

Making a Difference in

Our Community

BNCCC

Part of *Our Community*

Our twin cities of Bloomington and Normal are a wonderful place to live, work and visit. We are often told that our community truly exemplifies the values of the Midwest: friendly, welcoming, and genuinely concerned for the well-being of others. Because of these values the **Bloomington-Normal Community Campus Committee (BNCCC)** was formed to address issues related to the misuse of alcohol among our younger populations.

Teamwork

The BNCCC draws upon the support of the universities, local government and law enforcement, public school districts, health services providers, social service agencies, and the business community to research and formulate responses to high risk drinking by underage youth, college students and young adults.

Our Goal

The BNCCC's overarching goal is to foster an environment where we live well together. This is accomplished by supporting and encouraging responsible practices in our community. Please consider your role in assisting us with this goal. We live in a wonderful community. Together we can make it even better.

BNCCC MISSION

Our mission is to reduce high-risk drinking (binge and underage) and related consequences among Bloomington-Normal students. To accomplish this we work to increase overall community capacity for advocacy, education, guidance and resources for students and families concerning safe alcohol use.

The strength of the BNCCC lies in the community and campus partnerships that have been formed. Connecting stakeholders from across the community, we work to address environmental factors that promote underage and excessive alcohol use.



Our Mission

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What is High-Risk Drinking?



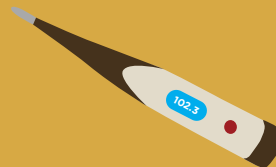
UNDERAGE DRINKING



Drinking and driving



CONSUMING FIVE OR MORE DRINKS ON ANY ONE OCCASION



Consuming alcohol while impaired by illness, lack of sleep, or emotional stress



Mixing alcohol with medications, such as tranquilizers, sedatives, and antihistamines

The terms “high-risk and binge-drinking” (five or more alcoholic drinks for a male and four or more alcoholic drinks for a female in a two hour period of time) are sometimes used interchangeably. The Higher Education Center prefers using the term “high-risk” drinking to represent the full range of negative consequences that become more likely as alcohol use increases.

• Why is High-Risk Drinking a Problem?



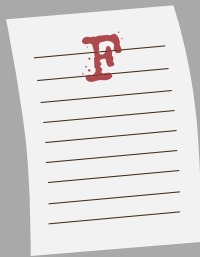
Carrying out or being the victim of an assault



Run-ins with the law



Other drug use



Bad grades



Traffic accidents

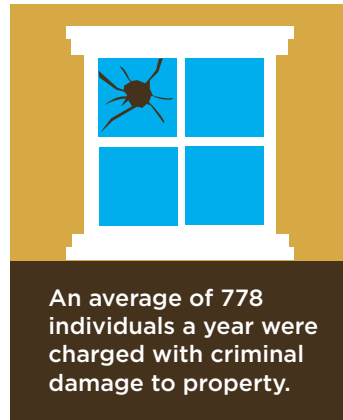


Unplanned pregnancies

Alcohol use is common in our society. Because it is sold and consumed in so many places, we often forget how risky drinking can be for young people. Please do not underestimate how dangerous alcohol can be for teens and young adults. Alcohol kills more teens and young adults than all other illegal drugs combined, and negatively affects lives in dozens of ways, from fetal alcohol spectrum disorder to shattered relationships, and from permanent injury to alcoholism.

Community Impact

When Bloomington-Normal students engage in high-risk alcohol use the negative effects are far reaching. Residents in the areas surrounding our college campuses report problems that include noise disturbances, property damage, and public urination and vomiting on their premises. Not only are these great disturbances, it is costly to our community and draining on our law enforcement. Looking at the five year average from the Normal Police Department, from 2006-2010:

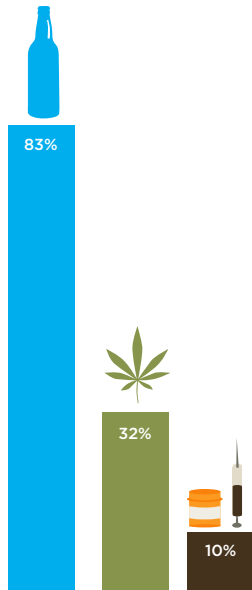


Under Illinois' Zero Tolerance Law, a driver under age 21 caught with any trace of alcohol in his/her system will lose his/her driving privileges. First offense results in a 3-month suspension of driving privileges for a BAC of more than .00.

1372

Number of local alcohol related ER visits (age 12-21).

2007-2011 Advocate BroMenn Medical Center and OSF St. Joseph Medical Center Data



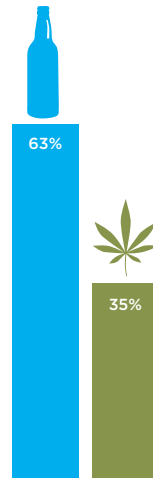
Bloomington/Normal College Students in the past year:

83% of students consumed alcohol

32% of students used marijuana

10% illegal drugs other than marijuana (includes non-medical pharmaceutical use as well as illicit drugs)

2011 Core Alcohol and Drug Survey Data



Bloomington/Normal 12th Graders in the past year:

63% of students consumed alcohol

35% of students used marijuana

2012 Illinois Youth Survey



6% of 12th graders used an illicit drug other than marijuana (excludes pharmaceutical)

2012 Illinois Youth Survey—
Bloomington/Normal



12% of 12th graders used pharmaceuticals non-medically

2012 Illinois Youth Survey—
Bloomington/Normal

Alcohol is the most abused substance among Bloomington-Normal students.

