

Bloomington Normal Community Campus Committee, (309) 827-6026

Mission Statement

To reduce high risk drinking and its consequences among Bloomington-Normal students.



A Case for Keg Registration

Alcohol use and high-risk drinking has been a hot topic of discussion and worthy of media attention lately. If the public is genuinely interested in thoughtful action to decrease alcohol problems, there is certainly a lot to discuss. For the purposes of this newsletter, we will focus on keg registration, a policy the BNCCC supports and hopes to see put in place in Bloomington-Normal.

Underage and uncontrolled consumption of alcohol is leading to a host of other problems for the Bloomington/Normal community. Though the procurement and use of alcohol occurs in many ways, one major route locally is minors and young adults getting access to alcohol at local keg parties. Under the current system, there is little the community can do to stop this from happening. Once a keg leaves the store, there is no proof who purchased it or who it served. Being unable to systematically educate and, when necessary, prosecute the provider, we cannot control the consumption. When looking at the efficacy of keg registration, having a policy that registers a keg to a specific user helps reduce underage and over-consumption in a variety of ways. First, the community has an opportunity to educate the social host on their responsibilities. The purchaser is given an adult

responsibility form at the time of purchase. This form provides rules for possession and purchase. Second, the purchaser must acknowledge the rules by signing a copy of the form. A licensee cannot sell a single keg until they obtain an adult responsibility form signed by the purchaser. Third, the Class K portion of keg registration ordinance requires the purchaser of multiple kegs to seek a Class K License prior to purchase. The licensing aspect can require a background check be performed to ensure the host is responsible and it provides additional time for the host to consider the responsibilities that go along with serving alcohol, particularly large amounts, to others. Licensing also ensures that any local event with multiple beer kegs is registered, whether the kegs are purchased in town or elsewhere. The opponents of keg registration appear to have several concerns about putting a policy in place that requires the purchaser to obtain a Class K License. If beer kegs are harder to obtain, will social hosts switch beverages, perhaps skipping the beer and offering punch that contains an indeterminate amount of hard alcohol? While there may be some validity to this claim, it is a large step to presume that large parties providing punch with hard liquor or "jungle juice" as some would call it will replace large keg parties. There is simply not research to back

this up. What research does show is that individuals are at lesser risk when the parties are kept small. Research also shows that youth tend to drink less when alcohol prices go up. And, of course, other types of alcohol are not nearly as cheap as keg beer. Lastly, the very nature of the keg makes individuals more prone to drink heavily. A keg cannot be saved for a later date like other sources of alcohol. For this reason, there is commonly a sense that the keg needs to be "drained" and not wasted which leads to over-consumption. A second concern involves the inconvenience factor. Here we must consider how the consumer and the retailer are impacted. In order for the purchaser of multiple kegs to obtain a Class K License they must first plan ahead at least five days and then seek out the location where they are to apply for the Class K License. For those of you that are unaware of the alcohol content in beer, according to the Safety Training to Encourage Profitable Services curriculum funded by the Illinois Department of Transportation, it can range from 4% to 11% alcohol by volume depending on how specialized the beer is. A standard keg of Michelob beer contains 4.9% alcohol and this equals out to 97 ounces of alcohol. This is enough to bring 41 men over the legal driving limit.

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Illinois State University Update

The ISU Alcohol Task Force has been working on finalizing an assessment process tailored to their strategic plan. This plan is in final draft form and should be complete by the end of September. The task force has also appointed working groups to focus on one of each of the major goals and the objectives and strategies to meet those goals. The working groups will meet on September 5th.

Report from Lincoln College

On September 2, Lincoln College-Normal brought the "Save A Life Tour" to campus as an interactive, alcohol education program for students. Save A Life Tour brings in high impact reality videos that show students actual drinking and driving accidents, Police response to the scene, Emergency room scenes, Uncensored family responses, Screeching brakes, crying, screaming, sirens, flashing lights, blood, and injuries in relation to drinking and driving accident footage. The tour also provides a presenter who relates their

personal experience with a life altering drinking and driving incident, as well as providing Quotes of current national statistics from recognized sources to illustrate how serious the problem is. The tour also showcases the only multi-million dollar drinking and driving simulators in the nation that give participants a completely realistic, sober perspective on the effects of driving while intoxicated. Save A Life Tour set up equipment throughout the entire Student Commons center that was on display from 3pm-9pm, giving all students ample opportunity to participate.

