

MEDIA ADVOCACY SAMPLES

From SPF SIG Community Grantees

Alcohol and Your Health *(Walsh County)*

http://www.newzgroup.com/PDFs/7-16/396200-06-24_4001.pdf

Excessive alcohol use can have both long term and short term health risks. Excessive alcohol use is defined as: For Women: 3 or more drinks on one occasion or 7 or more drink per week; For Men: 4 or more drinks on one occasion or 14 or more drinks per week.

Long Term Health Risks of Excessive Alcohol Use

- Chronic Diseases
 - High Blood Pressure
 - Heart Disease
 - Stroke
 - Liver Disease
 - Digestive Problems
- Cancers
 - Breast
 - Mouth and throat
 - Liver
 - Colon
- Learning and memory problems
 - Dementia
 - Poor School Performance
- Mental Health
 - Depression
 - Anxiety
- Social Problems
- Lost Productivity
- Family Problems
- Unemployment
- Alcohol Dependence

If you feel that you are dependent on alcohol, help is available. Look in your local paper for AA meetings, contact local counselors at the clinics or human service center, ask a member of the clergy. Northeast Human Services has an intake number that you can contact for information and or referral or assistance. Call 701- 795-3000.

April is Alcohol Awareness Month (*Sargent County*)

http://www.newzgroup.com/PDFs/4-27/398593-04-17_10003.pdf

The National Council on Alcoholism and Drug Dependence, Inc. (NCADD) sponsors NCADD Alcohol Awareness Month to increase public awareness and understanding, reduce stigma and encourage local communities to focus on alcoholism and alcohol related issues. This April, Health Sargent County encourages you to educate yourself and your loved ones about the dangers of drinking too much.

In North Dakota alone, there were 997 alcohol-related crashes during 2013, resulting in 64 deaths. To spread the word and prevent alcohol abuse, Healthy Sargent County is joining other organizations across the country to honor Alcohol Awareness Month.

If you are drinking too much, you can improve your health by cutting back or quitting. Here are some strategies to help you:

- Limit your drinking to no more than one drink a day for women or two drinks a day for men.
- Keep track of how much you drink
- Choose a day each week when you will not drink.
- Don't drink when you are upset.
- Avoid places where people drink a lot.
- Make a list of reasons not to drink.

If you are concerned about someone else's drinking, offer to help. Call 800-662 (4357) for the SAMHSA National Helpline. Healthy Sargent County was established in 2014 to promote healthier and safer lifestyles in the area. A federal alcohol prevention grant through the North Dakota Department of Human Services served as a catalyst to form the group. This grant specifically targets underage drinking and adult binge drinking; however, Healthy Sargent County exists to serve all community health issues in the Sargent County Health District.

For more information about Healthy Sargent County or the influence of alcohol in our communities, contact Alison Peterson at Sargent County District Health, 701-724-3725.

Binge Drinking in North Dakota (*Benson County*)

http://www.newzgroup.com/PDFs/7-15/390156-07-15_9002.pdf

In a recent online article by Larry LeBlanc, he published some of the findings from a 2012 survey conducted by the Institute for Health Metrics and Evaluation that asked people across the nation if they considered themselves binge drinkers, heavy drinkers or whether they drank alcohol at all. This study concentrated on the use of alcohol in adults over the age of 21 and was made public in the American Journal of Public Health in April 2015. Surprisingly, the study shows that Americans are more likely to be heavy drinkers and binge drinkers than in recent years, while in contrast, the percentage of people who drink any alcohol has remained relatively unchanged over time. The increase in binge drinking is largely due to rising rates of drinking among women, according to a new analysis of county-level drinking patterns in the United States.

Heavy drinking among Americans has also increased sharply, up 17.2% since 2005. The Centers for Disease Control and Prevention (CDC) defines heavy drinking as exceeding an average of one drink per day for women and two drinks per day for men over the past month. Binge drinking is defined as having four or more drinks in one sitting for women and five or more drinks for men. Since this definition leaves a lot of room for interpretation, North Dakota prevention specialists simply define binge drinking as "drinking to get drunk."

