



Georgia Underage Drinking Prevention Initiative

Needs Assessment/ Prevalence Report (Revised Edition)

Submitted to
Georgia Department of
Human Resources
Division of Public Health
The Office of Prevention
Services and Programs

Prepared by
The Council on Alcohol and Drugs



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October 1, 2007

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The Georgia Underage Drinking (UAD) Prevention Initiative

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EXECUTIVE SUMMARY

ES.1 INTRODUCTION

Underage drinking and its associated consequences represent a serious and growing threat to the health and well-being of youth. In recognition of this phenomenon/crisis, the Georgia Department of Human Resources, Division of Public Health, Office of Prevention Services and Programs funded the Georgia Underage Drinking (UAD) Prevention Initiative. An initial component of this Initiative was a Needs Assessment/prevalence study to determine the nature and extent of underage drinking in Georgia and to identify the nature of those needs associated with underage drinking. The Needs Assessment was predicated on the assumption that groups of people in Georgia have underage alcohol-related needs that are not being met or addressed adequately. This report presents the findings of the Georgia UAD Needs Assessment/prevalence study, including a literature review of economic impact, access to alcohol, and age of onset as key aspects of underage drinking. The Needs Assessment and this report also include data on alcohol-related policies and laws designed to affect underage drinking; consequences associated with underage drinking in Georgia; and the analysis of primary data collected regarding Georgia residents' perceptions about the availability of services and degree of the problem.

ES.2 METHODOLOGY

The Needs Assessment was specifically designed to (1) acquire knowledge relative to underage drinking in Georgia, (2) identify existing gaps in services associated with underage drinking, and (3) use these findings to inform and lead data-driven action that will reduce and/or prevent underage drinking in Georgia. To address these issues, we used the following four data collection techniques.

1. Survey Administration. Staff members representing the Georgia UAD Prevention Initiative administered the

Underage Drinking Survey instrument to persons, groups, and organizations attending the Community Information Sessions (CISs) and Town Hall Meetings. Responsible Alcohol Sales and Service (RASS) pre- and post instruments were administered at RASS workshops throughout several regions in Georgia.

2. Focus Groups. We conducted focus groups in three Georgia counties. High school students were convened and asked to respond to a predetermined set of questions posed by a facilitator representing the UAD Prevention Initiative.
3. Participant Observation. Facilitators at CISs, Town Hall Meetings, and RASS training sessions monitored reactions to information presented, listened to participants' opinions, and observed audience participation.
4. Literature Review. A literature review was conducted at the outset of this Needs Assessment process in an effort to seek information and learn what has been published on the topic of underage drinking in Georgia and in the United States.

ES.3 HIGHLIGHTS OF THE FINDINGS

Review of the literature on underage drinking suggests the following:

- § Annual costs associated with underage drinking in Georgia are estimated to be \$1.5 billion, which includes annual costs of medical care and loss of work estimated at \$524 million (PIRE, 2004).
- § Nearly one in four teens aged 13 to 18, and one in three girls aged 16 to 18, say that their own parents have supplied them with alcohol. Teens who have obtained alcohol reported that parents were the suppliers an average of three times in the past 6 months (Harvard School of Public Health, 2005).
- § More than one-fourth (26%) of high school students reported drinking alcohol before age 13 (CDC, 2006).

Secondary Georgia-specific data sources served to further support primary data collection findings.

- § Fifteen percent of Georgia youth drank alcohol, and 8% engaged in binge drinking (EMSTAR Research, 2006a).
- § More than one-fifth (21%) of Georgia high school students had five or more drinks of alcohol in a row in

the past 30 days. With regard to frequency and consumption, no significant difference in drinking behavior was observed between genders (Kanny, 2006).

- § More than one-fourth (27%) of Georgia high school students had their first drink (other than a few sips) before age 13. Nearly as many rode in a vehicle driven by someone who had been drinking in the past 30 days, and 9% of Georgia high school students drove a vehicle when they had been drinking in the past 30 days (CDC, 2006).
- § Nearly three-fourths (73%) of high school students had at least one drink of alcohol and 40% had at least one or more drinks of alcohol in the past 30 days (CDC, 2006).
- § More than one-fifth (21%) of high school students had five or more drinks of alcohol in a row on one or more occasions in the past 30 days (CDC, 2006).

Data collected at county CISs and Town Hall Meetings reveal that the overwhelming majority perceive underage drinking to be a serious or very serious problem in their communities. Although these data were collected from a convenience sample, they still provide a general understanding of Georgians' view regarding underage drinking.

- § A total of 96% of CIS/Town Hall participants reported that their community should work to limit underage alcohol access, and 95% of CIS/Town Hall participants reported that their communities should work to provide educational and prevention programs designed to prevent underage drinking, when asked how important it is for their respective communities to act in specific action areas intended to prevent/reduce underage drinking,
- § Approximately 96% of CIS/Town Hall participants reported that their communities should work to strengthen the enforcement of laws that limit drinking by minors.
- § Eighty-five percent of CIS/Town Hall participants reported that their communities should work to design media campaigns to reduce underage drinking, and 71% reported that their communities should work to increase excise taxes on alcohol.
- § When asked how important it is for their respective communities to work to limit advertising about alcohol, 88% said it was important or very important. More than three-fourths (79%) of CIS/Town Hall participants reported that their communities should change the laws

governing the distribution and sales of alcohol, and 80% reported that their communities should work to reduce the density of alcohol outlets.

- § Data collected from focus groups conducted at metro Atlanta high schools revealed that most of the students, with a mean of 84%, said they had not driven a vehicle while under the influence of alcohol, but nearly half, with a mean of 49%, said they had been a passenger in a vehicle driven by someone who was under the influence of alcohol.
- § Among those students who had obtained alcohol in the past 30 days, 50% of participants reported obtaining alcohol from their parents or other relatives.
- § Nearly one-fourth (23%) of underage youth participating in the focus groups reported obtaining alcohol by using a fake ID.

The findings presented in this document confirm that there is a high prevalence of underage alcohol use, as well as serious consequences associated with such prevalence, in the state of Georgia.

ES.4 RECOMMENDATIONS

Based on the Needs Assessment and prevalence study's findings, 13 recommendations are presented.

Recommendations 1 through 6 will be incorporated into the Georgia UAD Prevention Initiative as project goals, and Recommendations 7 through 13 are statewide legal/legislative goals that are being recommended for the state as a whole.

The 13 recommendations follow below:

1. Incorporate population-based interventions by targeting the entire state population for underage alcohol use prevention and intervention efforts.
2. Reconstruct and maintain a statewide underage drinking prevention coalition of concerned stakeholders and key organizations to increase the focus on the problem of underage drinking at the state level. The statewide coalition should come together to prevent underage drinking using effective, engaging, and evidence-based strategies.
3. Provide networking, training, and technical assistance to selected local (i.e., targeted) communities in the 10 to 12 counties in Georgia that are most at risk for underage drinking.

4. Continue the statewide underage drinking media campaign.
5. Hold regional model policy and program showcases to demonstrate model policies and programs targeted toward all of Georgia's citizens, with emphases on policy makers, prevention professionals, parents of underage children, and the underage children themselves.
6. Hold community information and response sessions to assist targeted communities in responding to assessed needs via presentation of appropriate model policies and programs (i.e., a localized version of the regional model policy and program showcase) using the Getting to Outcomes approach.
7. Repeal Subsection c of Title 3, Chapter 3, Article 2, (3-3-23) of the Official Code of Georgia Annotated (O.C.G.A.), which allows for the possession of alcoholic beverages for consumption by a person under 21 years of age when the parent or guardian of the person under 21 years of age gives the alcoholic beverage to the person, and when possession is in the home of the parent or guardian and such parent or guardian is present.
8. Enact legislation making a mandatory discount on Dram Shop Liability Insurance available to retailers who voluntarily attend trainings such as RASS training.
9. Strengthen the Adult Provider/Social Host Law (O.C.G.A. 51-1-40).
10. Enhance the enforcement of laws against the sales of alcohol to minors by increasing the number of routine compliance checks, among other enforcement measures.
11. Increase state taxes for liquor, beer, and wine.
12. Enact legislation to require on- and off-premises servers of beer, wine, and liquor to be at least 21 years of age.
13. Prohibit alcohol marketing that is targeted toward underage youth.

ES.5 LIMITATIONS OF THE STUDY

The primary data collected for this study were not intended to serve as a representative sample of Georgians, but instead represent an initial attempt to explore and understand the effect of underage drinking across various dimensions. The primary data collected did not capture residents in all of Georgia's 159 counties. Counties represented in the Initiative

for the collection of primary data were Baker, Berrien, Brantley, Bulloch, Calhoun, Chatham, Clarke, Cobb, Coffee, Cook, Coweta, Crisp, De Kalb, Dougherty, Fulton, Glynn, Grady, Hall, Irwin, Jesup, Lanier, Lee, Lowndes, Murray, Mitchell, Spalding, Stephens, Terrell, Thomas, Tift, Turner, Wayne, Whitfield, Wilcox, and Worth. However, the review of extant survey data included all other counties in Georgia.

An additional limitation of this study is that persons in attendance at CISs and Town Hall Meetings constituted a biased sample. Persons with an interest in the topic of underage drinking would have been more inclined to attend a CIS or Town Hall Meeting on underage drinking.

Furthermore, while an effort was made to include all statewide underage alcohol-related data, this Needs Assessment may not contain all existing data in Georgia. Instead, this Needs Assessment reflects a systematic set of procedures undertaken for the purpose of identifying priorities and making data-driven decisions about underage drinking prevention programs, policies, and practices. Not all questions may be answered with regard to the comprehensive nature and scope of underage drinking in Georgia.

INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

Underage drinking and its associated consequences represent a serious and growing threat to the health and well-being of youth. In recognition of the phenomenon/crisis, the Georgia Department of Human Resources, Division of Public Health, Office of Prevention Services and Programs funded the Georgia Underage Drinking (UAD) Prevention Initiative. An initial component of this Initiative was to conduct an underage drinking Needs Assessment.

1.2 UNDERAGE DRINKING INITIATIVE

The Georgia Underage Drinking (UAD) Prevention Initiative calls for a partnership that unites adults and youth to increase public awareness and reduce underage alcohol use in communities throughout Georgia. The first year of the Initiative had three main goals:

1. to assess Georgia's unmet needs related to underage drinking
2. to develop promotional materials
3. to implement a statewide Underage Drinking (UAD) Prevention Education and Promotional Campaign via:
 - Town Hall Meetings
 - Community Information Sessions
 - Responsible Sales & Service (RASS) Workshops to provide owners and staff of alcohol-licensed establishments with valuable resources and information to prevent sales to underage youth
 - UAD website

- UAD Public Service Announcements
 - 500 UAD Informational Packets
 - Training and technical assistance to communities around Georgia
 - Quarterly UAD Coalition Meetings.
-

1.3 PURPOSE OF THE NEEDS ASSESSMENT

The Needs Assessment process for the Georgia UAD was predicated on the Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Platform (SPF). This framework consists of five action steps, the first of which involves conducting an assessment.

The purposes of the Needs Assessment were to (1) acquire knowledge relative to underage drinking in Georgia, (2) identify unmet needs and existing gaps in services associated with underage drinking, and (3) use these findings to inform and lead data-driven action that will reduce and/or prevent underage drinking in Georgia via a set of recommendations based on the results of the Needs Assessment. The Needs Assessment was predicated on the assumption that groups of people in Georgia have underage alcohol-related needs that are not being met or addressed adequately. An additional purpose of the Needs Assessment was to investigate reasons for unmet service needs relative to underage drinking in Georgia. Gaps in services are defined as the difference between what is being done to prevent and/or reduce underage drinking and what should be done to prevent/reduce underage drinking.

1.3.1 Goals of the Needs Assessment

The primary goal of the Needs Assessment was to inform strategic planning efforts relative to the prevention of underage drinking in Georgia. Data collected through this Needs Assessment may allow program and service administrators in Georgia to more effectively and efficiently invest time and resources ultimately dedicated to help the lives of children and families by reducing the prevalence of underage drinking in Georgia. Findings from this Needs Assessment may also provide for informed planning through the collection of prevalence and other data.

A secondary goal of this Needs Assessment was to answer the following questions:

- 1) To what extent are underage persons drinking in Georgia?
- 2) What factors contribute to the prevalence of underage drinking?
- 3) What are the unmet needs of the populations adversely affected by underage drinking?
- 4) Who should have responsibility for reducing underage drinking in Georgia?
- 5) What do some Georgians think should be done to reduce underage drinking in Georgia?

As reported in the 2005 NSDUH, alcohol is unquestionably the number one drug of choice among young people. Through the gathering of data, evidence will allow informed decisions to be made to prevent and reduce underage drinking in Georgia.

1.4 LITERATURE REVIEW

Despite extensive publication of the costs, hazards and negative physical effects of underage drinking, “Alcohol is the drug of choice among youth, often with deadly consequences” (National Institute on Alcohol Abuse and Alcoholism [NIAAA], 2004/2005). According to data from the 2005 Monitoring the Future (MTF) study—an annual survey of youth in the United States—three-fourths of 12th graders, more than two-thirds of 10th graders, and approximately two in every five 8th graders have consumed alcohol. The literature affords a comprehensive understanding as to the scope of the problem and consequences associated with underage drinking, yet underage drinking persists and has become a leading public health problem in this country.

The scope of the underage-drinking problem in Georgia may become evident by examining literature relative to the (1) costs of underage drinking, (2) underage access to alcohol, and (3) age of drinking onset.

1.4.1 Costs and Consequences of Underage Drinking

Underage drinking has serious consequences. Costs associated with underage drinking vary across states, but research findings confirm that the widespread use of alcohol by youth results in serious health, social, and economic problems.

Despite minimum-purchase-age laws, young people continue to regularly drink alcohol, and the costs of problems resulting from underage drinking continue to soar.

Costs associated with underage drinking vary across states, but research findings confirm that the widespread use of alcohol by youth results in serious health, social and economic problems. As can be seen in Exhibit 1-1, data compiled in 2006 by the Pacific Institute for Research and Evaluation (PIRE) estimated the annual costs associated with underage drinking in Georgia to be \$1.5 billion, which includes annual costs of medical care and loss of work estimated at \$524 million (PIRE, 2004). According to PIRE's findings, among the 50 states, Georgia has the 40th highest costs per youth associated with underage drinking.

