

APRIL 2018 - VOLUME 2

Alcohol Awareness MONTH

Excessive drinking is responsible for more than 4,300 deaths among underage youth each year.¹ Alcohol continues to be the most commonly used addictive substance in the United States. The National Council on Alcohol and Drug Dependence (NCADD) declared April Alcohol Awareness Month in 1987 to help reduce the stigma so often associated with alcoholism by encouraging communities to reach out to the American public each April with information about alcohol, alcoholism and recovery.



(CHANGING ATTITUDES: IT'S NOT A RITE OF PASSAGE

**April is
Alcohol
Awareness
Month**
 **NCADD**
ncadd.org

This year's theme is "Changing attitudes: It's not a rite of passage." Central Valley Health District wants parents to know that they play a crucial role in educating their children about the dangers of alcohol use. Research shows that kids who learn about the dangers of underage drinking from their parents are up to 50 percent less likely to experiment than kids who don't.

DID YOU KNOW? Only **49.6%** of students in grades 6th through 12th in our community report that they have talked with their parents recently about alcohol and other drugs.²

Alcohol use and binge drinking is very much a part of the culture in North Dakota. While parents often forgive underage drinking as a "rite of passage," they can change their attitude and take an active role in learning about alcohol and drugs and help their kids do the same.

Talk to your kids. Engage in a conversation that matters! For advice and tips on talking to your kids about underage drinking, visit www.parentslead.org.

¹ National Council on Alcoholism and Drug Dependence, Inc. (2017)

² North Dakota Partnership for Success Youth Survey. Central Valley Health District, Stutsman and Logan counties. (2017)



Nearly half of fatal crashes in
NORTH DAKOTA
were alcohol-related. (ND DOT, 2014)

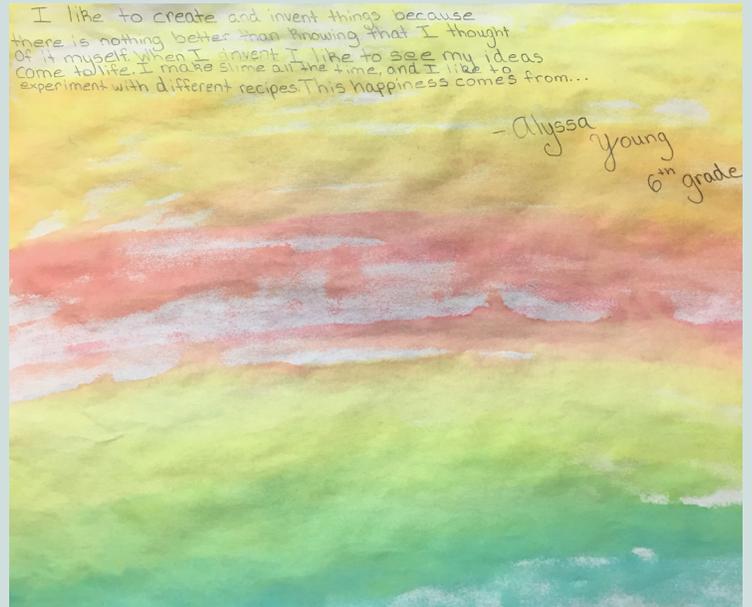
PREVENTION IN ACTION

NAPOLEON PUBLIC SCHOOL

In March, Napoleon school hosted a substance use prevention week to engage students in activities focusing on making good choices when it comes to drugs and alcohol. Students participated in a *Natural High* poster contest and engaged in conversation about being substance free. *Natural High* is an organization that uses real life experiences of celebrities to encourage young people to find their *Natural High* rather than to use drugs and alcohol.

The school also invited Taylor Berhow to come and speak to students about his experience with drunk driving and how it impacted his life forever. Taylor grew up in Mandan, ND and when he was 21 years old he made the decision to drive drunk. That decision led to a fatal crash that killed 3 of his close friends. Napoleon school counselor, Phil Leitner, reported on the presentation stating, "the drinking and driving speaker was amazing. He [Taylor] really reached some of our students."

The week ended with a school dance where **76** students were breathalyzed when entering the event. Featured above is a winning poster submitted by a student in the *Natural High* poster contest.



GREAT WORK, NAPOLEON SCHOOL!