Among the counties with the highest rate of binge drinking in the country, North Dakota has four counties in the top 10 (both male and female). For the sake of some of our neighbors, I will not list which counties they are. So where does Benson County stand? Although there are many fewer Benson County residents that drink compared to the state or national averages, the percentage of binge drinkers among those who do drink is something to be concerned about:

- Respondents who drank at all: 59% US; 64.5% ND average; 48% Benson County;
- Drinkers who binge drank in past month: 33% US; 41% ND average; 58% Benson County;
- Heavy drinking among all respondents: 8% US; 9% ND average; 15% Benson County.

The statistics for Benson County support the statement above: The number of residents that drink at all is much lower than the ND average, but we are higher than the state average in both binge drinking and heavy drinking.

But the reason BCPAC is so concerned is best stated by The American Journal of Public Health, "Binge drinking is commonly associated with a higher risk for serious bodily harm, such as injuries, alcohol poisoning and acute organ damage. Heavy drinking is considered a risk factor for longer-term conditions, such as liver cirrhosis and cardiovascular disease."

Let's change the culture of drinking alcohol in North Dakota to a more moderate one. This is not the top ten list we want to be on.

Health Beat is a guest column brought to you by BCPAC, Benson County Positive Actions and Choices your local coalition for health and safety topics. For more information about BCPAC, contact Benson County Public Health at 7014735444.

Home Access to Alcohol *(Traill-Steele Public Health)*

http://www.newzgroup.com/PDFs/7-11/398593-06-19_4001.pdf

In 2005, the American Medical Association (AMA) conducted two nationwide polls on the topic of access to alcohol amongst youth. Part of the key findings shows that two out of three teens, aged 13-18, said it is easy to get alcohol from their homes without parents knowing about it. One third responded that it is easy to obtain alcohol from their own parents knowingly, which increases to 40 percent when the alcohol is from a friend's parent. J. Edward Hill, M.S., the president of the AMA, said about the results, "While it is of great concern to see how easily teens, especially young girls, get alcohol, it is alarming to know that legal-age adults, even parents, are supplying the alcohol." He went on to say, "Even parents who do not buy for their children could be unwitting sources if their alcohol at home is left unsecured."

At this time of year, millions of youth are deemed to be old enough and mature enough by their parents or guardians to stay home unsupervised over the summer. This is an important part of maturing, to be able to be responsible for oneself and taking care of chores at home. However, boundaries need to be set to prevent your child from finding alcohol or other substances at home while adults are away.

If you can, lock up any alcohol and prescription medications you have at your house; if not because of your own children, then for the friends they invite over. Recent findings from research at Brown

University show that children who sip alcohol by the time they were in sixth grade are much more likely to start drinking full drinks by ninth grade and are more likely to binge drink or get drunk in their teen years. A Dept. of Public Instruction survey of North Dakota 7 and 8 grade students in 2013, 7.2% reported that they had their first drink of alcohol (beyond a few sips) before age 11. By the time they were in 7 or 8 grade, a fourth of them had already had their first drink of alcohol (YRBS 2013).

Your child might be responsible enough to stay home alone during the summer, but he or she still requires monitoring for their health and safety. Establish strict rules and consequences for experimenting with any alcohol, prescription drugs, or illegal substances in your home to send the message that this behavior will not be tolerated. For more information and ideas on how to start this conversation, visit www.parentslead.org.

Health Beat is a guest column brought to you by STEALTH, your local coalition for health and safety topics in Steele and Traill counties. For more information about STEALTH, contact Steele County Public Health at (701) 524-2060 or Traill District Health.

I look up to... (*Ransom County*)

http://www.newzgroup.com/PDFs/6-10/398593-05-22_2001.pdf

Problem at Hand: Children and teenagers look up to their parents You might ask, how is this a problem? It isn't a problem if the parent(s) plays an integral role in setting a positive lifestyle through their actions, behaviors, language and decisions around their child or children. Therefore, children can and do look up to their parents.