Exhibit 1-1. Costs of Underage Drinking in Georgia, 2005

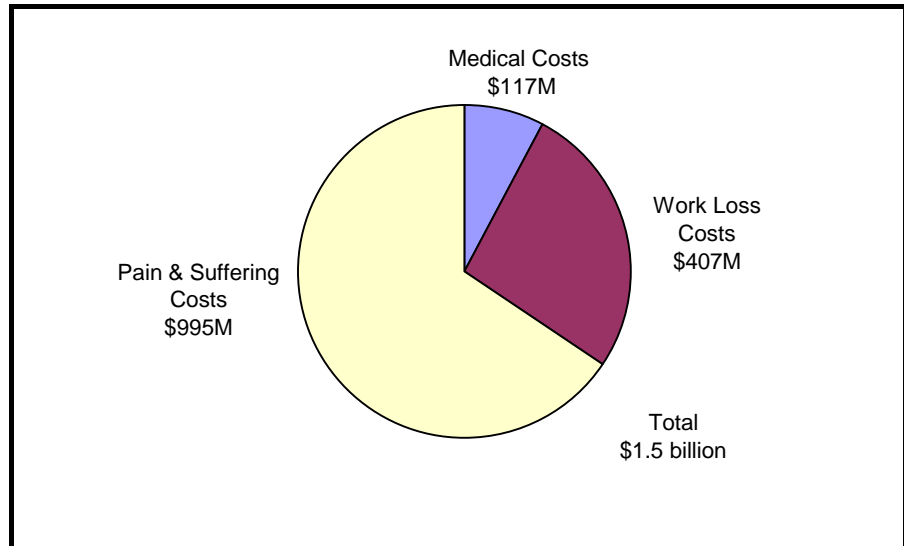


Exhibit produced by the Pacific Institute for Research and Evaluation (PIRE), October 2004.

According to the 2004–2006 Youth Risk Behavior Surveillance, (YRBS) created by the Centers for Disease Control and Prevention (CDC), alcohol use is one of the six categories of health behaviors considered a leading cause of injury, violence, morbidity, and mortality among youth (CDC, 2006). The 2005 Georgia Student Health Survey (GSHS) includes alcohol and other drug use as one of the most immediate and long-term threats to the health of middle school– and high school–age students in Georgia (Kanny, 2006).

The YRBS also reported that, with respect to 17 health behaviors that are targeted in the national public health objectives for 2010 (Healthy People 2010, see Appendix A), Georgia high school students are meeting only one objective—26.7% rode with a drunk driver in the past 30 days versus the U.S. objective of 30.0%). With respect to societal costs in Georgia, there are many serious problems that stem from underage drinking, including traffic accidents, violence, property crime, suicides, engaging in risky sexual behaviors, which can result in HIV and other STDs, Fetal Alcohol Syndrome (FAS), traumatic injuries such as burns, drowning, alcohol poisoning, psychoses, and alcohol dependence (PIRE, 2004).

As can be seen in Exhibit 1-2, youth violence and traffic accidents caused by underage drinking represent the largest costs for the state of Georgia.

Exhibit 1-2. Problems and Costs Associated with Underage Drinking

Problem	Total Costs (in millions)
Youth violence	\$843.1
Youth traffic accidents	\$301.0
High-risk sex among youth ages 14–20	\$166.4
Youth property crime	\$106.0
Youth injury	\$43.9
Poisonings and psychoses	\$10.8
FAS among mothers 15–20	\$31.2
Youth alcohol treatment	\$16.1
Total	\$1,518.5

Source: The Pacific Institute for Research and Evaluation, October 2006.

In the United States, approximately 5,000 youth under 21 die each year from the consequences of underage drinking. Of this total, approximately 1,900 deaths due to motor vehicle crashes, 1,600 homicides, 300 suicides, and hundreds of deaths from injuries like falls, burns, and drowning (NIAAA, 2006).

Illegal and unhealthy behavior initiated during adolescence, such as underage drinking, have the potential to extend into adulthood. The consequences associated with underage drinking are serious. NIAAA estimates that youth who start

drinking before the age of 15 are four times more likely to develop alcohol dependence later in life (NIAAA, 2004/2005).

1.4.2 Underage Access to Alcohol

Nationwide, access to alcohol by persons under the age of 21 is commonplace. More than half of underage college students surveyed over a decade say that alcohol is easy to obtain. These data, collected by the Harvard School of Public Health (2005) through the administration of the College Alcohol Study (CAS), have shown over time that alcohol is acquired through various sources. These sources, although slightly varied in rank order throughout the country, are as follows:

- § from a student 21 or older
- § from someone else under 21
- § themselves without being carded
- § from parents or relatives
- § using their own fake ID
- § from a stranger 21 or older

According to the 2005 U.S. Census Bureau estimates, extrapolated for Georgia, an estimated 600,000 children in Georgia are endangered by living in a household with a binge or heavy drinker (U.S. Census, 2005). However, some studies show that parental behavior may also have a positive effect on their children's well-being.

In March 2006, the report "Social Indicator Study to Assess Substance Abuse Prevention Needs at the State and County Levels in Georgia" revealed a wide range of alcohol and drug use. Risk constructs, including alcohol and drug abuse, were identified for each of the 159 counties. County risk profiles provided a risk score. Counties were then grouped into categories, with Group 1 having the lowest risk score and Group 5 having the highest risk score. Relative to alcohol and drug use, nearly one-fifth (19%) of the counties in the state of Georgia were identified among those counties with the highest risk score (Weimer and Graham, 2006).

The large proportion of counties which fall within the high risk classification indicate that Georgia is in need of programs to address the misuse of alcohol and other drugs. Identification of the areas in which to concentrate efforts is essential when

resources for intervention are limited, as they are with alcohol prevention and intervention programs.

Recently, the International Institute for Alcohol Awareness published the following statement online: "Place is the front line in the battle against underage drinking (International Institute for Alcohol Awareness [IIAA], 2007). There is little doubt that physical locations and/or drinking contexts, such as high-risk counties where underage alcohol use occurs, are directly linked to drinking behaviors and related consequences.

1.4.3 Age of Drinking Onset

For decades studies have produced empirical evidence that the earlier a young person begins to drink alcohol, the higher the likelihood that he/she will develop a clinically defined alcohol disorder. Findings from the Centers for Disease Control and Prevention's (CDC's) Youth Risk Behavior Surveillance System, conducted throughout the United States in 2005, revealed that over one-fourth (26%) of high school students reported drinking alcohol before age 13. Results from a recent study published in the *Journal of Pediatric and Adolescent Medicine* showed that respondents who began drinking prior to the age of 14 were more likely to experience alcohol dependence during their lifetime and within a 10-year period of drinking compared with respondents who began drinking at the age of 21.

Respondents who reported drinking before the age of 14 also experienced more past-year dependence and multiple dependency episodes (Hingston, Heeren, and Winter, 2006). In Georgia, the average age of drinking onset was 10% for 6th graders, 12% for 8th graders, and 13% for both 10th and 12th graders responding to the 2006 Georgia Student Health Survey.

In Georgia, 31 counties were identified as having the highest risk scores in the state for alcohol and drug use indicators. Specific alcohol-related indicators consisted of the (1) juvenile arrest rate for alcohol violations, (2) adult arrest rate for driving under the influence (DUI), (3) percentage of alcohol-related vehicle crashes with drivers aged 10 to 17, (4) percentage of vehicle crashes in which alcohol and/or drugs were a factor, (5) adult alcohol treatment admission rate, (6) juvenile alcohol treatment admission rate, (7) alcohol-related hospital discharge rate, and (8) alcohol-related death rate (Weimer and Graham, 2006).

In 2006, The Council on Alcohol and Drugs published data from 11 of the sites participating in their Middle After-School Prevention Programming (MAPP) project and 6 of the sites of the Prevention Programming for Latino Youth (PPLY) project. Youth enrolled in these programs take part in after-school or in school programs designed to prevent or reduce alcohol, tobacco and other drug use. These data reveal the mean age when some young persons in Georgia first use alcohol. The mean age from all respondents was 10.4. As can be seen in Exhibit 1-3, among the 498 young persons responding to the survey, the majority had never used alcohol. However, up to 40% of these youth had used alcohol between the ages of 9 and 11 (Council on Alcohol and Drugs, 2006).

Exhibit 1-3. Alcohol—Age of First Use, as Measured by Prevention Programs of the Council on Alcohol and Drugs: December 2006–March 2007

Prevention Program	Number of Respondents	Percentage Who Had Never Used	Mean Age of First Use for Those Who Had Used Before
MAPP Region 1 sites combined & individual sites	321	60	10.5
PPLY Region 1 sites combined & individual sites	90	61	10.5
PPLY Region 2	9	100	N/A
MAPP Region 2 sites combined & individual sites	25	92	11.5
PPLY Region 3	29	90	10.6
MAPP Region 3 sites combined & individual sites	24	67	9.0

MAPP = Middle After-School Prevention Programming; PPLY = Prevention Programming for Latino Youth

1.5 SUMMARY OF UNDERAGE DRINKING IN THE UNITED STATES AND GEORGIA

§ The literature is replete with statistics indicating high levels of underage drinking. The National Center on Addiction and Substance Abuse (CASA) has estimated that 25% of children in the United States reside in homes with a binge or heavy drinker (National Center on Addiction and Substance Abuse, 2005). Data from the 2005 National Survey on Drug Use and Health (NSDUH)

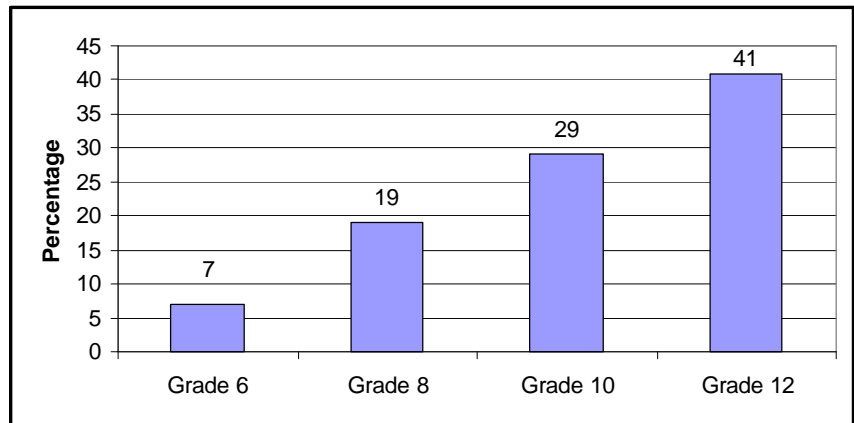
found that approximately 10.8 million Americans between the ages of 12 and 20 currently drink alcohol. This estimation represents nearly 28% of this age range for whom alcohol use is illegal. Results from the 2005 National Youth Risk Behavior Survey (YRBS) revealed that, 30 days prior to taking the survey, nearly half (43%) of high school students had drunk alcohol (CDC, 2006).

- § In Georgia, 73% of high school students had had at least one drink of alcohol during their lifetime. According to the 2006 Georgia Student Health Survey (GSHS) Report, more than one-third (40%) of high school students had at least one drink of alcohol on 1 or more days in the past 30 days. Twenty-one percent of high school students surveyed in Georgia reported having five or more drinks of alcohol in a row on one or more occasions in the 30 days prior to the survey (Kanny, 2006).

As published last year in the NSDUH Report, nearly one-fourth (24%) of young people in Georgia between the ages of 12 and 20 reported drinking alcohol in the month prior to survey administration.

Consistent with other Georgia-specific data sources, 7% of 6th graders, 19% of 8th graders, 29% of 10th graders, and 41% of 12th graders reported drinking alcohol, as documented in the GSHS 2006 State Report. These data are illustrated in Exhibit 1-4.

Exhibit 1-4. Georgia Alcohol Use, Past 30 Days, Grades 6, 8, 10, and 12



Source: Georgia Student Health Survey, October 2006.

1.6 PREVALENCE OF ALCOHOL USE AMONG COMMUNITY-BASED PROGRAM PARTICIPANTS

Data from the MAPP and PPLY programs cited above are being presented in this section as they provide insight into youth attitudes, behaviors and knowledge of alcohol and other drug use. It should be noted that these data do not represent random samples of youth as do the some of the survey data presented in earlier sections of this document, but are presented as populations of participants of programs.

Exhibit 1-5 outlines data acquired from the 2006 MAPP project of the Council on Alcohol and Drugs from the Georgia Department of Human Resources (DHR) Regions 1, 2, and 3 in Georgia. The Division of Mental Health, Developmental Disabilities & Addictive Diseases (MHDDAD) has five regions. Each region has a regional office, which are extensions of the MDDAD state office. To assist the reader, a map of these regions may be found in Appendix A of this report.

Exhibit 1-5. Middle After-School Prevention Programming (MAPP), 2006

Question	Percentage
Consumed alcohol lifetime	27%
Consumed alcohol past year	10%
Consumed alcohol past 30 days	2%
Drank alcohol 1+ times in past 30 days	5%
Number of drinks (1)	7%
Number of drinks (1–3)	7%
Felt like drunk or drunk lifetime	10%
Felt like drunk or drunk past year	8%
Felt like drunk or drunk past 30 days	3%
"Getting drunk every now and then fits with the kind of life I want to lead as I grow."	15%
"How many people your age do you think get drunk at least once a month?"	40% "Some" 18% "Half" 10% "Most" 3% "All"
"My friends think it is OK to get drunk every now and then."	13%
"If I had the chance and knew I would not be caught, I would drink an alcoholic beverage."	13%
"I would be willing to sign my name to a pledge saying that I will not use alcohol."	85%
"I have made a promise to myself that I will not drink alcohol until I'm 21 years old or that I will not drink at all."	78%

As can be seen, the data illustrate that 27% of students surveyed between the ages of 10 and 15 have consumed alcohol (beer, wine, liquor) other than for religious purposes. Ten percent of those students consumed alcohol within the past year. Nearly 2% consumed alcohol in the past 30 days, and 5% of those students consumed alcohol more than one time in the past 30 days. When asked how many drinks they usually have when they drink, nearly 7% reported having less than one drink, but just as many (7%) report having between one and three drinks. Ten percent of those students aged 10 to 15 reported having been or felt drunk in their lifetime, and 8% said they had been drunk in the past year. Over 3% reported being or feeling drunk in the past 30 days. Fifteen percent of those students strongly agreed or agreed with the statement that "getting drunk every now and then fits with the kind of life I want to lead as I grow." When asked, "How many people your age do you think get drunk at least once a month?" 40% responded that some people their age get drunk at least once a month, nearly one-fifth (18%) said that half the people their age get drunk once a month, and 10% said that most people their age get drunk once a month. Just over 3% said that all people their age get drunk once a month. Over 13% of those students aged 10 to 15 reported that they strongly agreed or agreed with the statement, "My friends think it is OK to get drunk every now and then." Just as many, 13%, strongly agreed or agreed with the statement, "If I had the chance and knew I would not be caught, I would drink an alcoholic beverage." The vast majority, however, strongly agreed or agreed with the statement, "I would be willing to sign my name to a pledge saying that I will not use alcohol." Over three-fourths (78%) of students strongly agreed or agreed with the statement, "I have made a promise to myself that I will not drink alcohol until I'm 21 years old or that I will not drink at all (EMSTAR Research, 2006a)."

