judge to overturn state law that allows Illinois winemakers to sell directly to consumers, while out-of-state vineyards must go through distributors.

"This self-distribution privilege constitutes pure economic protectionism; there is no rational basis for the different treatment of Illinois and non-Illinois wineries," argued the Verona-based company in the lawsuit filed last week.

The winery claims the state law puts it an economic disadvantage.

"This means that its products cost more than products from licensed Illinois winemakers," argued lawyers for Villa Monteleone in court documents.

Illinois-produced wine only makes up 500,000 gallons of the 25 million gallons consumed annually in the state, argues Barrett Rochman of Blue Sky Vineyards in Southern Illinois.

"Some foreign company from Italy is going to tell the state of Illinois what's unconstitutional and kill an industry," Rochman said. "Whoever is doing this would be better served by sitting down with the Illinois wine people and fashion something that doesn't put them out of business."

Villa Monteleone wine is distributed in Illinois, Minnesota and Nevada by companies owned by the Wirtz family. Judge & Dolph, Limited, a subsidiary of the Wirtz Beverage group, is Illinois' largest alcohol distributor.

Illinois is home to 67 wineries and an estimated 300 grape growers.

The lawsuit comes after distributors and the state's wine industry clashed over legislation that would limit the amount of product vineyards could sell directly to the public. The proposal died in the House earlier this year.

The proposal came after a 2005 U.S. Supreme Court decision raised questions about direct shipping to consumers.

The Illinois Liquor Control Commission is still reviewing the lawsuit.

**21. Alcohol a Bigger Threat to U.S. Youth Than Drugs**

**Source: *Forbes***

**June 29, 2006**

THURSDAY, June 29 (HealthDay News) -- Alcohol abuse by minors results in almost 3,200 deaths a year -- four times more than deaths due to all illegal drug use combined, a new study finds.

Underage drinking also costs the United States $62 billion each year, the researchers found.

Despite these numbers, policymakers remain focused on the impact and prevention of drug use in minors, rather than alcohol, the study's authors said. The budget for anti-drug use by America's youth is nearly 25 times that of public funds earmarked for the prevention of alcohol use.

"Alcohol-related traffic crashes, violence, teen pregnancies, STDs, burns, drownings, alcohol poisoning, property damage and other risks take a human and economic toll that's much greater than illegal drugs. Yet, we spend so much more on youth drug abuse," study author Ted Miller, director of the Pacific Institute for Research and Evaluation (PIRE), said in a prepared statement.

Miller's team at the PIRE Public Services Research Institute in Calverton, Md., found that a large number of minors are drinking great quantities of alcohol. In fact, the study showed that underage youth consume at least 16 percent of all alcohol sold in the United States, a number the researchers called conservative.

The costs of underage drinking come from a variety of sources, with expenses linked to traffic accidents alone totaling roughly $13.7 billion per year.

"Drinks in bars, drinks in cars, drinks stolen form Mom's liquor cabinet: The average harm from a kid's illegal drink is $3," said Miller. "That's far more than the 85-cent price tag those drinks carry. It dwarfs the 10 cents in taxes we collect or the 40 cents in profit the alcohol industry reaps," he said.

Miller said poor legal enforcement is a major factor in the underage drinking epidemic, and that stricter regulations and inspections of institutions where alcohol is sold would cut the amount of alcohol getting into minors' hands. Improvements in identification and age-verification, driving curfews, zero-tolerance laws and regulations placing liability on parents who allow underage drinking in their home would also help control the problem, he said.

The study is published in the July issue of Journal of Studies on Alcohol.


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# 22. PIRE Office of Policy and Communications

*Public Services Research Institute*

June 29, 2006

WASHINGTON – With the summer party season in full-swing this long July Fourth weekend, a newly published study shows that underage drinking costs America nearly $62 billion a year. At thousands of youth parties across the country, the overwhelmingly favored intoxicant will be alcohol. And yet, public attention remains focused on preventing youth drug use, not alcohol use.

More young people drink alcohol than use illegal drugs; in fact, alcohol kills 4 times more kids than all illegal drugs combined. However, federal funding for preventing drug use is about 25 times greater than spending on underage drinking prevention.

“The problems caused by underage drinking are a devastating tidal wave of alcohol harm,” said Ted Miller, Ph.D., lead author of the cost study.

“Alcohol-related traffic crashes, violence, teen pregnancies, STDs, burns, drownings, alcohol poisoning, property damage and other risks take a human and economic toll that’s much greater than illegal drugs,” he said. “Yet we spend so much more on youth drug abuse.”

Each year, underage drinking leads to almost 3,200 deaths and 2.6 million other harmful events, from serious injury to high-risk sex among youth, according to the study published in the July edition of Journal of Studies on Alcohol.

When assigning dollar totals to alcohol-related problems among youth, violence and traffic crashes dominate the costs. The study estimates that youth traffic crashes attributable to alcohol cost $13.7 billion a year while violence costs $34.7 billion. Violence includes the 500,000 incidences of rapes and assaults each year related to underage drinking.

Alcohol-related problems cost an average of $4,680 per underage drinker each year.

“Drinks in bars, drinks in cars, drinks stolen from Mom’s liquor cabinet: the average harm from a kid’s illegal drink is $3,” Miller said. “That’s far more than the 85 cent price tag those drinks carry. It dwarfs the 10 cents in taxes we collect or the 40 cents in profit the alcohol industry reaps.”

The study estimates that underage drinking generates $18 billion in sales of beer, wine and liquor for the alcohol industry each year. Sales of alcohol consumed by minors provide $2 billion in annual tax revenues. At least 16 percent of all alcohol sold – a conservative estimate, according to Miller – is consumed by underage drinkers.

“That is huge! The industry denies it market to kids, but the signs are everywhere,” he said. “Alcopops are not for the martini set.”

The lack of enforcement of legal drinking laws continues to contribute to the problem of underage drinking, he said. Minors obtain alcohol in three principal ways: through illegal purchases, at parties and from the family liquor cabinet or refrigerator. Research shows interventions can successfully reduce underage consumption, including regular police checks on sellers and servers of alcohol, improving age-checking technology, zero alcohol tolerance for drivers under 21, driving curfews, and “social host” policies that hold adults liable when minors drink at home parties.

General controls on alcohol also have shown effectiveness in reducing youth drinking, such as restricting the number and location of retail outlets, maintaining government retail monopolies on wine and spirit sales, and increasing alcoholic beverage taxes.

Underage drinking costs by state from this study are available at

<http://www.iiaaonline.org/profiles.php>.

Miller, director of the PIRE Public Services Research Institute, has led more than 150 studies, including 50 economic analyses. He has estimated benefit-cost ratios for more than 125 substance abuse and safety interventions. PIRE, or Pacific Institute for Research and Evaluation, is a national nonprofit public health research institute with centers in seven states. Miller can be reached at miller@pire.org. For a copy of the research, contact Jim Gogek at (888) 846-PIRE.

<http://www.pire.org/newsroom/Youthdrinkingcosts.pdf>