PARENTS Lead (Listen, Educate, Ask and Discuss) is a North Dakota statewide initiative in response to the United States Department of Health and Human Services and the North Dakota Department of Health and Human Services initiatives to address major public health concerns within each state. These include adult binge drinking and underage drinking through the Strategic Prevention Framework State Incentive Grant (SPF-SIG). The SPP-51G has two primary goals to address major health concerns for Ransom and Sargent counties: 1) underage drinking and 2) adult binge drinking.

PARENTS Lead stands for parent; taking the initiative to empower parents to Listen, Educate, Ask and Discuss with their child or children. Listen (L) stands for initiate and/or continue conversations with your children about underage and other difficult subjects at all ages; (preschool through young adult. Educate (E) means be a role-model of positive and healthy behavior and-gain the knowledge to do that, Ask (A) stands for ask and monitor where your child or children are going or have been. Finally Discuss(D) means to provide support and engagement with your child or children.

Visit www.parentslead.org for further information and resources to be a PARENT that LEADS.

Parents, if you feel uncomfortable talking with your child or children and don't know how to ask the questions and bring up difficult topics then put yourself in your child's shoes. It is even harder for them. Therefore, if you want to be the parent who has a child or children that states I look up to...my mom. Or I look up to...my dad then empower yourself and be part of the solution to the problem of underage drinking and other unhealthy behaviors young people are facing every day. Be proud of yourself and of your child who says, I look up to...you. Questions can be directed to gina.kelly@ndsu.edu. Dr. Gina Aalgaard Kelly, PhD is an Assistant Professor of Medical and Aging Sociology in the Department of Sociology-Anthropology at North Dakota State University, in Fargo, North Dakota.

Is Sipping Alcohol by Children a Problem? *(Walsh County)*

http://www.newzgroup.com/PDFs/6-5/396200-05-20_4002.pdf

A recent study finds that children who sip alcohol are more likely to become teens who get drunk. So, why is that? What did the study find?

Youth who sipped alcohol by the fall of sixth grade (average age of first sip was 7.61 years) had significantly greater odds by ninth grade of:

- consuming a full drink;
- getting drunk and engaging in heavy drinking;
- reporting substance use.

Other predicative variables didn't take away the risk of sipping and later alcohol use:

- Even accounting for temperamental, behavioral and environmental factors that contribute to likelihood of behavioral problems, sipping was still strongly associated with later alcohol and other substance use.
- Sipping was also predictive of more extreme alcohol outcomes even controlling for current parental alcohol use and history of alcoholism in biological parents.

Permission to drink alcohol at home and explicit provision of alcohol are associated with greater levels of adolescent alcohol use, heavy use, drunkenness and drinking intentions.

This study underscores the importance of advising parents to provide clear, consistent messages about the unacceptability of alcohol consumption for youth. Offering even a sip of alcohol may undermine such messages, particularly among younger children who tend to have more concrete thinking.

Parents are encouraged to secure and monitor alcohol in their home to reduce unintentional sipping by their children.

Matter of health: Talking to children about alcohol *(Devils Lake)*

http://www.newzgroup.com/PDFs/7-22/396470-07-15_03002.pdf

MetroCreator.com

Many people consume alcohol when attending summer parties, holiday gatherings or weddings. Children in attendance may see adults drinking and having a good time and wonder why alcohol is off limits to them.

The National Institute on Alcohol Abuse and Alcoholism says that parents can have a major impact on their children's drinking habits by influencing children's values and decisions about drinking.

Alcohol can affect both the body and the mind, and parents who want their kids to approach alcohol responsibly when they are of legal drinking age can teach their youngsters about the ways alcohol can influence their health.

The NIAA states that alcohol is used by more young people than tobacco or illicit drugs. A person who begins drinking as a young teen is four times more likely to develop alcohol dependence than someone who waits until adulthood to try a drink.