Exhibit 1-6 outlines data acquired from the 2006 PPLY project of the Council on Alcohol and Drugs in DHR Regions 1, 2 and 3 in Georgia. As can be seen, 18% of students surveyed between the ages of 10 and 15 consumed alcohol (beer, wine, liquor) other than for religious purposes. Three percent of those students consumed alcohol with the past year. Three percent of student respondents reported having consumed alcohol in the past 30 days, and 5% of those students consumed alcohol

Exhibit 1-6. Prevention Programming for Latino Youth (PPLY), 2006

Question	Percentage
Consumed alcohol lifetime	18%
Consumed alcohol past year	3%
Consumed alcohol past 30 days	3%
Drank alcohol 1+ time in the past 30 days	5%
Number of drinks (1)	18%
Number of drinks (1–3)	8%
Felt like drunk or drunk lifetime	7%
Felt like drunk or drunk past year	2%
Felt like drunk or drunk past 30 days	3%
“Getting drunk every now and then fits with the kind of life I want to lead as I grow.”	35%
“How many people your age do you think get drunk at least once a month?”	35% “Some” 10% “Half” 17% “Most” 3% “All”
“My friends think it is OK to get drunk every now and then.”	28%
“If I had the chance and knew I would not be caught, I would drink an alcoholic beverage.”	30%
“I would be willing to sign my name to a pledge saying that I will not use alcohol.”	72%
“I have made a promise to myself that I will not drink alcohol until I’m 21 years old or that I will not drink at all.”	63%

more than one time in the past 30 days. When asked how many drinks they usually have when they drink, 18% reported having less than one drink, but 8% reported having between one and three drinks. Seven percent of those students aged 10 to 15 reported having been or felt drunk in their lifetime, and 2% said they had been drunk in the past year. Three percent reported being or feeling drunk in the past 30 days. Nearly one-third (35%) of those students strongly agreed or agreed with the statement, “Getting drunk every now and then fits with the kind of life I want to lead as I grow.” When asked, “How many people your age do you think get drunk at least once a month?” 35% responded that some people their age get drunk at least once a month, nearly one-fifth (10%) said that half the people their age get drunk once a month, and 17% said that most people their age get drunk once a month. Three

percent said that all people their age get drunk once a month. Over one-fourth (28%) of those students aged 10 to 15 reported that they strongly agreed or agreed with the statement, "My friends think it is OK to get drunk every now and then." And 30% strongly agreed or agreed with the statement, "If I had the chance and knew I would not be caught, I would drink an alcoholic beverage." The vast majority (72%), however, strongly agreed or agreed with the statement, "I would be willing to sign my name to a pledge saying that I will not use alcohol." Nearly two-thirds (63%) of students strongly agreed or agreed with the statement, "I have made a promise to myself that I will not drink alcohol until I'm 21 years old or that I will not drink at all (EMSTAR Research, 2006b)."

SECTION

2

HISTORY OF ALCOHOL LAWS AND POLICIES IN GEORGIA

Alcohol laws and policies in Georgia have been enacted for the purpose of offering guidelines for the administration and enforcement of alcohol-related laws. In addition to general provisions, laws have been established for the regulation of alcoholic beverages. However, state regulations vary for distilled spirits, malt beverages, and wine.

Per the Georgia Alcoholic Beverage Code, O.C.G.A. 3-1-1, Chapter 6, alcohol-related laws in Georgia define these three categories of alcoholic beverage, regulate what entities may sell them, and provide for penalties for sales violations. Legal directives also monitor the sale or possession of alcohol in some counties and designated municipalities in Georgia, as well as sales at catered functions.

Adapted from Kenneth Coleman's *Georgia History in Outline*, 1997, 1991, the chronology outlined in Exhibit 2-1 is intended to provide a historical glimpse of the development of alcohol-related laws and policies in Georgia between 1866 and 1938.

In 1980, laws in Georgia were enacted to prohibit the sale, possession, concealment, storage, or conveyance of untaxed alcoholic beverages. Local authorization and regulation of alcohol sales was also imposed, as was the prohibition of alcoholic beverages at coliseums. In 1981, a law was passed that prohibited the furnishing and possession of alcohol by persons under the age of 21. Legislation also made it a violation of law to possess alcoholic beverages on a public school ground.

The National Minimum Drinking Age Act of 1984 was passed by the United States Congress, requiring states to legislate and enforce the age of 21 as a minimum age for purchase or public

Exhibit 2-1. Chronology of Alcohol-Related Laws and Policy Changes

Year	Policy Change
1866	Veterans in Georgia were given a free license to sell anything except alcohol.
1899	The first attempt at statewide prohibition failed.
1900	Many Georgians perceived prohibition as the only solution to the dangers of alcohol.
1907	The first prohibition law was enacted.
1919	Prohibition became national. It was illegal in Georgia for persons to manufacture, sell, or possess alcohol.
1933	The 21st Amendment established new liquor control policy allowing states to regulate the manufacture, distribution, and policy of intoxicating liquors.
1935	Beer and wine were legalized in Georgia.
1937	Law prohibiting the sale or furnishing of alcohol to intoxicated persons.
1938	A local option was enacted and many counties in Georgia became wet. ^a
1960s	Driving under the influence of an alcoholic beverage considered a minor offense leading to a modest fine in most states.
1962	The National Purchase/Production Age Act outlawed any person under the age of 21 from buying, producing, or distributing alcoholic beverages.
1960s–1970s	Following the passage of the 26th Amendment, which granted voting rights to citizens 18 to 20 years of age, many states, including Georgia, lowered the legal drinking age from 21 to 18. Supporters of the legislation contended that if one is old enough to vote, and serve his/her country, he/she should be allowed to consume alcohol.
1980s	States, including Georgia (1985), began to raise the drinking age back to the age of 21 as a result of an increase in alcohol-related deaths across the United States.

Source: Byse, C. 1940. "Alcoholic Beverage Control Before Repeal." *Law and Contemporary Problems* 7(4):544-9.

possession of alcoholic beverages. Under the Federal Aid Highway Act, a state not enforcing the minimum age would be subjected to a 10% decrease in its annual federal highway allotment of federal dollars.

In 1985, Georgia law required state and local entities to provide notice to the department of revenue regarding violations relative to the sale of alcoholic beverages to persons under the age of 21. The next year, legislation in Georgia required posting warnings by retailers that consumption of alcohol during pregnancy is dangerous.

In the 1990s, driving under the influence of an alcoholic beverage began to be considered a major offense leading to serious consequences in all states. In 1997, The Teenage and

Adult Driver Responsibility Act (TADRA) was enacted in an effort to reduce the number of fatal motor vehicle accidents involving young, inexperienced drivers. TADRA is a graduated driver's license program for young drivers ages 15 to 18. The law significantly changed the way young persons earn and maintain their driving privileges. The three-step TADRA process consists of an instructional permit (Class CP) granted to 15-year-olds upon successful completion of an examination.

The driver must be accompanied by a passenger who is 21 years of age or older and possesses a valid Class C driver's license. In the second step, an intermediate license (Class D) is granted to 16- to 18-year-olds who have possessed an instructional permit for at least 12 months and who have successfully completed a driving test. Finally, a full license (Class C) is granted to 18-year-olds who have incurred no major traffic violations during the prior 12 months (Governor's Office of Highway Safety, 2007).

In Georgia, all youth under the age of 18 must complete and pass the Georgia Alcohol Drug Awareness Program (ADAP) in order to receive their Class D driver's license. The course is provided through the Department of Drivers Services and is taught in both public and private schools. Most students usually take the ADAP course during the ninth grade. The course is taught by teachers who are certified by the Georgia Department of Education in one or more of the following areas: health education, health and physical education, or driver and safety education (Georgia Department of Driver Services, 2007).

In 2001, Georgia lowered the drunk driving limit to .08% blood alcohol concentration (BAC). As of 2005 all 50 states adapted a national standard of .08. In Georgia, a zero-tolerance law pertains to underage drunk driving. That is, it is against the law for a person under the age of 21 to legally drive a vehicle with a BAC level above 0.0. The violation is driving while impaired or under the influence.

In 2004, Georgia passed a bill making child endangerment a felony. This was Georgia's first child endangerment law and Georgia was the last state to enact a child endangerment statute. In effect the law criminalizes neglecting children in a manner which leads to harm. This would include using alcohol in a manner leading to neglect and endangerment, a behavior

perhaps more likely to occur in Georgia and 11 other states where it is legal for a parent to serve alcohol to their underage child in their home.

In 2005, Senate Bill 226, also known as "Joshua's Law," passed the Georgia General Assembly: "Beginning January 1, 2007, all 16-year-olds applying for a Class D Driver's License must complete an approved driver education course AND complete a total of 40 hours supervised driving, six hours of which must be at night, with a parent or guardian's sworn verification that these driving requirements have been met (Georgia Department of Driver Services, n.d.)." The Department of Driver Services (DDS) will "suspend the license of a minor who has been found in violation by a hearing officer, panel, or tribunal of one of the following offenses, or has waived his or her right to a hearing and pleaded guilty to one of the following offenses: possession or sale of drugs or alcohol on school property or at a school sponsored event. Any infraction of the above conduct offenses will result in a 1-year suspension, or the minor shall be suspended until his or her eighteenth birthday, whichever comes first (Georgia Department of Driver Services, n.d.)."

2.1 CURRENT ALCOHOL LAWS AND POLICIES IN GEORGIA

Since the return to a minimum legal drinking age in 1985, Georgia has strengthened some existing alcohol-related laws and adopted a variety of new laws targeting alcohol purchase and consumption, some specifically targeting underage drinking because youth alcohol consumption continues to be a public health issue.

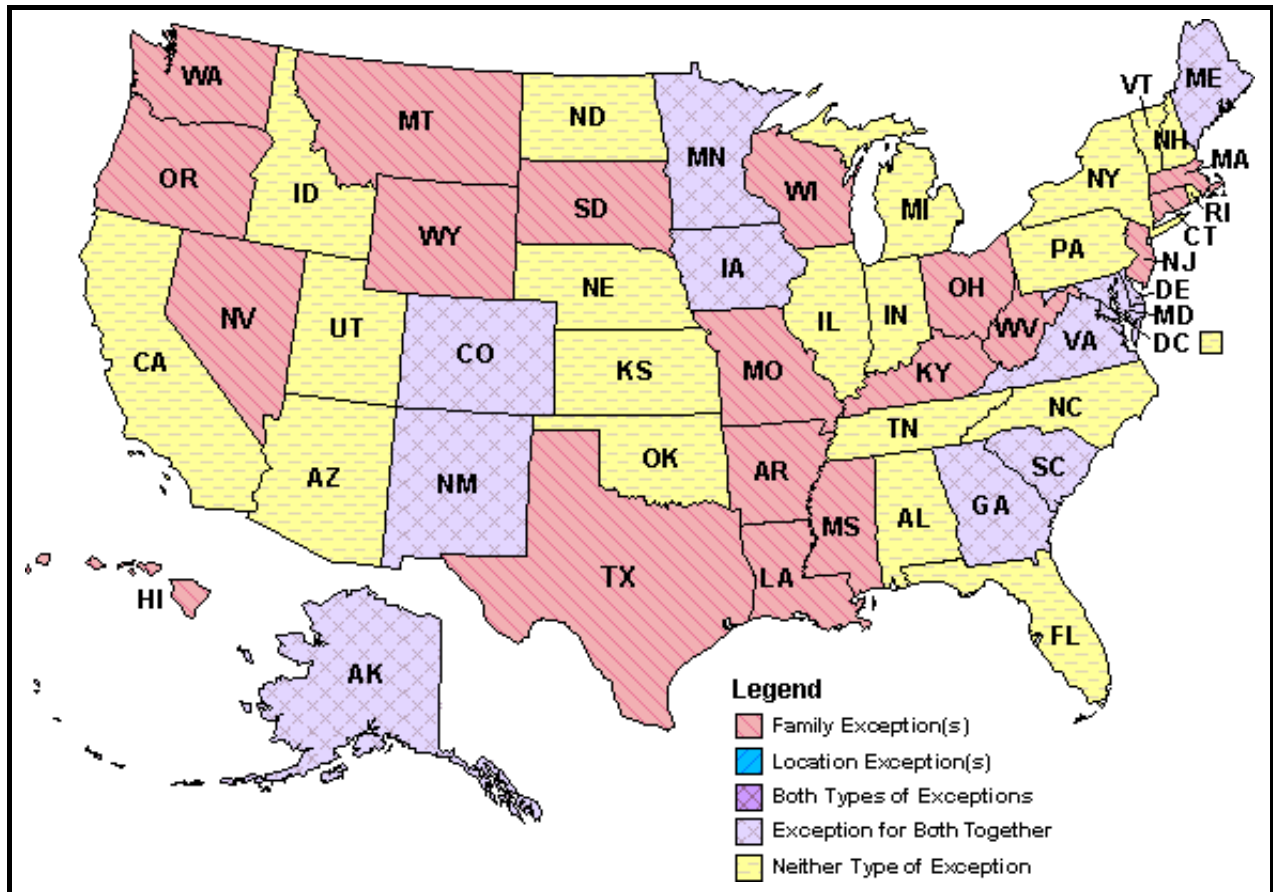
In general terms, laws targeted at addressing underage drinking or drinking by those who are under the minimum legal drinking age of 21 years can be categorized as

- § underage possession of alcohol,
- § underage consumption of alcohol,
- § underage purchase of alcohol,
- § furnishing of alcohol to minors,
- § minimum ages for on-premises servers and bartenders,
- § minimum ages for off-premises sellers,

- § false identification for obtaining alcohol,
- § BAC limits for drivers under 21,
- § keg registration, and
- § loss of driving privileges for alcohol violations by minors (licensing sanctions for activities like alcohol purchase, possession, and consumption have been expanded to include other problem behaviors like truancy and school drop-out.) (NIAAA/Alcohol Policy Information System [APIS], n.d.).

