

# KENTUCKY ALCOHOL POLICY ALLIANCE

**KAPA Agenda – November 18, 2014, 2:30-3:30 p.m. EST**

**Bluegrass Prevention Center, 1351 Newtown Pike/ Bldg. 3, Lexington, Kentucky 40511-1278**

- 2:30**      **Welcome & Introductions – Tara McGuire**
- **Meeting Sign-in/ Conference Call – 712.432.5610, then enter KAPA# (5272#)**
  - **Access documents online: [www.kyprevention.com/projects/kapa/kapa-meetings/](http://www.kyprevention.com/projects/kapa/kapa-meetings/)**
- 2:35**      **RBS Statewide Survey**
- Regional Participation/ Statewide Distribution Update
  - Kentucky Beverage Journal
  - Revised Timeline
- 2:45**      **Underage Drinking Prevention Social Media Contest for Kentucky Youth**
- Additional prizes
  - Challenges/ Timeline
- 3:00**      **Community Highlights:**
- **AlcoholEdu:**
    - \* Kentucky State University beginning AlcoholEdu in Fall 2015
    - \* University of Louisville completed first year of AlcoholEdu
    - \* **WEBINAR -- AlcoholEdu for College: Tested and Proven Effective.**  
[View webinar recording](#)      [Download presentation](#)
  - **Regional Youth Conferences on Substance Abuse Prevention:**
    - \* October 29 -- Kentucky River Community Care Region 12 Prevention Center
    - \* November 14 -- Four Rivers Behavioral Health Region 1 Prevention Center in collaboration with Pennyroyal Region 2 Prevention Center
    - \* November 21-22 – RiverValley Behavioral Health Region 3 Prevention Center
  - **Trimble County Social Host Ordinance passed 11/17/2014 → [26 Kentucky Social Host Ordinances](#)**
- 3:10**      **KAPA Planning and Organizational Meeting**
- This planning meeting is open.
  - All steering committee members are strongly encouraged to attend or send a representative. If you are a steering committee member and cannot attend, please contact Tara McGuire prior to the meeting to provide your valued input.
- 3:15**      **Next Regular KAPA Meeting and Conference Call – January 2015**
- 3:20**      **Announcements**
- 3:25**      **Adjourn**

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# ALCOHOL PREVENTION NEWS & RESEARCH UPDATES

[HTTP://WWW.KYPREVENTION.COM/PROJECTS/NEWS/](http://www.kyprevention.com/projects/news/)

## NEW ALCOHOL PES WEB-PAGE RESOURCES AVAILABLE:

Visit the **NEW COACHES INITIATIVE** Web-page at [Kyprevention.com](http://Kyprevention.com)

Visit the **NEW STICKER SHOCK** Web-page at [Kyprevention.com](http://Kyprevention.com)

## Teen Binge Drinking Linked to Long Term Brain Changes

According to a [study](#) published in The Journal of Neuroscience, binge drinking during adolescence can have long-term effects on brain function. [Read more](#)

"Our study provides novel data demonstrating that alcohol drinking early in adolescence causes lasting myelin deficits in the prefrontal cortex," Heather Richardson, PhD of the University of Massachusetts Amherst said. "These findings suggest that alcohol may negatively affect brain development in humans and have long-term consequences on areas of the brain that are important for controlling impulses and making decisions."

## Strict Social Host Laws Can Lead to Less Underage Drinking

Good news: those strict "social host" laws seem to be working. Teens who live in communities with such laws are less likely to spend weekends drinking at parties, according to a new [study](#) in the *Journal of Studies and Alcohol and Drugs*.

Mallie J. Paschall, Ph.D., a senior research scientist at Prevention Research Center in Oakland, Calif. said that **"STRONG" SOCIAL HOST LAWS SHOULD:**

1. **specifically target underage drinking;**
2. **have a civil penalty**, such as a large fine, that's given out quickly and
3. **hold property owners responsible**, even if they claim they didn't know about the underage drinking.

Contact Tara McGuire, [tkmcguire@bluegrass.org](mailto:tkmcguire@bluegrass.org) or 859-225-3296 ext. 662 to find out more about involving "civil penalties" in local [Social Host Ordinances](#).

## Monster Energy College Ambassador Program Under Scrutiny –**YOU WON'T WANT TO MISS THIS!!!!**

The N.Y. attorney general accused the company of targeting underage students to mix its drinks with alcoholic beverages.