Lincoln College-Normal is also

hosting various alcohol alternative programs for on-campus residents throughout the month of September including tv nights, a bowling trip, a campfire, a hypnotist and early showing of the latest Sex and the City Movie. Additionally, Lincoln College-Normal is in the process of reviving its BACCHUS program for the upcoming school year.

22nd Annual National Meeting on Alcohol and other Drug Abuse and Violence Prevention in Higher Education

The U.S. Department of Education announces that its 22nd Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education will take place November 16-19, 2008, in St. Paul, Minnesota, at the Crowne Plaza Hotel St. Paul-Riverfront!

This is the national conference for examining issues around alcohol and other drug abuse and violence prevention on college campuses and in their surrounding communities. The 2008 National Meeting theme, "Ensuring the Safety and Well-Being of Our Students: Widening the Lens of Prevention," provides an opportunity for participants to consider the wide array of issues that face college campuses in prevention today, including alcohol and other drug abuse, violence, mental health, and emergency preparedness and management. The National Meeting includes keynote speakers, workshops, town meetings, poster sessions, exhibits, and the National Forum for Senior Administrators cosponsored with The Network Addressing Collegiate Alcohol and Other Drug Issues. For complete participation advice, call for presentation proposals, exhibit and registration instructions, hotel and travel information, and agenda details as they develop, please visit www.higheredcenter.org/natl/2008/.

News and Notes from IWU

IWU's first Alcohol Task Force meeting is the first week of September. IWU plans to start addressing the goals of the alcohol strategic plan that was developed last school year. They also plan on inviting someone from the Athletic Department to join their efforts.

Several alcohol education talks have been done with the Residence Hall Directors, first year students and one Fraternity and will continue throughout the semester per request.

Every first year student has been required to take the My Student Body program as part of their housing requirement. In this manner IWU can say every first year student has some form of alcohol education before they step foot on campus. Additionally, every first year student has received IWU's Alcohol Policy.

This is an Alcohol Biennial Review year and IWU's review is almost complete. Every university that receives federal funding is required to complete this review as stated by the Drug-Free Schools and Campus Regulations Act. This document is an extensive and comprehensive review of the AOD programs on campus as well as the effectiveness and consistency of sanction enforcement. It will be reviewed and signed by our Vice-President of Student Affairs and our President.

The CHOICE group (Choosing Healthy Options In Collegiate Environments), which is IWU's peer education group is having its kickoff on September 21st. The members are going to be put through the Bacchus Certified Training Program.

Headlines on Heartland College

With the start of the Fall semester, prevention efforts at Heartland Community College took off as well. To help kick off the school year, BACCHUS hosted an information table at the annual campus Fall Fest on Aug. 27 & 28. Activities at the table included answering trivia questions on drug and alcohol use and abuse with candy as prizes, experiencing the impact of alcohol on your vision by trying on "drunk glasses," and sharing resources. Nearly 100 students, faculty and staff signed up for more information on campus prevention efforts with many of them interested in participating in BACCHUS or on HCC's Campus Coalition.

HCC added its support to the local drive toward legislating keg registration. Vice President of Instruction Allan Saaf sent letters to the Bloomington Liquor Commissioners on behalf of HCC.

A couple of new faces can be seen leading HCC's prevention efforts. Laura Dietrich is a graduate student in College Student Personnel Administration at Illinois State University. She will be recruiting and training students to lead HCC's BACCHUS affiliate, the Edge. Cindy Freeman is now HCC's prevention specialist and she will be representing the college on the BNCCC as well as coordinating the Campus Coalition task force and expanding its work on AOD prevention efforts at HCC. Cindy is a member of HCC's adjunct faculty teaching classes on College Success and Life Success as well as tutoring. She is also in the process of being certified as a life coach.

Alcohol Advertising and its Impact

How many of us actually take the time to notice what our environment is telling us? We pass by storefronts and billboards everyday and are rarely conscious of the messages being sent. As adults, we have learned to process and screen out that which is not important. But, are the youth of our community simply passing it by oblivious to the messages being presented? Regrettably, they are not. Even adults are being passively impacted.