It should be noted that some of the laws that target the above categories contain exemptions. In Georgia, as illustrated in Exhibit 2-2, underage possession of alcohol carries the following exemptions: (1) parent/guardian's home and parent/guardian's presence and consent, or (2) one or more specified religious, educational, or medical purposes (NIAAA/APIS, n.d.).

Exhibit 2-2. Exceptions to Prohibitions on Furnishing of Alcohol to Persons Under Age 21, as of January 1, 2006



As can be seen in Exhibit 2-2, Georgia is one of only 12 states that allow family and location exceptions to the minimum age of 21 for possession of alcohol.

In an effort to provide the reader with a comprehensive understanding of current alcohol laws and policies in Georgia, the following codes from the Official Code of Georgia Annotated (O.C.G.A.), including the code number and text that immediately follows the code number, are presented (State of Georgia, 2007). These codes have provisions that specifically apply to underage (under 21 years of age) purchase, possession, or consumption of alcohol.

3-3-2.1: Notice to revenue department by county or municipality of violations concerning sale of alcoholic beverages to underage persons

3-3-9: Penalty for violations of prohibitions in chapter

3-3-21: Sales of alcoholic beverages near churches, school buildings, or other sites

3-3-21.1: Possession of alcoholic beverages on the grounds of a public school

3-3-23: Furnishing to, purchase of, or possession by persons under 21 years of age of alcoholic beverages; use of false identification; proper identification; dispensing, serving, selling, or handling by persons under 21 years of age in the course of employment; seller's actions upon receiving false identification

3-3-23.1: Procedure and penalties upon violation of Code Section 3-3-23

3-3-24.2: Posting of laws regarding sale of alcoholic beverages to underage persons

36-32-10: Jurisdiction in cases of furnishing alcoholic beverages to and purchase and possession of alcoholic beverages by underage persons; retention of fines and forfeitures; transfer of cases; penalties

51-1-18: Furnishing alcoholic beverages to minor children; gambling with minor children

The following code deals with keg registration.

3-5-5: Retail sale of kegs; required labeling; removal of labels

The following code details graduated licensing for persons under 18 and under 16.

40-5-22: Persons not to be licensed; minimum ages for licensees; school attendance requirements; driving training requirements

The following code requires distinctive licensing for drivers under 21.

40-5-26: Applications of minors; distinctive licenses for persons under 21

The following code requires a distinctive ID for individuals under 21.

40-5-100: Department authorized to issue cards; contents; possession of more than one card prohibited

All of the following codes apply to DWI, including some provisions that apply specifically to those under 21 and under 18 years of age.

40-5-22.1: Reinstatement of license of child under 16 years convicted of driving under influence of alcohol or drugs

40-5-55: Implied consent to chemical tests

40-5-57.1: Suspension of licenses of persons under age 21 for certain offenses; suspension of licenses of persons under age 18 for certain point accumulations; issuance of new license following suspension

40-5-63: Periods of suspension; conditions to return of license

40-5-67: Seizure and disposition of driver's license of persons charged with driving under the influence; issuance of temporary driving permit; disposition of cases

(Includes provisions that set a lower BAC limit of .02 for those under 21 years of age)

40-5-67.1: Chemical tests; implied consent notices; rights of motorists; test results; refusal to submit; suspension or denial; hearing and review; compensation of officers; inspection and certification of breath-testing instruments

40-5-67.2: Terms and conditions for suspension of license under subsection (c) of Code Section 40-5-67.1

40-5-75: Suspension of licenses by operation of law for conviction of possession, distribution, manufacture,

cultivation, sale or transfer of controlled substances or marijuana; or driving under the influence of the substance

40-6-391: Driving under the influence of alcohol, drugs, or other intoxicating substances; penalties; publication of notice of conviction for persons convicted for second time; endangering a child

40-6-391.1: Entry of plea of nolo contendere; order to attend alcohol and drug course

40-6-391.2: Seizure and forfeiture of motor vehicle operated by habitual violator.

40-6-391.3: Penalty for conviction for driving under influence of alcohol or drugs while driving school bus

40-6-393: Homicide by vehicle

40-6-393.1: Feticide by vehicle; penalties

40-6-394: Serious injury by vehicle

The following code applies to serving alcohol to a noticeably intoxicated individual.

3-3-22: Sale or furnishing of alcoholic beverages to intoxicated persons

2.2 ALCOHOL LAWS AND POLICIES NOT IN GEORGIA

Georgia maintains a fairly comprehensive package of laws and policies to prevent and reduce underage drinking and alcohol-related problems. However, there are additional alcohol-related laws that are being used in other states that are not currently in use in Georgia.

Information provided by NIAAA's APIS effectively describes and clearly illustrates deficiencies in Georgia laws associated with underage drinking (n.d.). The following sections describe the absence of certain underage drinking laws in Georgia when compared to other states in the nation.

2.2.1 Underage Drinking Laws

As stated above, Georgia does not have some alcohol-related laws specifically targeting underage youth. Additional provisions could be made to existing alcohol-related laws in an effort to prevent or reduce underage drinking. For example, provisions that target minors might include "Use/Lose" laws. Alcohol

Furthermore, Mothers Against Drunk Driving (MADD) currently tracks about 40 alcohol-related laws and traffic-safety state laws that they perceive as significant in combating drunk driving and underage drinking. The following list contains laws in use in other states but not currently in use in Georgia, according to MADD.

Felony DUI – Law that makes DUI a felony offense based on the number of prior convictions.

Happy Hour Laws - A term used to refer to reduced-price or multiple-drink alcohol sales practices and promotions that encourage excessive alcohol consumption. Happy hours laws (1) prohibit the sale and service of alcohol to intoxicated people, and/or (2) prohibit sales practices (including happy hours, drink specials, and other drink promotions) that effectively reduce the price of drinks and encourage excessive consumption of alcohol.

Hospital BAC Reporting - A statute that requires or authorizes hospital personnel to report blood alcohol concentration test results of drivers involved in crashes to local law enforcement, where the results are available as a result of treatment.

Lower BAC for Repeat Offender - These laws pertain to offenders who have had one or more prior DUI convictions. Laws affecting the repeat intoxicated offender include

- licensing sanctions,
- vehicle sanctions,
- addressing alcohol abuse, and
- mandatory sentencing.

Mandatory Server Training - Beverage service training and related practices establish requirements or incentives for retail alcohol outlets to participate in programs (often referred to as “Responsible Beverage Service [RBS]” or “server training” programs).

Preliminary Breath Tester - Portable breath testing device used to determine BAC of suspected DUI offenders.

Vehicle Impoundment - Seizure and impoundment of the vehicle operated by a DWI offender for a predetermined period of time.

Vehicle Sanctions While Suspended - Seizure and sale of the vehicle operated by an offender at the time the alcohol-related offense was committed.

Victim Rights Constitutional Amendment - An amendment to the U.S. or to a state's Constitution, that guarantees a crime victim the right to be notified of, present at, and heard at all stages of the criminal justice process at which the defendant has such rights. These rights should also include the right to restitution and the right to be notified of an inmate's escape or release from prison.

3.1 QUESTIONS AND DESIGN

The Needs Assessment component of the Georgia Underage Drinking Prevention Initiative was designed to answer the following questions:

- § To what extent are underage persons drinking in Georgia?
- § What factors contribute to the prevalence of underage drinking?
- § What are the unmet needs of the populations adversely affected by underage drinking?
- § Who should have responsibility for reducing underage drinking in Georgia?
- § What do some Georgians think should be done to reduce underage drinking in Georgia?

For this study, the following two data collection techniques were used:

- 1) Surveys. Staff members representing the Georgia UAD Prevention Initiative administered the Underage Drinking Survey and to persons, groups, and organizations attending the CISs and Town Hall Meetings. RASS pre- and post-instruments were administered by a trainer at RASS workshops throughout regions in Georgia.
- 2) Focus Groups. Focus groups were conducted in three Georgia counties. High school students were convened and asked to complete a High School Drinking Survey by responding to a predetermined set of questions posed by a facilitator representing the UAD Prevention Initiative.

3.2 RECRUITMENT METHODS

Participants were invited to participate from a number of collaborating entities including the Family Connection collaboratives, United Ways, Drug-Free Community Coalitions, local youth groups, parent organizations, treatment professionals, law enforcement, judicial systems, and prevention professionals whose works addresses underage drinking (S. Powell and C. Mallard personal communications, May 2007).

3.3 METHODS OF DATA COLLECTION

Methods of data collection primarily consisted of the administration of the Underage Drinking Survey and the High School Drinking Survey. Both data collection methods were used to efficiently and effectively obtain information and to measure use and attitudes among underage drinkers. Respondents were afforded complete anonymity. The surveys was inexpensive to administer, uncomplicated in the comparison and analysis of data, permitted administration to many people, and resulted in a significant amount of data.

The focus groups allowed exploration of the topic of underage drinking with underage students themselves. We obtained both quantitative and qualitative data. Data from the focus groups provided valuable insight into the alcohol-related opinions, perceptions, and behaviors of persons under the age of 21.

In addition to the surveys and focus groups, alcohol retail establishments were mapped. The number of alcohol outlets per 1,000 residents was mapped for each county in Georgia. The retail map, located in Appendix A of this report, was generated from a text file of data output from the Georgia Department of Revenue (DoR). DoR collects available data on licensees of alcohol and retail outlets. The map was prepared by the A.L. Burruss Institute of Public Service and Research at Kennesaw State University, which, along with the Council on Alcohol and Drugs, continues an ongoing discussion with the Department of Revenue to generate a data file. (Such a file could produce a frequency distribution and a more accurate map, with specific locations of outlets and ZIP code information versus county-level information.)

3.4 DESCRIPTION OF INSTRUMENTS

The Underage Alcohol Use Survey was developed in 2006 for the Georgia UAD Prevention Initiative. The purposes of the instrument were to (1) learn the perceptions of the public in various Georgia settings regarding the extent to which they view underage drinking as a problem in their community, (2) determine their perceptions of underage drinking as a community priority, (3) acquire their opinions as to who should have responsibility for reducing underage drinking, and (4) identify alcohol prevention and education strategies perceived as important for their respective communities to act upon. The instrument was piloted in three community settings in Georgia and administered to a total of 228 persons in an effort to determine validity and reliability. Changes were made to the instrument based on findings from a pilot test.

The Underage Alcohol Use Survey is a two-page survey instrument consisting of two sections: (1) beliefs about underage alcohol use and (2) action areas. In the first section, respondents are asked three questions: (1) "How serious a problem do you perceive underage drinking to be a problem in your community?" (2) "Compared to other social or public health problems, what is your perception of underage drinking as a priority area that should be addressed in your community?" (3) "Who should have primary responsibility for reducing underage drinking?" In section two, respondents are asked one more question: (4) "In your opinion, how important it is for your community to act in each of the following areas?" The nine areas listed are as follows: (1) Limit underage alcohol access, (2) Provide educational and prevention programs designed to prevent underage drinking, (3) Strengthen the enforcement of laws that limit drinking by minors, (4) Design media campaigns to reduce underage drinking, (5) Work to increase excise taxes on alcohol (Note: Excise taxes are federal taxes imposed on distilled spirits, wine, and beer that are in addition to Georgia's state alcohol taxes), (6) Work to limit advertising about alcohol, (7) Change the laws about the distribution and sales of alcohol, (8) Work to reduce the density of alcohol outlets, and (9) Other.

Focus groups were conducted to enhance knowledge regarding the prevalence of underage drinking in Georgia. Six questions were posed in focus group sessions. Question 1 sought to

reveal the number of days on which underage drinkers reported having one or more alcoholic drinks in the past 30 days. Question 2 asked for the number of alcoholic drinks consumed in the past 30 days. Question 3 pertained to the age of onset of alcohol consumption. Participants were asked their age when they first had a drink of an alcoholic beverage. Questions 4 and 5 related to driving after drinking. Participants were asked if they had driven a vehicle after drinking in the past 12 months and if they had been a passenger in a vehicle with a driver who was under the influence of alcohol. Question 6 intended to identify sources of access to alcohol. Participants were asked, if they had obtained alcohol in the past 30 days, from whom did they get the alcohol?

3.5 LIMITATIONS OF NEEDS ASSESSMENT

Since attendance at Town Hall Meetings and Community Information Sessions was not representative of the population as a whole, it is likely that opinions expressed at such meetings were from persons concerned about underage alcohol consumption. It is also likely that attendees were better informed than the general public on such issues and were better able to define the problem and offer insights as to how to address the problems associated with underage drinking.

Also the Alcohol Use Survey was administered toward the end of the Town Hall Meetings and Community Information Sessions, allowing for more bias in the responses of the participants. It was anticipated that the data derived from these meetings would be reflective of the information presented in the literature review: that while there are many programs in place which have reached large numbers of youth participants, the problems with underage alcohol consumption continue to be costly in terms of lives, property, and health.

Focus groups of youth were not representative of general youth populations, but more likely to be representative of youth leadership. As is shown by the literature on many programs, it is essential to involve youth in programs which attempt to reach their age cohort. Focus group participation provided input which may be able to assist program development as well as provide youth participants benefits related to participation in the program.