<http://abcnews.go.com/GMA/video/monster-energy-college-ambassador-program-scrutiny-26339992>

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# KENTUCKY PREVENTION WEEK

## DECEMBER 8-12, 2014



-- SOCIAL MEDIA CONTEST FOR KY YOUTH, DRAFT UPDATED 11/18/2014 --

**WHAT** SOCIAL MEDIA CONTEST HOSTED BY THE KENTUCKY ALCOHOL POLICY ALLIANCE (KAPA), ALCOHOL PREVENTION ENHANCEMENT SITE (PES) AND REGIONAL PREVENTION CENTERS

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**WHO** Middle (grades 6-8) and high school (grades 9-12) aged Kentucky youth create and tag social media infographics related to underage drinking prevention. Youth may enter as an individual or group.

Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.

All messages, once tagged and approved by the Alcohol PES, will be posted to the Alcohol PES Facebook ([www.facebook.com/kyprevention](http://www.facebook.com/kyprevention)) and Twitter ([www.twitter.com/kyprevention](http://www.twitter.com/kyprevention)) pages, and [www.kyprevention.com](http://www.kyprevention.com) website during KY Prevention Week.

Messages will be available for future use to promote other causes like Alcohol Awareness Month.

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**RULES** ALL infographic social media post must include the message *do not drink underage-21*, and contain only original material.

Contact [tkmcguire@bluegrass.org](mailto:tkmcguire@bluegrass.org) or visit [www.kyprevention.com/projects/kapa/ky-prevention-week/](http://www.kyprevention.com/projects/kapa/ky-prevention-week/) for more details on how to submit entries. Be sure to include the youth/s names, their school/ organization, county, and an email address (providing a phone number and/or adult advisor's name if a youth coalition or organization is submitting entry is optional).

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**WHEN** 12:00AM MONDAY, DECEMBER 8 thru 12:00AM FRIDAY, DECEMBER 12  
Social media messages must tag "@kyprevention" on Twitter and/or Facebook

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**PRIZES** Bluegrass Regional Prevention Center is sponsoring within partnership with the PFS II Grant two statewide prizes. A gift card will be awarded to the top MIDDLE SCHOOL ENTRY and another to the top HIGH SCHOOL ENTRY.

Gift card prizes will be awarded to the top high school and middle school winner in the following Kentucky regions:

- ✓ **Four Rivers Behavioral Health Region** (Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Livingston, Marshall, and McCracken Counties) -- \$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner
- ✓ **Pennyroyal Center Region** (Caldwell, Christian, Crittenden, Hopkins, Lyon, Muhlenberg, Todd, and Trigg Counties) -- \$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner.
- ✓ **RiverValley Behavioral Health Region** (Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster Counties)

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- ✓ **The Adanta Group Region** (Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor, and Wayne Counties) -- **\$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner.**

SEE [WWW.KYPREVENTION.COM/PROJECTS/KAPA/KY-PREVENTION-WEEK/](http://WWW.KYPREVENTION.COM/PROJECTS/KAPA/KY-PREVENTION-WEEK/) FOR MORE DETAILS.



[WWW.FACEBOOK.COM/KYPREVENTION/](http://WWW.FACEBOOK.COM/KYPREVENTION/)

[WWW.TWITTER.COM/KYPREVENTION/](http://WWW.TWITTER.COM/KYPREVENTION/)

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As I've looked into social media contest, I've discovered some unanticipated questions related to how to administer this contest and state the rules/ guidelines/ procedures for submission. These questions are below, and I could use some feedback.

**1. Parental Permission needed?**

I also can't really find other social media contest to utilize as a template for rules and guidelines that ask youth under-18 to directly tag and post social media messages/ infographics. I know Keep It Real doesn't ask for parental permission, and we show those PSAs on TV, so, I'm assuming the social media contest is okay....?

**2. How to gather/ verify name, grade, county info. from users who post social media contest entries?**

Keep It Real and National Prevention Week SAMHSA Social Media Campaign "I choose" utilizes an online form for submissions to the campaign/ contest through the website. I can setup this submission form at kyprevention.com, but the messages will come to and potentially overload my email then the emails will start bouncing making it difficult to tell which submissions actually arrived during Kentucky Prevention Week. Requesting users to submit infographic social media post through an online website form also doesn't tag the images on their own social media pages, or draw them to our social media pages.