Alcohol and its effects

Many kids and their parents are not overly concerned about alcohol, which does not carry the same stigma as illegal drugs. When consumed in small amounts, alcohol may not seem very dangerous, but even small quantities can affect the body.

Alcohol is a depressant, which slows down the body and makes a person feel relaxed. With more alcohol, movements become clumsy and uncoordinated. It also interferes with decision-making abilities and could lead to risky behavior. As alcohol slows reaction time, driving under the influence can be deadly. The liver is responsible for filtering alcohol out of the blood. With greater quantities of alcohol, it can take longer for the liver to do its job. Over time, alcohol consumption can damage the liver.

Get the facts

Some families have misinformed views about alcohol. Beer or wine may be considered "safer" than hard liquor, but each has the same effect on the body. It can take anywhere from two to three hours for a single drink to leave a person's system and the process cannot be sped up. Young people have smaller bodies, and alcohol can affect them differently.

Tips for talking to your teen about drugs and alcohol *(Upper Missouri)*

http://www.newzgroup.com/PDFs/6-10/394344-05-20_10002.pdf

This week is National Prevention Week, a time to educate young people and their families about drug and alcohol abuse. This is a critical time of year with many celebrations starting to happen.

How can you best prevent drug and alcohol use with your junior high level child who is starting to spread his/her wings?

Here are some tips:

- Monitor your child. Know his/ her whereabouts, friends and their parents and how your child will be spending his/her day. Limit the time your child spends without adult supervision. And learn the technology your child is using and use it yourself.
- Set clear rules and role model good behavior. Make sure your teen knows your rules and the consequences for breaking those rules – and, most importantly, that you plan to enforce those consequences if the rules are broken.
- Avoid peer pressure. Brainstorm ways to say "no" in the event peers offer her/him alcohol or drugs. Teach your teen to be aware of situations that increase the likelihood of being offered alcohol or drugs.
- Talk with your teen about friendship. True friends do not ask each other to do things that they know are wrong and will get them in trouble, or things that are harmful. Talk often to your teen about who their friends are and the things they do with their friends. Encourage them to stick to their beliefs and values, and look for friends who share those values.
- Support whole community efforts. Help your teen grow up drug-free by working with other parents to expand your influence locally. Work with your school and community to establish afterschool recreational activities. Work with your religious community to establish faith-based prevention efforts. Support officials that prioritize substance abuse prevention and are interested in funding programs that provide support for families in your community. When a community works together to create a safe and healthy environment for youth, the message that you want your teen to learn is reinforced and supported.
- Tell your teen about the negative effect alcohol, tobacco and other drugs have on physical appearance. Teens are extremely concerned with their physical appearance so will likely avoid anything that detracts from their attractiveness. Therefore, this is an ideal time to talk about how specific drugs can affect appearance in addition to information about major dangers and health problems and social consequences. During discussions, keep in mind that warnings of dire future health problems do not resonate as much as the more immediate consequences of using alcohol and drugs, so be sure to mention the more immediate, observable effects caused by various substances. For example, nicotine causes bad breath, stained teeth, brown fingers, smelly hair and clothes, and ruins your skin. Alcohol causes bad breath, vomiting and slurred speech, impaired judgment, and possibly poisoning. Methamphetamine changes one's

appearance drastically (e.g., ruins your hair and skin, and causes sores and scabs), and permanently damages your brain and body (as well as, rots your teeth).

- Let you teen in on all the things you find wonderful about them. Let them know you are proud of them and praise them often. Positive reinforcement can go a long way in preventing alcohol and drug use among teens.
- Take steps to enhance your teen's self-image. Youth at this age are very concerned with how others see them. Furthermore, a teen's self-esteem is closely tied to how attractive they feel. Youth who do not think they fit the "popular culture" norm of slenderness may be at risk and resort to substance use. Whether to mask their feelings of inferiority or taking prescriptions, herbal supplements to lose weight or, in the case of boys, steroids. Teens feel a great deal of pressure to conform. Discuss cultural stereotypes of beauty with your teen. In addition, help your teen live a healthy lifestyle by ensuring they receive an adequate amount of exercise, provide well-balanced meals, and keep your refrigerator and pantry stocked with appealing alternatives to junk food.