4.1 SUMMARY OF FINDINGS

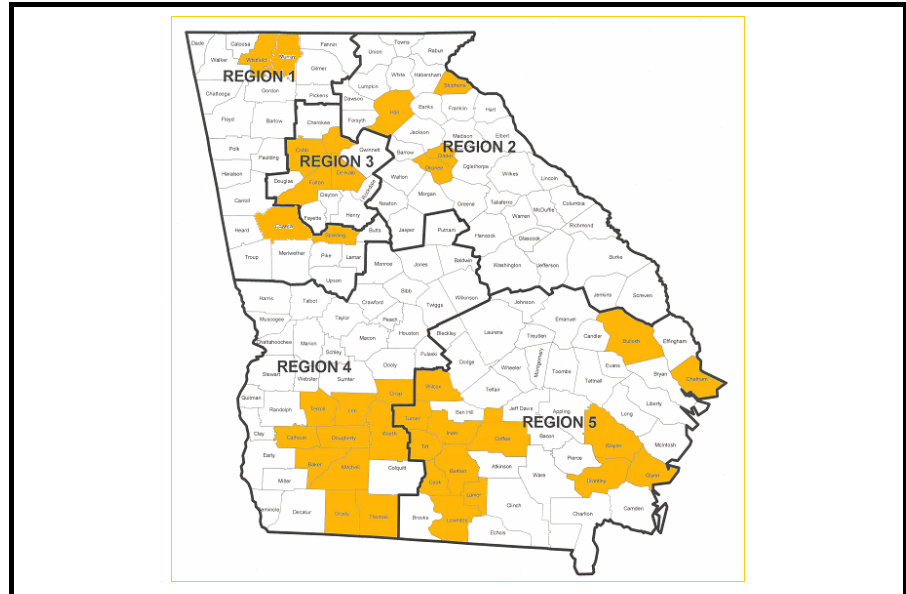
4.1.1 Underage Alcohol Use Survey

As noted in the previous paragraph, part of the Needs Assessment included Town Hall style meetings and Community Information Sessions held across Georgia. A total of 13 sessions were held in 5 DHR/MHDDAD Regions. The following locations were the sites of the Town Hall Meetings and Information Sessions:

- § Mitchell County
- § Coffee County
- § Chatham County
- § Center for Pan Asian Community
- § Fulton County Youth Commission
- § Spalding County
- § Wayne County
- § Coweta County
- § De Kalb County
- § South Hall Middle School
- § Albany Tech
- § Cobb County
- § City of Brunswick
- § Stephens County

Exhibit 4-1 illustrates the locations served by the Town Hall Meetings and Community Information Sessions, with yellow highlighted areas representing those served by the Town Hall Meetings.

Exhibit 4-1. Town Hall Meeting & Community Information Session Sites



Aggregate data collected from the Alcohol Use Survey administered in Georgia counties at 13 CISs and Town Hall Meetings revealed that most Georgians responding to the survey (87%) perceived underage drinking to be a very serious/serious problem in their community.

The vast majority (86%) perceived underage drinking as a very high/high priority in their community. When asked who has the primary responsibility to reduce underage drinking in Georgia, respondents indicate that both parents and youth must take responsibility for the actions of youth.

Community leaders were also mentioned by respondents to take on some of this responsibility. Among the 228 respondents, 203 ranked parents as having responsibility for reducing underage drinking, 122 persons ranked youth themselves as having responsibility for reducing underage drinking, and 88 persons in attendance ranked community leaders as having responsibility for reducing underage drinking.

A total of 96% of CIS/Town Hall participants reported that their community should work to limit underage alcohol access, and 95% of CIS/Town Hall participants reported that their

community should work to provide educational programs and prevention programs designed to prevent underage drinking. When asked how important it is for their respective community to act in specific action areas intended to prevent/reduce underage drinking, the vast majority, with a mean of 91% of CIS/Town Hall participants reported that their community should work to strengthen the enforcement of laws that limit drinking by minors. 80% of CIS/Town Hall participants reported that their community should work to design media campaigns to reduce underage drinking, and the vast majority (70%) reported that their community should work to increase excise taxes on alcohol.

When asked how important it is for their respective community to work to limit advertising about alcohol, the vast majority (80%) perceived it as very important/important. Nearly three-fourths (74%) of CIS/Town Hall participants reported that their community should change the laws about the distribution and sales of alcohol, and 73% reported that their community should work to reduce the density of alcohol outlets. Overall, the participants expressed a serious concern about the problem of underage drinking. Persons in attendance were keenly interested in identifying local strategies and ways to solve issues within the school systems and dealing with parents.

As previously stated, the state-wide prevention campaign was well received. There was, however, a great desire among persons in attendance to focus on issues and local policies that would impact youth and adults in their communities. Law enforcement and parental responsibility were two primary entities perceived as having responsibility for reducing and/or preventing underage drinking in Georgia.

It should be noted again that participants at Town Hall Meetings do not constitute random samples of Georgians as a whole and are more likely to be representative of persons who have special concerns with underage alcohol use. In fact many of the participants were from nonprofit agencies which work directly with this issue.

However, their insights to the needs and problems associated with the issue are likely to have been well informed given their backgrounds. Underage Alcohol Use Survey aggregate and site-specific data tables may be found in Appendix A of this report.

4.1.2 High School Drinking Survey/Focus Groups

Findings from the High School Drinking Survey and focus groups conducted in Cobb, De Kalb, and Fulton Counties consisted of 151 Georgia high school student participants. The specific purposes of these focus groups were to (1) identify alcohol-related behaviors regarding personal alcohol usage; (2) learn the age of first alcohol use among those who have used alcohol; (3) determine the extent to which some high school students have driven a vehicle, in the past 12 months, while under the influence of alcohol; (4) determine the extent to which some high school students have been a passenger in a vehicle, in the past 12 months, with a driver who was under the influence of alcohol; and (5) identify sources from which some high school students in Georgia reported obtaining alcohol.

The focus groups allowed for information to be efficiently and effectively obtained. These focus groups afforded the UAD project staff the opportunity to learn more about the attitudes, behaviors, and feelings of Georgia high school students relative to underage drinking. To this end, the following sections are intended to provide an overview of high school students' responses received in three counties: Cobb, De Kalb, and Fulton. Illustrations of these data may be found in Section A.1 of Appendix A.

4.1.3 Cobb County

The vast majority (76%) of high school students surveyed in Cobb County reported drinking alcohol on 1 or more days in the past 30 days. Over half (51%) of the underage students reported drinking between one and five drinks in the past 30 days. Nearly two-thirds (63%) of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (76%) said they had not driven a vehicle while under the influence of alcohol, but over half (53%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, almost half (54%) reported obtaining alcohol from their parents or other relatives. Almost one-fifth (19%) of the students surveyed said they obtained alcohol using a fake ID.

4.1.4 De Kalb County

The vast majority (78%) of high school students surveyed in De Kalb County reported drinking alcohol on 1 or more days in

the past 30 days. Nearly half (48%) of the underage students reported drinking between one and five drinks in the past 30 days. Two-thirds (66%) of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (78%) said they had not driven a vehicle while under the influence of alcohol, but more than half (55%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, over half (51%) reported obtaining alcohol from their parents or other relatives. Over one-fourth (28%) of the students surveyed said they obtained alcohol using a fake ID.

4.1.4 Fulton County

The vast majority (71%) of high school students surveyed in Fulton County reported drinking alcohol on 1 or more days in the past 30 days. Nearly one-third (29%) of the underage students reported drinking between one and five drinks in the past 30 days. Almost two-thirds of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (84%) said they had not driven a vehicle while under the influence of alcohol, but nearly half (49%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, almost half (46%) reported obtaining alcohol from their parents or other relatives. Almost one-fourth (21%) of the students surveyed said they obtained alcohol using a fake ID.

High School Drinking Survey results may be found in Appendix A of this report.

4.2 RESPONSIBLE ALCOHOL SALES AND SERVICE (RASS) TRAINING

In an effort to collect additional primary data, Responsible Alcohol Sales and Service (RASS) trainings were conducted. During the time period of the production of this Needs Assessment, RASS trainings were held in Cobb, Gwinnett, and Oconee Counties. Persons in the training workshops primarily attended for the following reasons: (1) to acquire a better knowledge of alcohol sales; (2) as a requirement of the owner/manager of an alcohol-sales establishment for whom they are employed; (3) to be in accordance with an Alcohol

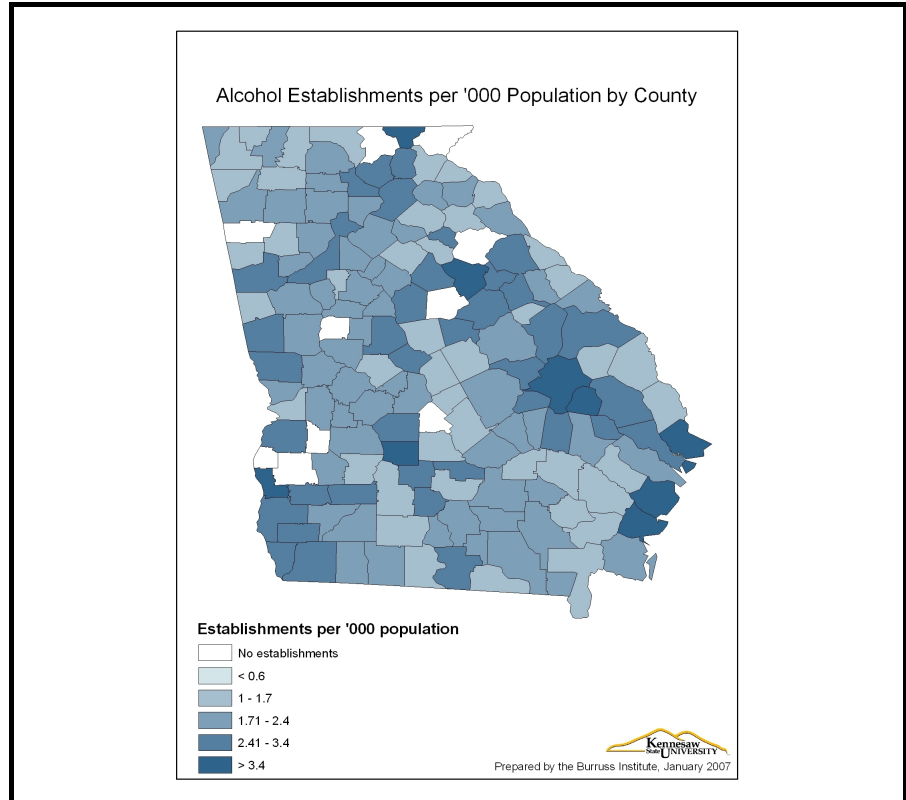
License Application; and (4) as a requirement for an Alcohol License Renewal Application.

The RASS workshops target alcohol owners and licensees doing business in the State of Georgia (not employee training). However managers are also welcome and encouraged to attend. To recruit alcohol owners and licensees, The Council on Alcohol and Drugs collaborated with the Georgia Department of Revenue, Alcohol and Tobacco Division, and utilized their on-line database to obtain mailing addresses for active licensees in Georgia. The Council also worked with Licensing Divisions in several jurisdictions to obtain an active database of alcohol owners and licensees in that specific area. Each alcohol owner and licensee received a letter of invitation to participate in the RASS workshop, a flyer with workshop registration forms, and the RASS flyer developed for the project. This recruitment process has been a challenge for several reasons; the database may not always have a current address for the licensee and also has inactive license information. The main challenge that the Council is currently attempting to overcome is that the RASS workshop is not a mandatory requirement for obtaining an alcohol license or renewal of the alcohol license.

Exhibit 4-2 illustrates the density of alcohol licensees by county in the state of Georgia. Such maps can be used to target areas in need of RASS training.

The workshops are taught by an attorney who is an expert on the topics to be presented. Workshops are designed specifically for alcohol owners and licensees to instruct them on their legal obligations and responsibilities, including ways to reduce the risks and liabilities of selling to underage persons. Participants also gain knowledge on drafting or revising their written company policies, and learn how their employees can maintain compliance with current laws. Although the RASS workshops are not mandatory, many retailers who do attend have found these workshops very valuable for their managers, owners and licensees. Alcohol licensees have found that the workshops help to reduce risks of legal liability; they gain information on how to qualify their business for a reduction in liability insurance premiums and receive information on certification as a drug free workplace in Georgia in order to qualify for the state mandated 7.5% discount on workers' compensation premiums.

Exhibit 4-2. RASS Training Target Areas, Georgia



A number of attempts were made by the Initiative to hold RASS trainings in counties where there was no incentive to attend. In such counties either the RASS training could not be held or attendance was consistently low. In an effort to motivate alcohol retailers to attend, it was concluded that some type of statewide incentive(s) must be enacted. Please see Recommendation #8 in Section 6 and the associated rationale for more information on this topic.

RECOMMENDATIONS AND RATIONALES

Based on the Needs Assessment and Prevalence Report's findings, 13 recommendations are being set forth. Of the following 13 recommendations, Recommendations 1 through 6 will also serve as project goals for the Georgia UAD Initiative. Due to its breadth, Recommendation 1 is put forth as a goal for the citizens of Georgia as a whole in addition to being a goal of the Initiative.

Recommendations 7 through 13 are statewide legal/legislative goals that are being recommended for the state as a whole. The implementation of such recommendations falls outside the scope of work of the Council on Alcohol and Drugs. However, during its second year of existence the Initiative plans to educate Georgia's citizens regarding model policies that relate to Recommendations 7 through 10. Recommendations 11 through 13 are being recommended for implementation in future years because attempting to implement seven legal/legislative goals in one year's time does not appear pragmatic. (Legal recommendations have been rank ordered according to their assessed need for passage and/or enforcement in Georgia.)

The 13 recommendations together with their rationales follow below.

5.1 RECOMMENDATION FOR GEORGIA AND THE INITIATIVE

1. Incorporate population-based interventions by targeting the entire state population for underage alcohol use prevention and intervention efforts

Rationale: In an effort to make data-based decisions, the population-based intervention strives to change the majority of the population, in this case of the state of Georgia, and the conditions that have the potential to affect all youth behavior. The data speaks for itself—the vast majority (73%) of Georgia high school students drink alcohol, as reported in the 2005 Youth Risk Behavior Surveillance System (YRBS) survey results.