#NoT in my HOUSE

THE REGION 6
"NOT IN MY HOUSE" CAMPAIGN
WILL BE FEATURED AT
THE FIRST ANNUAL
DAY FOR PREVENTION
ON APRIL 11



RETAIL ACCESS: WHAT'S THAT?

Accessing alcohol at a bar, restaurant, or off-sale liquor establishment is considered retail access. For those under the age of 21 years old, accessing alcohol at a liquor establishment, as well as consuming the alcohol, is against North Dakota State Law. Decreasing retail access of alcohol to minors is a focus of the Partnership for Success grant program at Central Valley Health District.

PREVENTING RETAIL ACCESS

RESPONSIBLE BEVERAGE SERVER TRAINING (RBST)

Responsible Beverage Service Training (RBST) is a program created to assist employees and managers in understanding North Dakota state laws, company policies, and procedures for alcohol sales and service. This type of training provides the best line of liability defense for alcohol sales and service providers. RBST is an evidence-based practice that has been proven to reduce underage drinking rates in many communities in ND.

What do participants learn during RBS Training?

Completion of RBS training will give trainees the tools to identify potential underage customers, false IDs and common signs of overconsumption. RBST certified managers, servers and sellers will: understand the effects and consequences of alcohol use and abuse; recognize the importance of implementing and upholding local laws and business policies that prevent underage and binge drinking; be prepared to handle situations where these laws and policies are challenged, and promote the overall health and safety of their patrons by providing responsible customer service.

Who should attend RBS Training?

Every server, owner, and manager of an establishment who serves or sells alcohol can benefit from this training.

TRAINING IS OFFERED FOR FREE IN JAMESTOWN (COURTESY OF THE JAMESTOWN POLICE DEPARTMENT.)

NEW ID SCANNERS IN TOWN

Partnership for Success recently partnered with Jamestown Police Department to purchase 10 new ID scanners for off-sale establishments. The new ID scanners have currently been placed at various bars throughout the community. With the increase in the use of fake IDs the new scanners play an important role in assisting bartenders and servers when detecting fake and borrowed IDs.



Serving alcohol to someone under the age of 21 is illegal and may result in punishments, such as a large fine or even loss of liquor license. To further assist liquor establishments in our community, the **Fake ID Incentive Program** was developed in hopes to keep minors out of Jamestown bars. In this program, if a bartender or server detects a fake ID, they may confiscate it and report it to the Jamestown Police Department. The employee then receives a cash reward for assisting in preventing underage drinking.



PARENTS LEAD.ORG GRADE 7-9

"WHY IS TALKING WITH MY KIDS ABOUT ALCOHOL USE IMPORTANT?"

During the early teens, "fitting in" with friends is a strong influence. In some ways, the onset of puberty is like a "rebirth." Children want and need to let go of the past and to find their own unique identity: this often means letting go of old friendships and ties with teachers and other adults, as well as old ways of doing things. The decision-making and problem-solving methods they learned as young children are still helpful, but young teens will be making new decisions based on new information and new goals. It is at this time that parents need to be actively talking to their children about the dangers of underage drinking, driving after alcohol or drug use, or riding in a vehicle with someone who has consumed alcohol or drugs.

Young people this age can begin to deal with abstractions and the future. They understand their actions have consequences and they know how their behavior affects others. They sometimes have a shaky self-image: they are not sure whether they are growing and changing adequately, are often in conflict with adults, are not sure where they are headed and tend to see themselves as not "okay." Strong emotional support and healthy adult role models are particularly important now to discuss the negative results of underage drinking and using drugs.

Keys to prevention at this age: Modeling healthy behaviors, encouraging participation in healthy activities with positive peers, providing strong emotional support, and emphasis on family values, expectations, and consequences.

PARTNERSHIP FOR SUCCESS UNDERAGE DRINKING PREVENTION

Focusing on alcohol prevention in youth ages 12 -20 in Stutsman and Logan counties in ND.

Our Priorities:

- Social access of alcohol to minors
- Retail access of alcohol to minors

This newsletter was written and designed by Shannon Kaiser, PFS grant coordinator at Central Valley Health.

For more information, visit www.chpstutsman.com



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Public Health
Prevent. Promote. Protect.