For more information, please feel free to contact me at 7014443451 or email me at marcia.hellandsaas@ndsu.edu. This information came from the parents LEAD website at www.parentslead.org. I encourage you to check out this site. It contains a lot of wonderful information to help you and your teen connect and live healthy lives.

OTHERS:

Alcohol poisoning kills six people in the US each day (*Sargent County*)

http://www.newzgroup.com/PDFs/5-16/398593-05-01_11002.pdf

Are you a Moderate Drinker? (*Eddy County*)

http://www.newzgroup.com/PDFs/7-17/394177-06-29_14001.pdf

Bars on the Bar (*Grand Forks County*)

http://www.newzgroup.com/PDFs/4-29/394368-04-21_1004.pdf

Did You Know? (*Towner County*)

http://www.newzgroup.com/PDFs/5-31/397242-05-16_1003.pdf

Health Tip of the Week (*Cavalier County*)

- http://www.newzgroup.com/PDFs/5-8/398542-05-04_05002.pdf
- http://www.newzgroup.com/PDFs/4-24/398542-04-20_07002.pdf

Host Liability, what's that? *(Ransom County)*

http://www.newzgroup.com/PDFs/5-19/396786-05-04_3001.pdf

- **Over 350 students and adults reached in 'Social Host Liability' presentations**
(Ransom County)

http://www.newzgroup.com/PDFs/5-23/396786-05-11_1002.pdf

Life Threatening Alcohol Trends in Teens *(City-County)*

http://www.newzgroup.com/PDFs/4-23/396386-04-08_8001.pdf

Tip 411 goes live in Walsh County *(Walsh County)*

http://www.newzgroup.com/PDFs/6-9/395780-06-03_5003.pdf

Ramsey County Substance Awareness Council to meet *(Lake Region)*

http://www.newzgroup.com/PDFs/7-22/396470-07-15_12001.pdf

- **Join the Substance Awareness Council Team...** http://www.newzgroup.com/PDFs/3-4/396470-02-27_06001.pdf

ARTICLES HIGHLIGHTING RBST

Consequences for wait staff and bartenders prove need for server's training in county (*Richland County*)

http://www.newzgroup.com/PDFs/7-14/397123-07-10_03001.pdf

The Richland County Sheriff's Office is suggesting owners of liquor establishments in Richland County take advantage of free training for their wait staff and bartenders before Sept. 30. The course is currently free thanks to a grant that is close to expiring. The responsible beverage service training is courtesy of a grant through the Head of the Red Prevention Coalition. The training will teach bartenders and restaurant servers to understand the consequences of alcohol abuse, inform them of local laws that prevent underage and binge drinking, as well as the potential consequences for failing to comply. It will help prepare them for situations where these laws apply, namely large event training.

After the September deadline passes the cost rises dramatically from free to around \$30 per person, said Chief Deputy Gary Ruhl. "If they wish to do this training, all they have to do is call us and set it up.

We've had some owners who are reluctant, but most of the owners are pretty receptive," Ruhl said. "All of our deputies are trained instructors in this course. I'm trying to have the deputies in their communities conduct this training."

Completing this course offers owners some invaluable information. Namely, it makes servers and bartenders more responsible to their customers. Some insurance requires server training for insurance coverage while others will discount liability insurance for establishments that have trained wait staff.

There are legal consequences that could be upheld to the owners and serving staff of a liquor establishment who served to a minor or to someone who is visibly intoxicated. According to Ruhl, thanks to the Dram Shop Law, liquor license owners, managers and their employees can be held financially responsible for injury or damage arising from an event where the injury or damage was caused by a person they sold or served alcohol to.