5.2 RECOMMENDATIONS FOR THE INITIATIVE

2. Reconstruct and maintain a statewide underage drinking prevention coalition of concerned stakeholders and key organizations to increase the focus on the problem of underage drinking at the state level. The statewide coalition will come together to prevent underage drinking using effective, engaging, and evidence-based strategies.

Rationale:

- § Such a coalition will provide a single source of contact focusing solely on underage drinking prevention. Mostly all agencies in Georgia dealing with underage drinking are also busy dealing with many other issues, such as tobacco and illegal drug use.
- § A coalition will have the clout of numerous organizations and stakeholders, rather than just one organization.
- § It will provide a place to focus on policy change and other environmental strategies, with a secondary focus on individual prevention programming. Many agencies in Georgia are more comfortable performing only the latter.
- § It will be a central organization to put into place environmental change that will last rather than depending on politicians or regulators who will most likely change over the years.
- § A coalition will provide a place to work at the community, regional, and state levels. The coalition will build a base of advocates and communities to create an environment that addresses the epidemic of underage drinking.
- § The coalition is also needed for purposes of
 - collaboration,
 - youth leadership development,

- alcohol policy development, and
- a public awareness campaign.
- providing networking, training, and technical assistance to selected local communities in the 10 to 12 counties in Georgia that are at most risk for underage drinking.

Rationale: Underage drinking risk scores for each county in Georgia were calculated using 10 social indicators related to underage drinking, as found in the Social Indicator Study to Assess Substance Use Prevention Needs at the State and County Levels in Georgia. Counties were then rank ordered from high risk to low risk. The Initiative will target communities within the 10 to 12 counties with the highest risk for underage drinking.

As communities within these counties begin or continue to focus on preventing and reducing underage drinking, guidance will be needed in how to plan, build capacity, implement, and evaluate evidence-based environmental and other strategies with quality and sustainability.

Such communities will need assistance in practical how-to terms. For example, communities to be served will be asked to utilize the SAMHSA Getting to Outcomes accountability approach, as recommended by the RAND report, “Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results.” There is a need for a statewide agency in Georgia with an established network of connections in local communities that can provide contacts with local leaders, along with training and technical assistance on the community level, in an effort to motivate the community and maximize the statewide impact on underage drinking.

4. Continue the statewide underage drinking media campaign.

Rationale: Evidence presented via data throughout this Needs Assessment and Prevalence Report reinforce the need to continue the promising work of the statewide underage drinking media campaign. To further support this recommendation, 85% of Georgia participants in attendance at the CISs and Town Hall Meetings reported that their communities should work to design media campaigns to reduce underage drinking.

A media campaign is an integral part of the underage drinking prevention effort because it reinforces the dangers of youth alcohol use and of the consequences adults face for facilitating underage drinking. The purpose of the campaign will continue to be to educate adults and youth about the dangers of underage alcohol use and prevent and reduce underage alcohol use in communities throughout Georgia. The need for a comprehensive public education campaign is great in Georgia because of the absence of underage drinking messages in the federal government's 5-year, \$185 million national advertising campaign aimed at reducing youth drug use.

5. Hold Regional Model Policy And Program Showcases to showcase model policies and programs targeted toward all of Georgia's citizens, with emphases on policy makers, prevention professionals, parents of underage children, and the underage children themselves.

Rationale: A showcase of model policies and programs will provide Georgia's regions with a firsthand opportunity to learn about, and therefore make a more knowledgeable selection of, an effective policy(s) or program(s) that matches needs identified in this report.

6. Hold Community Information And Response Sessions to assist targeted communities in responding to assessed needs via presentation of appropriate model policies and programs (i.e., a localized version of the regional model policy and program showcase) using the "Getting to Outcomes" approach.

Rationale: Community response sessions will allow communities to identify and choose policy and programmatic responses to localized needs.

5.3 RECOMMENDATIONS FOR GEORGIA

7. To repeal Subsection c of Title 3, Chapter 3, Article 2, (3-3-23) of the O.C.G.A., which allows for the possession of alcoholic beverages for consumption by a person under 21 years of age when the parent or guardian of the person under 21 years of age gives the alcoholic beverage to the person and when possession is in the home of the parent or guardian and such parent or guardian is present (double exception recommendation).

Rationale: As referenced through the Georgia Underage Drinking Needs Assessment Prevalence Report focus groups

results, CAS data, and the literature review, numerous youth in Georgia report obtaining alcohol from their parents or other relatives. In accordance with data findings from the CISs and Town Hall Meetings, among Georgians surveyed, an aggregate 96% of participants recorded that their community should work to limit underage alcohol access. Furthermore, 86% of those participants perceived underage drinking to be a very serious or serious problem in their community. The disparity between the degree of perceived seriousness of underage drinking does not coincide with the data youth provided in identifying parents and relatives as primary sources for their alcohol.

Georgia needs to join forces with 21 other states that have neither family nor location exceptions (i.e., double exception) to the law prohibiting the furnishing of alcohol to persons under 21 years of age.

8. Enact legislation making a mandatory discount on Dram Shop Liability Insurance available to retailers who voluntarily attend trainings such as RASS training.

Rationale: Attendance at RASS trainings has been consistently very low in counties where there is no incentive to attend. In an effort to motivate alcohol retailers to attend, statewide legislation including financial incentive(s) must be enacted. Legislation that increases fines or creates additional penalties for businesses will not be supported by probusiness organizations such as the Georgia Chamber of Commerce or local chambers of commerce, and in fact may be opposed by those groups. On the other hand, probusiness legislation that offers financial incentives for retailers who voluntarily comply will be supported and will encourage the existing infrastructure of organizations (local chambers of commerce) to assist in making the training available to businesses in their community. A law that provides for mandatory insurance discounts on Dram Shop Liability Insurance is likely to motivate retailers to complete the training.

9. Strengthen the Adult Provider/Social Host Law (O.C.G.A. 51-1-40).

Rationale: Research indicates that most underage drinking takes place in private settings such as home parties. To reduce youth access to alcohol effectively, social access within neighborhoods must be addressed in addition to retail and bar sales.

Fourteen states in the United States currently have general hosting laws. Seven additional states have enacted laws specific to underage parties. Georgia, however, currently has no criminal social host law and no statutory social host law. Legislation that would strengthen O.C.G.A. 51-1-40 will reduce and/or prevent underage youth access to alcohol and ultimately reduce the number of alcohol-related deaths and/or injuries.

10. Enhance the enforcement of laws against the sales of alcohol to minors by increasing the number of routine compliance checks among other enforcement measures.

Rationale: As stated in the data findings section of this document, a total of 96% of CIS/Town Hall participants reported that their community should work to limit underage alcohol access. Compliance checks have historically been a very effective way of accomplishing this.

5.4 RECOMMENDATIONS FOR GEORGIA IN FUTURE YEARS

11. Increase state taxes for liquor, beer, and wine.

Rationale: Tobacco taxes have been raised several times in many states, while the beer tax in Georgia has not been raised in years. The price of alcohol affects teen consumption. Several years ago, Governor Sonny Perdue proposed alcohol excise tax increases; however, the general assembly did not pass this bill. An alcohol excise tax increase would help reduce underage drinking and the harms associated with it according to both the National Academy of Sciences (NAS) and the U.S. Office of the Surgeon General. Both have called for beer tax increases.

Furthermore, current federal and state taxes on alcoholic beverages do not come close to offsetting the huge pain and suffering, medical, and work lost costs of teenage alcohol consumption in Georgia, which were at \$1.5 billion in 2005 (PIRE, 2004).

Across the country, alcohol tax increases have been rare and modest. Beer and wine taxes have been raised only once in the past 56 years, liquor taxes only twice. As a result of Congress' failure to adjust the tax for inflation since the last increase in 1991, the U.S. Treasury has lost some \$24 billion in revenues that could have helped support underfunded health and human needs programs or reduce the deficit.

Increasing the state tax on alcohol is fair. About one-third of adults do not drink at all, and among those who do drink, most drink minimally and, therefore, would be unlikely to object to a tax increase. Objections will come mainly from the beverage industry and the 20% of drinkers who imbibe heavily and consume 85% of the alcohol.

12. Enact legislation to require on-premises and off-premises servers of beer, wine, and spirits to be at least 21 years of age.

Rationale: The literature on the subject of underage alcohol consumption is replete with reasons why servers of alcohol on and off premises should be a minimum age of 21. The legal age for serving should be equal to the legal age for possession and consumption. Prevention and reduction of underage drinking in Georgia would likely be observed when Georgia joins the 12 other states that have minimum ages for on- an off-premises servers of alcohol.

13. Prohibit alcohol marketing targeted to underage youth.

Rationale: It is common knowledge that our underage youth with a computer and Internet access are exposed to advertising and marketing specifically designed and targeted to young persons. Alcohol companies have numerous Web sites that market their alcohol products. Failure to prohibit alcohol marketing targeted to underage youth directly contributes to their alcohol consumption.

APPENDIX

A

SURVEY RESULTS

A.1 UNDERAGE ALCOHOL USE SURVEYS

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Aggregate Data
 Community Information Sessions and Town Hall Meetings

N = 228

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 39%	<u>Serious</u> 48%	<u>Somewhat Serious</u> 11%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 33%	<u>High Priority</u> 53%	<u>Low Priority</u> 11%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 203/228 Ranked Top 3	<u>Underage Youth</u> 122/228 Ranked Top 3	<u>Health Services</u> 25/228 Ranked Top 3	<u>Alcohol Educators</u> 38/228 Ranked Top 3	<u>Community Leaders</u> 88/228 Ranked Top 3	<u>City Officials</u> 45/228 Ranked Top 3	<u>Local Outlets</u> 56/228 Ranked Top 3	<u>Liquor Industry</u> 63/228 Ranked Top 3	<u>Law Enforcement</u> 62/228 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	68%	28%	4%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	68%	27%	5%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	58%	33%	5%	0%
d) Design media campaigns to reduce underage drinking	50%	30%	13%	6%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	41%	29%	22%	8%
f) Work to limit advertising about alcohol	47%	33%	17%	2%
g) Change the laws about the distribution and sales of alcohol	44%	30%	19%	6%
h) Work to reduce the density of alcohol outlets	35%	38%	17%	10%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Mitchell County, Georgia
 February 2, 2007

N = 18

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 72%	<u>Serious</u> 22%	<u>Somewhat Serious</u> 6%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 44%	<u>High Priority</u> 39%	<u>Low Priority</u> 17%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 17/18 Ranked Top 3	<u>Underage Youth</u> 5/18 Ranked Top 3	<u>Health Services</u> 0/18 Ranked Top 3	<u>Alcohol Educators</u> 4/18 Ranked Top 3	<u>Community Leaders</u> 7/18 Ranked Top 3	<u>City Officials</u> 2/18 Ranked Top 3	<u>Local Outlets</u> 2/18 Ranked Top 3	<u>Liquor Industry</u> 2/18 Ranked Top 3	<u>Law Enforcement</u> 14/18 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	89%	6%	6%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	83%	17%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	72%	17%	6%	6%
d) Design media campaigns to reduce underage drinking	67%	28%	6%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	61%	17%	11%	11%
f) Work to limit advertising about alcohol	67%	11%	22%	0%
g) Change the laws about the distribution and sales of alcohol	28%	44%	22%	6%
h) Work to reduce the density of alcohol outlets	39%	39%	17%	6%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Coffee County, Georgia
 February 27, 2007

N = 16

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 31%	<u>Serious</u> 69%	<u>Somewhat Serious</u> 0%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 31%	<u>High Priority</u> 63%	<u>Low Priority</u> 6%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 16/16 Ranked Top 3	<u>Underage Youth</u> 9/16 Ranked Top 3	<u>Health Services</u> 2/16 Ranked Top 3	<u>Alcohol Educators</u> 5/16 Ranked Top 3	<u>Community Leaders</u> 7/16 Ranked Top 3	<u>City Officials</u> 2/16 Ranked Top 3	<u>Local Outlets</u> 1/16 Ranked Top 3	<u>Liquor Industry</u> 0/16 Ranked Top 3	<u>Law Enforcement</u> /616 Ranked Top 3	<u>Other</u> 0/16 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	69%	19%	6%	6%
b) Provide educational and prevention programs designed to prevent underage drinking	75%	13%	13%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	63%	31%	6%	0%
d) Design media campaigns to reduce underage drinking	38%	38%	19%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	31%	31%	31%	6%
f) Work to limit advertising about alcohol	50%	38%	13%	0%
g) Change the laws about the distribution and sales of alcohol	13%	50%	25%	0%
h) Work to reduce the density of alcohol outlets	19%	56%	13%	13%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Center for Pan Asian Community, Doraville, Georgia
 February 27, 2007

N = 14

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 14%	<u>Serious</u> 50%	<u>Somewhat Serious</u> 36%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 7%	<u>High Priority</u> 71%	<u>Low Priority</u> 21%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 14/14 Ranked Top 3	<u>Underage Youth</u> 12/14 Ranked Top 3	<u>Health Services</u> 2/14 Ranked Top 3	<u>Alcohol Educators</u> 2/14 Ranked Top 3	<u>Community Leaders</u> 6/14 Ranked Top 3	<u>City Officials</u> 3/14 Ranked Top 3	<u>Local Outlets</u> 6/14 Ranked Top 3	<u>Liquor Industry</u> 12/14 Ranked Top 3	<u>Law Enforcement</u> 6/14 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	14%	79%	7%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	21%	71%	7%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	14%	71%	14%	0%
d) Design media campaigns to reduce underage drinking	0%	71%	29%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	0%	57%	43%	0%
f) Work to limit advertising about alcohol	0%	71%	29%	0%
g) Change the laws about the distribution and sales of alcohol	0%	64%	36%	0%
h) Work to reduce the density of alcohol outlets	0%	71%	29%	0%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Chatham County, Georgia
 March 2, 2007