**Should we asked students wishing to enter the contest as individuals or groups to submit an online entry form and tag @kyprevention on their Facebook and/or Twitter social media post to enter the contest?** The form similar to the questions asked in the KIR contest is the only way I know to protect youth personal information, and allow them to tag the images and promote underage drinking prevention messages through social media.

**3. Do middle school students have social media accounts?**

I am also concerned middle school students won't have social media accounts, and if the post doesn't come from a youth's account then how can we verify the age/ name/ county of the youth who submitted the infographic to the contest?

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## RBS STATEWIDE SURVEY COMPLETION BY REGION: UPDATED 10/17/2014

Liquor Licenses in Kentucky by RPC region for "retail" establishments						
RPC Region	Retail Est.	Percentage	Participating	Surveys Completed# (hard copies)	Surveys Undeliv.# (hard copies)	Surveys Completed Total#
1 - Four Rivers	145	4%	Yes	4	20	7
2 - Pennyroyal	150	4%	Yes- *mailing 10/20/2014	Dec. 15, 2014 Deadline (?)	?	0 to date
3 - River Valley	173	4%	Yes	?	?	0
4 - LifeSkills	175	4%	Yes	29	2	29
5 - Communicare	234	6%	No	NA	NA	1
6 - Seven Counties	1198	30%	Yes (Seven Counties RPC & PAL)	24	23	37
7 - North Key	616	16%	Yes	18	31	28
8 - Comprehend	61	2%	No	NA	NA	0
9&10 - Pathways	82	2%	Yes	13	3	13
11 - Mountain Comp	73	2%	No	NA	NA	0
12 - Kentucky River	58	2%	Yes	1	0	2
13 - Cumberland River	49	1%	Yes (also mailed to 200 Region 6 licensees)	3	2	5
14 - Adanta Group	54	1%	Yes	?	?	2 (?)
15 - Bluegrass.org	825	21%	Yes	22	45 (1 given to Sharon to hand-deliver 10/10 to Larry Johnson)	36
Out of State	30	1%	No	NA	NA	NA
(Multi County/USA-returned)	NA	NA	NA	8	NA	5 (multi-county from 1 region entered in RPC data)
<b>Total</b>	<b>3906</b>	<b>100%</b>	<b>**Reaching 3507/ 3906 Licensees with hard copy mail survey= 89.8% of total licensees</b>	<b>118</b>	<b>125</b>	<b>166</b>

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## **SURVEY STATEWIDE REACH**

- 3357 KY Licensed Liquor Retail Establishments through initial hard copy mailing from RPCs and PAL Coalition (September 30, 2014, Initial Deadline)
- Kentucky Beverage Journal Full Page Ad in the September 2014 Issue with survey electronic link and questions was distributed to 1800 subscribers. Nearly all subscribers are alcohol-related businesses, see breakdown by business type above.

### **Distribution-1800 total**

#### **Geographical %**

Central 61%  
Western 17%  
Northern 12%  
Eastern 5%  
Out of State 5%

#### **Type of Business**

Package Store 33%  
Restaurant 17%  
Industry 17%  
Bars/Taverns 11%  
Social Clubs 10%  
Grocery/Market 5%  
Hotel/Motel 3%  
Catering 3%  
Government 1%

- 150 additional KY Licensed Liquor Retail Establishments in Region 2 will be mailed hard-copy letter plus survey questions as of 10/17/2014—deadline Dec. 15, 2014
- Kentucky Beverage Journal provided 275 copies of the survey with Dec. 15, 2014, to include in their subscription notice mailing (M.E. will give copies on Oct. 20).
- Woodford County ASAP through Sharon/ M.E. given 9-copies of revised letter and survey questions to deliver/re-mail to nine establishments in Woodford County whose initial surveys came back as undeliverable, deadline Dec. 15, 2014

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## **RBS SURVEY TENTATIVE TIMELINE**

**Survey extended closed date:** Dec. 15<sup>th</sup>  
**Entering data/ analysis:** December 2014 - January 2015  
**Utilization of info:** By 2015 Kentucky General Assembly Session

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## **RBS SURVEY FUTURE PLANS – IDEAS**

1. Send results to Governor's Office on behalf of KAPA with request to bring together another Governor's Task Force on Alcohol Laws to review the 2012 Governor's Task Force's recommendation for future study and consideration of Statewide Mandated RBS.
2. Copy the letter to the Governor's Office and summary of survey results to each member of the 2012 Governor's Task Force
3. Share survey results with RPCs and interested KAPA members and associates
4. What else...?

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