He offered some facts about alcohol consumption in North Dakota:

- North Dakota ranks No. 1 in the nation for binge drinking for people 12 and older
- 15.2 percent of North Dakota students drove after drinking – the national average is 9.7 percent
- 28.3 percent of people in the state rode with a driver who had been drinking – the same percentage as the national average
- Underage drinking cost North Dakota \$141 million in 2007.

There are 17 bar owners in Richland County who should take advantage of this free course.

Ruhl said it takes about 1 1/2 hours for the server training, while bartenders have their own course. Liquor establishments in the city of Wahpeton have their own training through the Wahpeton Police Department, but owners in the other towns in the county, can schedule their training through the Richland County Sheriff's Office, by calling 7016427711. The grant in Richland County, provided by the Head of the Red Prevention Coalition, gives all liquor establishment owners in the county an opportunity to have all of their servers attend a training session

Responsible Beverage Service Training, What's That? (Ransom County)

http://www.newzgroup.com/PDFs/4-27/398593-04-17_10002.pdf

Problem at Hand: Alcohol is sold to minors. However, selling to minors or people under the age of 21 is illegal and is a crime punishable by law. A solution is education about this issue for you, your business and community toward alcohol prevention with our youth. Responsible Beverage Server Training is a solution that Ransom County is seeking out by law enforcement being trained to provide that training.

In an effort to increase awareness and better protect individuals in the community, Darren Benneweiss, Ransom County Sheriff, has been working with the Ransom County Healthy Lifestyles Coalition and Ransom County Public Health to bring responsible beverage server training to Ransom County. On March 5, 2015 Sheriff Benneweiss organized a training session with Jim Prochniak, Alcohol Education Coordinator with the North Dakota Safety Council to conduct Responsible Beverage Server Training to 13 law enforcement officers from Ransom and Sargent County. Each of these certified trainers will begin training alcohol establishment servers. Several North Dakota Counties have passed legislation through ordinances to require this certification in all alcohol serving establishments.

As written in previous articles of ROH, North Dakota leads the nation in binge and underage drinking. Recent statistics suggest that as many as 50% of servers in alcohol establishments have served alcohol to underage youth in compliance checks conducted by local law enforcement. In a recent survey 46% of North Dakota's 9th through 12th graders reported they drank more than drinks in a row within a couple of hours at least once in the past 30 days. These statistics provide objective information to support that there is a concerning problem for youth in North Dakota.

Responsible Beverage Server Training, what's that? The primary goal is to reduce alcohol related problems by educating business establishments on the proper service and sales of alcohol. Owners, managers, servers and sellers at establishments with alcohol should be taught about avoidance strategies of illegally selling alcohol to underage people and intoxicated customers. Goals also include: 1) Understand the effects and consequences of alcohol use and abuse; 2) Implement and uphold local laws and business policies that prevent underage and binge drinking; 3) Understand policies and laws and failure to comply consequences; 4) Prepare to better handle situations when laws are challenged; and 5) Promote overall health and safety of customers.

Through the Strategic Prevention Framework State Incentive Grant Ransom County trainers will begin to complete the certification process across Ransom County in establishments to improve the underage drinking statistics, cut down on the serving of minors and provide safer environments where alcohol is served. If you have any questions concerning Responsible Beverage Server Training please contact Darren Benneweiss at 701-683-5255 with the Ransom County Sheriff's Office.

Questions can be directed to gina.kelly@ndsu.edu. Dr. Gina Aalgaard Kelly, PhD is an Assistant Professor of Medical and Aging Sociology in the Department of Sociology-Anthropology at North Dakota State University in Fargo, North Dakota.

OTHERS:

Free course offered to area bartenders (*Richland County*)

http://www.newzgroup.com/PDFs/7-10/397070-07-07_1003.pdf

Hey Bartender! Class aimed at awareness for area's beverage servers (*Rolette County*)

<http://ndspfsig.wikispaces.com/file/view/Hey%20Bartender%20-%20Newspaper%20Article.pdf/557562581/Hey%20Bartender%20-%20Newspaper%20Article.pdf>