

ALCOHOL PREVENTION ENHANCEMENT SITE

www.kyprevention.com

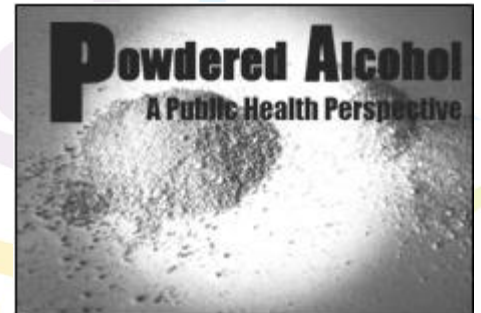
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The Alcohol Prevention Enhancement Site (PES), conducts research on alcohol environmental strategies, disseminates the latest national research, and provides technical assistance and training on implementing and evaluating effective environmental strategies to reduce alcohol availability to underage youth.

POWDERED ALCOHOL: A PUBLIC HEALTH PERSPECTIVE www.kyprevention.com/projects/powdered-alcohol/

A powder that can be mixed with water to make an instant cocktail and two types of liquor may soon be available at Kentucky retailers. Parents should take note as this product sparks numerous health concerns about its high potential for abuse and appeal to youth.



Please help us spread the word by sharing these materials to parent and adult organizations, local law enforcement, schools, colleges and local print media to generate community awareness of the public health concerns associated with powdered alcohol.

- [Kentucky Community Awareness Guide to Powdered Alcohol: A Public Health Perspective](#)
- [“Powdered Booze: A Public Health Threat – Six Things Every Community Needs to Know”](#) Sample News Media Article
- [Powdered Alcohol: A Public Health Perspective Pre-recorded Webinar](#) featuring the Alcohol PES and National Alcohol Beverage Control Association (NABCA)

RESPONSIBLE BEVERAGE SERVER TRAINING (RBS)

www.kyprevention.com/projects/rbs/



GOAL – The purpose of RBS Training is to decrease the number of illegal alcohol sales to underage youth and over-intoxicated patrons.

83 Kentucky communities have passed a mandated RBS Training Ordinance.

UNDERAGE DRINKING IN KENTUCKY – CONSEQUENCES

www.kyprevention.com/research/ky/

- **Death** -- 4,300 youth in the U.S. die every year from alcohol-related incidents. ^(CDC, 2006-2011)
- **Brain Development** -- Alcohol is particularly damaging to the brain which continues to develop into the early to mid 20s. ^(National Institutes of Health, 2013)
- **Alcohol Dependence** -- Youth who begin drinking before age 15 are four times more likely to develop alcohol dependence than people who begin drinking at age 21. ^(Grant, B.F., & Dawson, 1997)
 - In 2012, 216 youth age 12 to 20 years were admitted for alcohol treatment in Kentucky, accounting for 4% of all treatment admissions for alcohol abuse in the state. ^(PIRE, March 2015)

- **Memory Loss** -- Approximately 1 in 8 Kentucky 10th graders have reported blacking out as result of their drinking or drug use. ^(KIP Survey, 2014)
- **Underage Drinking Costs** -- In 2013, underage drinking cost the citizens of Kentucky \$648.2 million. These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from the use of alcohol by youth. This translates to \$1,625 per year for each youth in the state or \$2.99 per drink consumed underage. In contrast, a drink in Kentucky retails for \$0.78. ^(PIRE, March 2015)
 - In 2012, **underage customers consumed 12.6% of all alcohol sold in Kentucky** (verses 9.9% in the U.S.).
 - Ranking states based on % of alcohol consumed underage, with 1 the highest, **Kentucky ranked #7**.
 - **Kentucky youth drank an average of 4.5-drinks per day** (verses 4-drinks per day in the U.S.); in contrast, legal customers consumed only 1.3 (verses 1.6-drinks per day in the U.S.).

NATIONAL NEWS UPDATES - www.kyprevention.com/projects/news/



[U.S. Poison Control Center Calls related to kids younger than 12 ingesting hand sanitizer for a buzz have increased 400% since 2010](#) ^(CNN.com, September 2015)

[The American Academy of Pediatrics now recommends parents talk with their kids about alcohol by age 9](#) ^(MedicalNewsToday.com, 2015)

[CAMY Alcohol Preemption Tool - What can my community do about alcohol outlets?](#) ^(CAMY.org, 2015)

[The Doctors investigates "How Kids are Sneaking Alcohol" using everyday products like Vanilla Extract and Gummy Bears](#) ^(TheDoctorsTV.com, 2015)

[College Drinking is a BIG DEAL! NIAAA's College Intervention Matrix can help](#) ^(CollegeDrinkingPrevention.gov/CollegeAIM, 2015)

["Today's Alcohol" - Higher Alcohol Content, Supersized Single Servings, Sweet Flavors, and Powdered and Vaporized Forms](#) ^(NABCA Guide, 2015)

[General Mills pairs kids cereals with beer - Cerealous Count Chocula Beer & HefeWheaties](#) ^(AlcoholJustice.org, 2015)

[Phusion launches Four Loko Gold](#) ^(AlcoholJustice.org, 2015)

- At 14% ABV and 23.5 oz., Four Loko Gold contains 5.5 standard drinks in one single-serve container, the highest alcohol content of all Four Loko products.

College Drinking is a BIG DEAL!

Consequences for Students:

- Suicide & Depression
- Overdose
- Sexual Assault
- Impaired Driving
- Unintentional Injury

Consequences for Schools:

- Higher costs for health care & security
- Costs related to campus vandalism
- Damage to a school's reputation

NIAAA College Alcohol Intervention Matrix - www.collegedrinkingsprevention.gov/CollegeAIM/

[Kentucky Attorney General Jack Conway asked Phusion to lower the alcohol content in Four Loko](#) ^(WMKY.org, 2015)

STAY INFORMED BY FOLLOWING THE ALCOHOL PES ON SOCIAL MEDIA



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