What can *You* do?

High risk drinking is a community problem and it will take all of us working together to make a difference. We would like to partner with you to create a community that is fun and safe for all ages.

What *Parents* Can Do.

- Discuss expectations with your children. Then work with them to meet those expectations.
- Keep communication open about alcohol use. If you overreact to bad news associated with alcohol use by teens in your community, you are likely not to get a full story when you bring up the issue the next time.
- Help your children develop a strong sense of self-esteem, along with the social skills necessary to withstand peer pressure to drink. Let them know they are loved and valued.
- Constantly remind them about the dangers of alcohol, including the possible lethal effect of binge drinking, and suggest other ways of dealing with stress and emotional problems.
- Set consequences for your children's actions. Do not allow them to think they are "getting away" with behavior that's unacceptable to the family.
- Adults who expect their teens not to drink alcohol have to be willing to listen to them talk about the pressures to drink. The more your teen is willing to talk with you about alcohol, the better the chances that he or she will not drink.

Above all, parents should set a good example, so that means analyzing your drinking habits and adjusting those habits to be consistent with the message you're sending your teen.

The Attitudes and Actions of Community Members Can Make a Difference!

In 2012, according to the Illinois Youth Survey, 64% of local (Bloomington/Normal) 12th graders said most adults in their neighborhood think it is wrong or very wrong for kids their age to drink. Although nearly two-thirds of the students said most local adults feel underage drinking is wrong, 77% of the same students report it would be sort of easy or very easy to get alcohol. What does this mean?

- Most teens know they could find at least one adult who wouldn't oppose youth drinking, and:
- Even adults who oppose youth drinking can become a source if liquor is not secure. Of course, this is all the more important if you are also a parent of a teen.

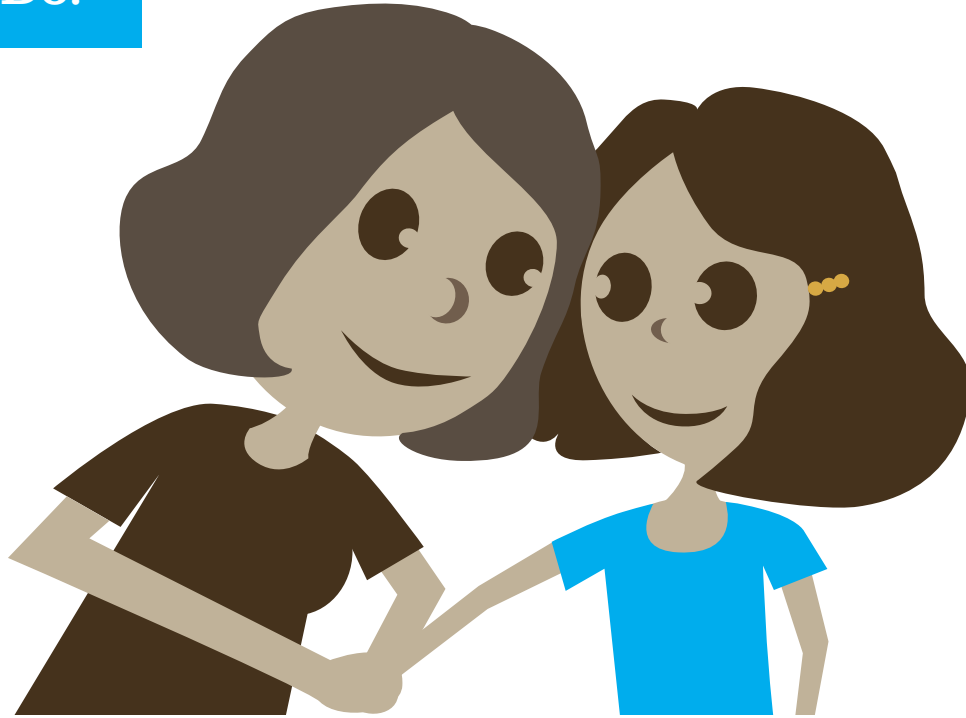
Together, we can get the number of teens that report adults feel it is wrong for them to drink closer to 100% and reduce the number of teens that say alcohol is easy to get. To do this:

- Monitor Alcohol in your Home
- Refuse to Provide Alcohol to Minors
- Encourage Establishments to Card Hard

ESPECIALLY FOR 21-25 YEAR-OLD ADULTS:

- Are you under pressure to get alcohol for teens? Remember that many of the most damaging mistakes made by teens are made when drinking or drunk. Don't help a teen be foolish. You have passed beyond the dangers of teen drinking: why go back?
- Don't forget that high-risk drinking, including binge drinking, is a problem for any age.

What We Do.