N = 8

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 38%	<u>Serious</u> 63%	<u>Somewhat Serious</u> 0%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 38%	<u>High Priority</u> 50%	<u>Low Priority</u> 13%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 8/8 Ranked Top 3	<u>Underage Youth</u> 2/8 Ranked Top 3	<u>Health Services</u> 0/8 Ranked Top 3	<u>Alcohol Educators</u> 3/8 Ranked Top 3	<u>Community Leaders</u> 3/8 Ranked Top 3	<u>City Officials</u> 1/8 Ranked Top 3	<u>Local Outlets</u> 2/8 Ranked Top 3	<u>Liquor Industry</u> 0/8 Ranked Top 3	<u>Law Enforcement</u> 5/8 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	100%	0%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	100%	0%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	75%	25%	0%	0%
d) Design media campaigns to reduce underage drinking	75%	25%	0%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	50%	38%	13%	0%
f) Work to limit advertising about alcohol	63%	38%	0%	0%
g) Change the laws about the distribution and sales of alcohol	75%	13%	13%	0%
h) Work to reduce the density of alcohol outlets	75%	13%	13%	0%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Fulton County Youth Commission, Georgia
 March 7, 2007

N = 18

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 39%	<u>Serious</u> 39%	<u>Somewhat Serious</u> 22%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 17%	<u>High Priority</u> 15%	<u>Low Priority</u> 28%	<u>Not A Priority</u> 6%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 17/18 Ranked Top 3	<u>Underage Youth</u> 15/18 Ranked Top 3	<u>Health Services</u> 2/18 Ranked Top 3	<u>Alcohol Educators</u> 2/18 Ranked Top 3	<u>Community Leaders</u> 1/18 Ranked Top 3	<u>City Officials</u> 1/18 Ranked Top 3	<u>Local Outlets</u> 3/18 Ranked Top 3	<u>Liquor Industry</u> 11/18 Ranked Top 3	<u>Law Enforcement</u> 2/18 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	61%	33%	6%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	61%	39%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	61%	39%	6%	0%
d) Design media campaigns to reduce underage drinking	61%	39%	6%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	33%	50%	17%	0%
f) Work to limit advertising about alcohol	61%	28%	11%	0%
g) Change the laws about the distribution and sales of alcohol	61%	33%	6%	0%
h) Work to reduce the density of alcohol outlets	50%	50%	0%	0%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Spalding County, Georgia
 March 8, 2007

N = 14

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 57%	<u>Serious</u> 36%	<u>Somewhat Serious</u> 7%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 29%	<u>High Priority</u> 71%	<u>Low Priority</u> 0%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 14/14 Ranked Top 3	<u>Underage Youth</u> 5/14 Ranked Top 3	<u>Health Services</u> 0/14 Ranked Top 3	<u>Alcohol Educators</u> 1/14 Ranked Top 3	<u>Community Leaders</u> 7/14 Ranked Top 3	<u>City Officials</u> 3/14 Ranked Top 3	<u>Local Outlets</u> 3/14 Ranked Top 3	<u>Liquor Industry</u> 5/14 Ranked Top 3	<u>Law Enforcement</u> 3/14 Ranked Top 3
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Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	64%	36%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	50%	43%	7%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	71%	29%	0%	0%
d) Design media campaigns to reduce underage drinking	64%	21%	14%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	50%	29%	14%	7%
f) Work to limit advertising about alcohol	43%	43%	14%	0%
g) Change the laws about the distribution and sales of alcohol	50%	36%	7%	7%
h) Work to reduce the density of alcohol outlets	36%	57%	7%	0%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Wayne County, Georgia
 March 12, 2007

N = 11

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 55%	<u>Serious</u> 45%	<u>Somewhat Serious</u> 0%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 55%	<u>High Priority</u> 45%	<u>Low Priority</u> 0%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 11/11 Ranked Top 3	<u>Underage Youth</u> 3/11 Ranked Top 3	<u>Health Services</u> 4/11 Ranked Top 3	<u>Alcohol Educators</u> 1/11 Ranked Top 3	<u>Community Leaders</u> 6/11 Ranked Top 3	<u>City Officials</u> 3/11 Ranked Top 3	<u>Local Outlets</u> 2/11 Ranked Top 3	<u>Liquor Industry</u> 0/11 Ranked Top 3	<u>Law Enforcement</u> 3/11 Ranked Top 3	<u>Other</u> *3/11 Ranked Top 3

* Schools, schools educators, medical community

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	82%	18%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	91%	9%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	64%	36%	0%	0%
d) Design media campaigns to reduce underage drinking	73%	18%	9%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	9%	27%	27%	36%
f) Work to limit advertising about alcohol	36%	27%	36%	0%
g) Change the laws about the distribution and sales of alcohol	27%	18%	9%	45%
h) Work to reduce the density of alcohol outlets	27%	9%	0%	36%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Coweta County Town Hall, Newnan, Georgia
 March 29, 2007

N = 7

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 29%	<u>Serious</u> 71%	<u>Somewhat Serious</u> 0%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 57%	<u>High Priority</u> 43%	<u>Low Priority</u> 0%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 7/7 Ranked Top 3	<u>Underage Youth</u> 6/7 Ranked Top 3	<u>Health Services</u> 0/7 Ranked Top 3	<u>Alcohol Educators</u> 0/7 Ranked Top 3	<u>Community Leaders</u> 1/7 Ranked Top 3	<u>City Officials</u> 0/7 Ranked Top 3	<u>Local Outlets</u> 0/7 Ranked Top 3	<u>Liquor Industry</u> 0/7 Ranked Top 3	<u>Law Enforcement</u> 0/7 Ranked Top 3
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Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	71%	29%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	86%	14%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	86%	14%	0%	0%
d) Design media campaigns to reduce underage drinking	71%	29%	0%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	71%	29%	0%	0%
f) Work to limit advertising about alcohol	57%	43%	0%	0%
g) Change the laws about the distribution and sales of alcohol	57%	29%	14%	0%
h) Work to reduce the density of alcohol outlets	43%	29%	29%	0%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 De Kalb County Town Hall Meeting, Georgia
 April 14, 2007

N = 26

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 23%	<u>Serious</u> 58%	<u>Somewhat Serious</u> 19%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 27%	<u>High Priority</u> 58%	<u>Low Priority</u> 15%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 5/26 Ranked Top 3	<u>Underage Youth</u> 3/26 Ranked Top 3	<u>Health Services</u> 1/26 Ranked Top 3	<u>Alcohol Educators</u> 3/26 Ranked Top 3	<u>Community Leaders</u> 19/26 Ranked Top 3	<u>City Officials</u> 17/26 Ranked Top 3	<u>Local Outlets</u> 8/26 Ranked Top 3	<u>Liquor Industry</u> 14/26 Ranked Top 3	<u>Law Enforcement</u> 5/26 Ranked Top 3
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Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	35%	62%	4%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	35%	62%	4%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	35%	62%	4%	0%
d) Design media campaigns to reduce underage drinking	31%	38%	23%	8%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	31%	38%	23%	8%
f) Work to limit advertising about alcohol	23%	38%	27%	12%
g) Change the laws about the distribution and sales of alcohol	23%	42%	27%	2%
h) Work to reduce the density of alcohol outlets	27%	35%	19%	19%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 South Hall Middle School, Gainesville, Georgia
 April 26, 2007

N = 11

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 45%	<u>Serious</u> 55%	<u>Somewhat Serious</u> 0%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 36%	<u>High Priority</u> 55%	<u>Low Priority</u> 9%	<u>Not A Priority</u> 0%

3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 11/11 Ranked Top 3	<u>Underage Youth</u> 5/11 Ranked Top 3	<u>Health Services</u> 3/11 Ranked Top 3	<u>Alcohol Educators</u> 1/11 Ranked Top 3	<u>Community Leaders</u> 4/11 Ranked Top 3	<u>City Officials</u> 0/11 Ranked Top 3	<u>Local Outlets</u> 2/11 Ranked Top 3	<u>Liquor Industry</u> 2/11 Ranked Top 3	<u>Law Enforcement</u> 5/11 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	91%	9%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	82%	9%	9%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	73%	27%	0%	0%
d) Design media campaigns to reduce underage drinking	82%	18%	0%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	91%	9%	0%	0%
f) Work to limit advertising about alcohol	91%	9%	0%	0%
g) Change the laws about the distribution and sales of alcohol	64%	18%	18%	0%
h) Work to reduce the density of alcohol outlets	36%	45%	9%	9%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Albany Technical College, Albany, Georgia
 April 27, 2007

N = 34

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 38%	<u>Serious</u> 38%	<u>Somewhat Serious</u> 24%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 38%	<u>High Priority</u> 56%	<u>Low Priority</u> 6%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 34/34 Ranked Top 3	<u>Underage Youth</u> 17/34 Ranked Top 3	<u>Health Services</u> 4/34 Ranked Top 3	<u>Alcohol Educators</u> 7/34 Ranked Top 3	<u>Community Leaders</u> 10/34 Ranked Top 3	<u>City Officials</u> 6/34 Ranked Top 3	<u>Local Outlets</u> 11/34 Ranked Top 3	<u>Liquor Industry</u> 5/34 Ranked Top 3	<u>Law Enforcement</u> 9/34 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	76%	21%	3%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	76%	21%	3%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	71%	24%	6%	0%
d) Design media campaigns to reduce underage drinking	53%	29%	18%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	38%	29%	24%	9%
f) Work to limit advertising about alcohol	41%	24%	32%	3%
g) Change the laws about the distribution and sales of alcohol	53%	18%	24%	6%
h) Work to reduce the density of alcohol outlets	47%	29%	18%	6%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Brunswick Town Hall Meeting, Georgia
 May 21, 2007

N = 31

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 19%	<u>Serious</u> 35%	<u>Somewhat Serious</u> 45%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 16%	<u>High Priority</u> 55%	<u>Low Priority</u> 29%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u> 29/31 Ranked Top 3	<u>Underage Youth</u> 27/31 Ranked Top 3	<u>Health Services</u> 2/31 Ranked Top 3	<u>Alcohol Educators</u> 2/31 Ranked Top 3	<u>Community Leaders</u> 15/31 Ranked Top 3	<u>City Officials</u> 0/31 Ranked Top 3	<u>Local Outlets</u> 15/31 Ranked Top 3	<u>Liquor Industry</u> 7/31 Ranked Top 3	<u>Law Enforcement</u> 10/31 Ranked Top 3
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Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	52%	32%	16%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	45%	23%	32%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	58%	32%	10%	0%
d) Design media campaigns to reduce underage drinking	29%	26%	42%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	13%	13%	58%	16%
f) Work to limit advertising about alcohol	16%	39%	35%	10%
g) Change the laws about the distribution and sales of alcohol	16%	23%	42%	19%
h) Work to reduce the density of alcohol outlets	16%	29%	39%	16%

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session
 Stephens County, Georgia
 June 6, 2007

N = 20

Beliefs About Underage Alcohol Use				
1. How serious a problem do you perceive underage drinking to be in your community?	<u>Very Serious</u> 45%	<u>Serious</u> 45%	<u>Somewhat Serious</u> 10%	<u>Not At All Serious</u> 0%

2. Perception of underage drinking as a community priority?	<u>Very High Priority</u> 30%	<u>High Priority</u> 65%	<u>Low Priority</u> 5%	<u>Not A Priority</u> 0%
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3. Who should have responsibility for reducing underage drinking?	<u>Parents</u>	<u>Underage Youth</u>	<u>Health Services</u>	<u>Alcohol Educators</u>	<u>Community Leaders</u>	<u>City Officials</u>	<u>Local Outlets</u>	<u>Liquor Industry</u>	<u>Law Enforcement</u>	<u>Other</u>
	20/20 Ranked Top 3	13/20 Ranked Top 3	5/20 Ranked Top 3	7/20 Ranked Top 3	2/20 Ranked Top 3	7/20 Ranked Top 3	1/20 Ranked Top 3	5/20 Ranked Top 3	1/20 Ranked Top 3	0/20 Ranked Top 3

Action Areas				
4. In your opinion, how important is it for your community to act in this area?	<u>Very Important</u>	<u>Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>
a) Limit underage alcohol access	85%	15%	0%	0%
b) Provide educational and prevention programs designed to prevent underage drinking	75%	25%	0%	0%
c) Strengthen the enforcement of laws that limit drinking by minors	80%	20%	0%	0%
d) Design media campaigns to reduce underage drinking	85%	15%	0%	0%
e) Work to increase excise* taxes on alcohol (*federal taxes imposed on distilled spirits, wine, and beer that are in addition to the state of Georgia alcohol taxes)	60%	15%	20%	5%
f) Work to limit advertising about alcohol	60%	25%	10%	5%
g) Change the laws about the distribution and sales of alcohol	60%	35%	5%	0%
h) Work to reduce the density of alcohol outlets	45%	35%	20%	0%

A.2 RESPONSIBLE ALCOHOL SALES AND SERVICE (RASS) POLICY WORKSHOP FEEDBACK FORMS

RASS Policy Workshop
Feedback Form

Licensing Entity: Cobb County, Georgia (ex. Cobb, Douglas, etc.)

Date: November 1, 2006

N = 19

Questions:

1. What prompted you to attend this workshop?
 - Alcohol License App
 - Work
 - Info
 - Get trained
 - Responsible
 - Liquor license application and general knowledge
 - Had to get my license
 - Required
 - Renewal license requirement
 - To learn and know more about the legal aspect of come of age
 - Letter from business license decision
 - To know more about law to sell alcohol
 - Opening a restaurant
2. Did you meet your stated learning objectives? (Circle one) Yes (19) or No (0)
3. Please circle the number that best fits how you would answer the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) The information presented will benefit my business.	79%	21%	0%	0%	0%
b) The materials will be helpful to me.	74%	26%	0%	0%	0%
c) Presenters were clear and well organized.	95%	5%	0%	0%	0%
d) I would recommend this workshop to others.	79%	21%	0%	0%	0%
e) My overall assessment of this workshop...	74%	26%	0%	0%	0%
	Excellent	Very Good	Good	Mediocre	Poor

4. What would you now do differently to reduce your risk and liability?

- Implement company policies and monitor them.
- More training
- I will get all employ to go for class
- Hire an extremely experienced G.M. to insure all training and supervision are done properly.
- Train employees more often, like once a month.
- Watch more closely.
- Enforcement and follow up
- None
- Written alcohol sale policy, training employee, enforcement.
- Post store alcohol policy, training and managing alcohol sales more effected.
- Constant training of managers and employees.