All you have to do is take a quick scan of the literature to realize that alcohol advertising is shaping the beliefs, attitudes, and alcohol behavior of youth and adolescents. Advertising research has shown that you do not even have to be an active participant to be impacted. Repetitive exposure to advertising can lead to learning that occurs when a person is a passive participant.

The Committee on Substance Abuse has found that exposure to alcohol advertising leads children to have higher brand recall and hold more positive beliefs about social and ritual uses of beer. The National Institute on Alcohol Abuse and Alcoholism (NIAAA) conducted a study that showed the correlation between number of alcohol ads and dollars spent with underage alcohol consumption. The greater the number of ads, and additional dollars spent per capita on

alcohol ads in a local market the greater the increase in alcohol consumption among those underage. The Alliance on Underage Drinking reports as fact that alcohol advertising shapes young adolescents' attitudes toward alcohol, their intentions to drink, and underage drinking behavior. The American Academy of Pediatrics reports that fifty-six percent of students in grades 5 through 12 say that alcohol advertising encourages them to drink. The list goes on.

The advertisements impacting our youth and young adults are everywhere. We cannot tackle all of them. As a starting point, it is important to look at billboards, storefronts, and advertisements in our community. These are advertisements that are out there and parents and community members cannot effectively control them and need to know the impact they are having.

Kelli A Komro, a University of Florida epidemiologist, studied the subtle logo-only signs as well as the more elaborate, image-laden billboards and how they impact students. She found, as I am sure you will find as you look around our community, that the majority of the ads are just brand information only. However, this did not lessen the impact. There is still an increased intention to use alcohol with increased number of advertisements

regardless of type.

When commenting on this study, Steven Thomsen, Ph.D., a professor of communication at Brigham Young University who studies the effects of advertising on children, shared that ads like these influence children by changing their perceptions of what is normal. "The importance of this [study] is they determined that these messages have an impact on normative beliefs, which are the assumptions we make about how the world works," Thomsen said. "It doesn't have to be a [TV] commercial [to be effective]." If kids believe that most people drink and all their peers' drink, the chances are greater they will also drink. Looking at the Bloomington-Normal community it seems there are many advertisements that send a normative drinking message. Storefronts are filled with alcohol signs and specials. Bars and grocery stores put out signs welcoming students back along with alcohol specials. University slogans and logos are placed on ads for Bud and Miller Light. All adding up to an overall message that is not desirable.

An honest discussion needs to take place about the environment we want to expose our students to. Please start by taking a good look at what is around you and when you see a sign advertising alcohol think how many more youth are drinking because of it.



"The advertisements impacting our youth and young adults are everywhere."



A Case for Keg Registration (continued)

When planning a party for over 40 guests, aside from purchasing alcohol there is always planning that takes place. Obtaining a Class K license does not seem to be a completely unreasonable action when you are looking at the safety of the community and the greater good. If you are waiting until the last minute to plan for most things in life you can just expect to pay more.

Retailers may also argue that the inconvenience involved in obtaining a Class K license will cause keg buyers to go to communities that do not have keg registration. However, according to Alcohol Policy MD, experience with areas that have keg registration in place has shown that purchasers who are over 21 and do not intend to serve underage drinkers will not drive out of their way to avoid keg registration.

A third concern revolves around privacy and the background check that could be required for a Class K License. To anyone not familiar with the child welfare system of this state, this might seem extreme. However, there is a responsibility that goes along with ensuring the appropriate care of another. To enter a classroom, watch a child in foster care, or work in a treatment center you have to undergo a background check. One of the changes in thinking that must happen to decrease alcohol problems is growing recognition that alcohol's action on the brain can produce enough vulnerability for big mistakes and misbehavior to merit extra diligence in alcohol policy. This is especially true in regard to the still-developing brains of young people under 21 years old.

Exploring how a keg registration ordinance could help decrease underage and high risk drinking is worthwhile. However, no matter what the outcome of current consideration of keg registration, we can hope that the need to decrease alcohol problems continues to drive more public attention and more awareness of the magnitude of public and private action needed to lessen underage and dangerous drinking.



Contact Us

Interested in our work or group?

Would you like to learn more about the BNCCC and our goals and strategies? We would enjoy talking with you! All our members are a valued part of our team approach.

We are committed to our mission and improving the health and safety of all Bloomington Normal residents.

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Our Partners

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