Social Marketing Campaign: *Targeting Parents*

When parents talk to their children about underage drinking, they listen. 83% of youth ages 10-18 years old cite parents as the leading influence in their decision to not drink at all, or not to drink on occasion.

The goal of the campaign is to encourage parents to communicate clear guidelines and enforce rules about not using alcohol. Information and tips can be found at www.BNParents.org.

83% of youth, ages 10-18 years, cite parents as the leading influence in their decision to not drink at all, or not to drink on occasion. The Century Council 2012

0 underage
0 driving while
under the influence
1 drink per hour
3 drinks per
evening maximum

0013 Campaign

In 2010, 53% of college students in Bloomington-Normal reported engaging in binge drinking. The concept behind the 0013 Campaign is to encourage responsible alcohol consumption among Bloomington-Normal residents in order to create a common social norm. The **FIRST** and **SECOND ZEROS** restate the law of **zero underage alcohol use and zero driving while under the influence**. The **ONE** indicates **one drink per hour** as that is the amount of alcohol the liver is able to process. The **THREE** stands for **no more than three alcoholic beverages per evening** for adults who choose to drink.

Party Patrols

Enforcement efforts are directed to locating underage and unsafe parties. These efforts are conducted by the Normal Police, Bloomington Police and McLean County Sheriff's Department.



Compliance Checks

A compliance check is an enforcement effort used to identify establishments selling to underage youth. It serves two purposes. First, compliance checks help enforce criminal statutes and local administrative ordinances. Second, a failed compliance check is reported to the respective liquor commission and this body warns and educates the alcohol establishments that have served or sold alcohol to minors.

STEPS – Safety Training to Encourage Profitable Service

When serving or selling alcohol, staff at retail establishments benefit from using proven techniques. The goal of STEPS is to train

managers and employees to discourage over-consumption and keep intoxicated drivers off the road without reducing profits.

Through Young Eyes



When local students respond anonymously to surveys like the Illinois Youth Survey (for high school age or younger) and Core Survey (for college students), we not only learn about drinking habits but also some resulting behaviors that can injure others, as well as the drinker. A review of these survey results indicate there are some troubling trends taking place in our community.

When young people drink, they tend to drink a lot at one time. On average, college students have about five drinks on a single occasion; this is considered binge or high risk drinking and is dangerous. Problems heightened by binge drinking range from argumentative behavior and decreased academic achievement to alcohol poisoning or car crashes.

According to 2011 Core data, 48% of college students in Bloomington/Normal report binge drinking in the last two weeks. Many (37.8%) report some form of public misconduct during the last year as a result of drinking or drug use, and 24.9% report some kind of serious personal problems during the last year as a result of drinking and drug use.

Looking at the high school population we see similar concerns, with results indicating 27% of our local high school seniors binge drank in the last two weeks. Over one-third (36%) report they have ridden in a car with someone who was “high” or had been using drugs or alcohol in the last year and 20% of the students reportedly got into one or more arguments or fights in the last year as a result of drinking and drug use.

2011 Core Data

Bloomington/Normal College Students...



48% reported binge drinking in the previous two weeks

38%

reported some form of public misconduct

(such as trouble with police, fighting/argument, DWI/DUI, vandalism) at least once during the last year as a result of drinking or drug use.



25%

reported some kind of serious personal problems

(such as suicidality, being hurt or injured, trying unsuccessfully to stop using, sexual assault) at least once during the past year as a result of drinking and drug use.

2012 IYS Data

Bloomington/Normal High School Seniors...



27% reported binge drinking in the previous two weeks

36%

reported they rode in a car with someone who was “high” or had been using drugs or alcohol

at least once during the last year as a result of drinking or drug use.

20%

reported they got into an argument or fight

at least once during the last year as a result of drinking or drug use.



Who we are.

The strength of the BNCCC lies in the community-campus partnerships that have been formed. Connecting stakeholders from across the community, we work to address environmental factors that promote underage and excessive alcohol use.

- Advocate BroMenn Regional Medical Center
- Bloomington City Council
- Bloomington Liquor Commission
- Bloomington Police Department
- Bloomington Public Schools-District 87
- Chestnut Health Systems
- Heartland Community College
- Illinois State University
- Illinois State University Police
- Illinois State University-Student Government Association
- Illinois Wesleyan University
- Lincoln College Normal
- Meredith's Properties
- McLean County Sheriff's Department
- Neighborhood Association of Normal
- Normal Police Department
- Normal Town Council
- OSF St. Joseph Medical Center
- Project Oz
- McLean County Unit 5 Schools
- Parents

What does this report say to *You*?

What does this report to the community say to you? To us it shows the progress we have been making toward decreasing alcohol problems in Bloomington/Normal, while also reflecting how much more remains to be done.

Thank you for taking time to think about the alcohol environment facing young people in Bloomington/Normal. We hope you will find ways you can, through your actions, make our communities safer. Realize that you are not alone — there are many other adults and youth concerned about this issue.

Everybody **Makes a Difference!**

For additional information, tips and
resources, please check out our website at
bnccc.org *or* bnparents.org

BNCCC

Bloomington-Normal Community Campus Committee

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