RASS Policy Workshop
 Feedback Form
 Licensing Entity: City of Watkinsville, Oconee County,
 Georgia (ex. Cobb, Douglas, etc.)
 Date: November 27, 2006

N = 11

Questions:

1. What prompted you to attend this workshop?
 - Required by city
 - Required by owner
 - I own a restaurant
 - Saving my business
 - Manager's request
 - Owners request
 - To become more informed and be compliant with local laws
 - Desired for all Management
 - Work related
 - I own a restaurant
2. Did you meet your stated learning objectives? (Circle one) Yes (11) or No (0)
3. Please circle the number that best fits how you would answer the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) The information presented will benefit my business.	73%	27%	0%	0%	0%
b) The materials will be helpful to me.	73%	27%	0%	0%	0%
c) Presenters were clear and well organized.	73%	27%	0%	0%	0%
d) I would recommend this workshop to others.	82%	9%	9%	0%	0%
e) My overall assessment of this workshop...	82%	9%	9%	0%	0%
	Excellent	Very Good	Good	Mediocre	Poor

4. What would you now do differently to reduce your risk and liability?
 - Ensure all employees follow suggestions
 - Caution, inform everyone on staff clear policies, training, reinforcement, will check all ID's
 - Check all ID's
 - Follow the guidelines

RASS Policy Workshop
 Feedback Form
 Licensing Entity: Gwinnett County, Georgia (ex. Cobb,
 Douglas, etc.)
 Date: February 22, 2007

N = 3

Questions:

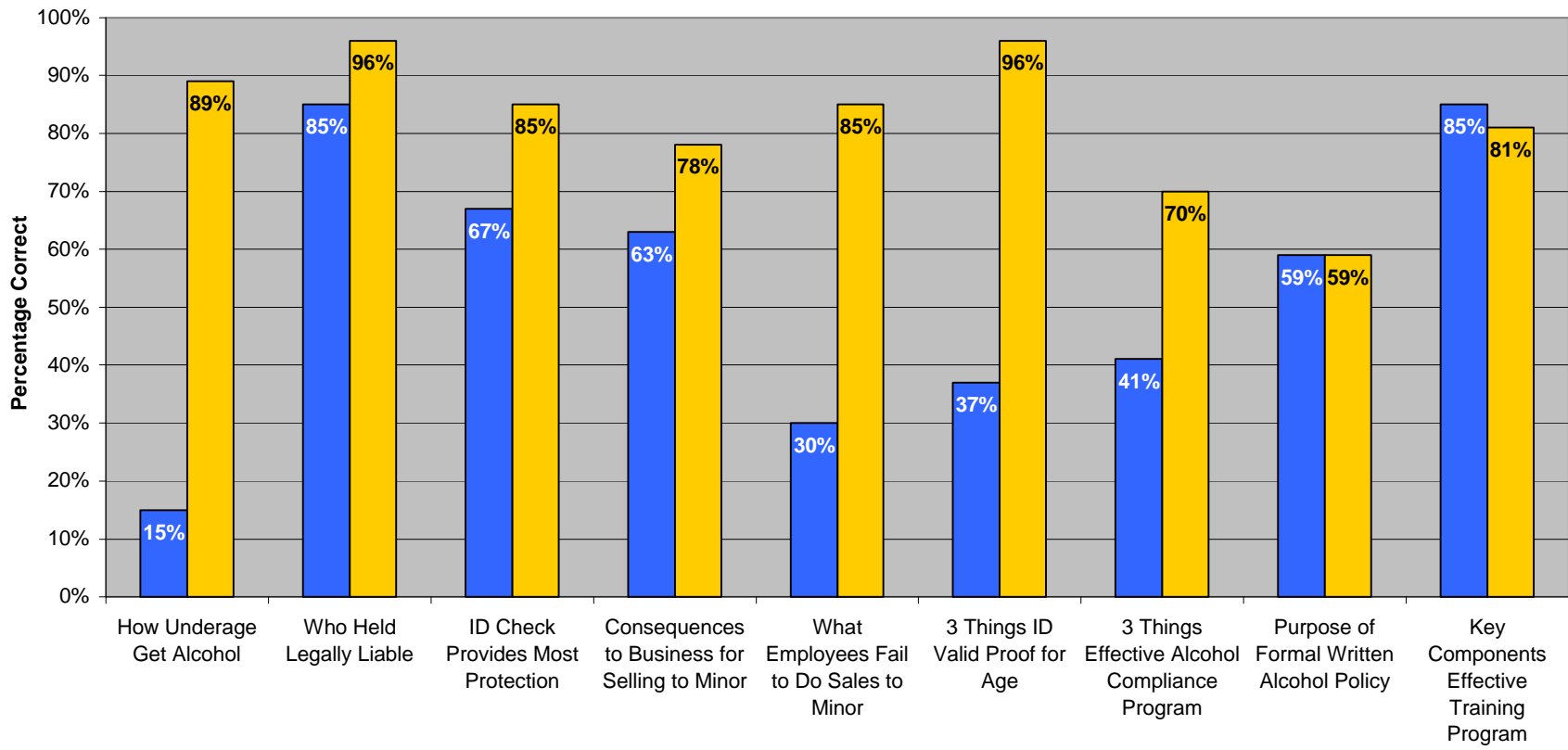
1. What prompted you to attend this workshop?
 - Flyer was received by owner – passed along to myself.
 - Better knowledge of alcohol sales.
 - To get more information about alcohol sale.
2. Did you meet your stated learning objectives? (Circle one) Yes (3) or No (0)
3. Please circle the number that best fits how you would answer the following:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) The information presented will benefit my business.	100%	0%	0%	0%	0%
b) The materials will be helpful to me.	100%	0%	0%	0%	0%
c) Presenters were clear and well organized.	100%	0%	0%	0%	0%
d) I would recommend this workshop to others.	100%	0%	0%	0%	0%
e) My overall assessment of this workshop...	100%	0%	0%	0%	0%
	Excellent	Very Good	Good	Mediocre	Poor

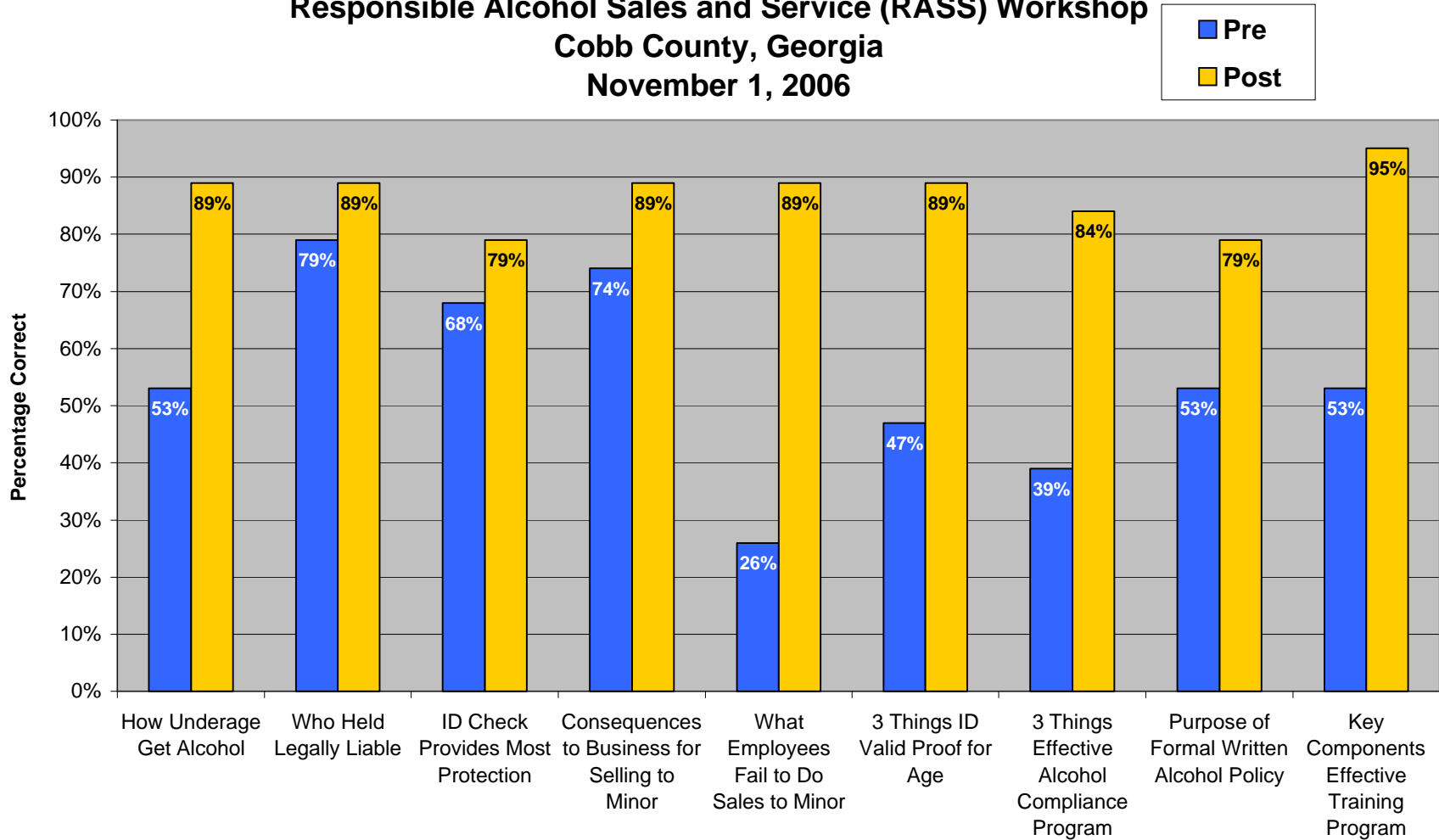
4. What would you now do differently to reduce your risk and liability?
 - Better Training on Alcohol Sales and Laws.
 - Better Training of Employees – Post Signs – develop book of policies for business.
 - Follow all the alcohol law better and apply everything I learned today to reduce risk and liability.

A.3 RESPONSIBLE ALCOHOL SALES AND SERVICE (RASS) POLICY WORKSHOP
 PRE/POST INSTRUMENT

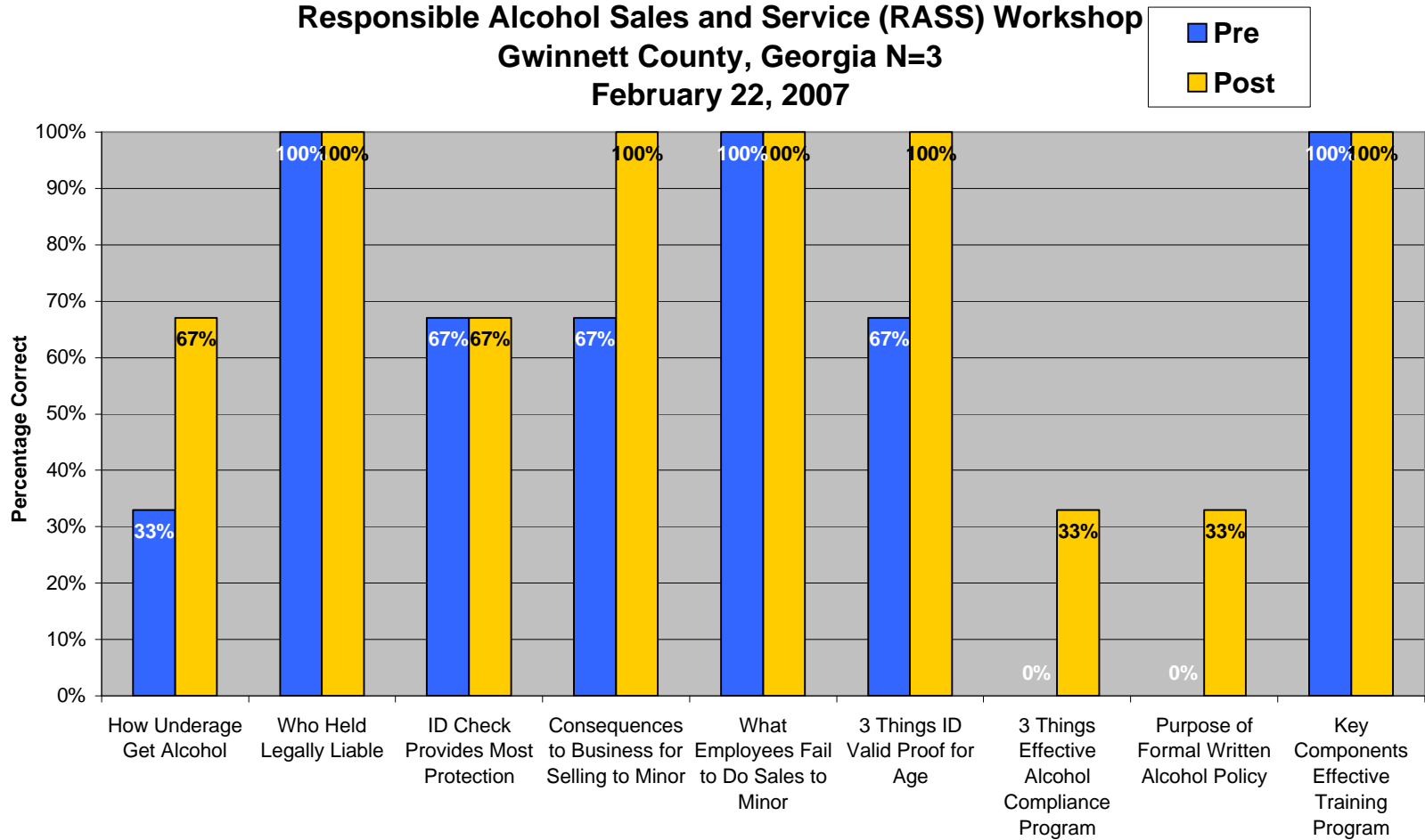
Type of Alcohol Outlet
Responsible Alcohol Sales and Service (RASS) Workshop
Cobb County, Georgia N=27
October 18, 2006



Type of Alcohol Outlet Responsible Alcohol Sales and Service (RASS) Workshop Cobb County, Georgia November 1, 2006



**Type of Alcohol Outlet
Responsible Alcohol Sales and Service (RASS) Workshop
Gwinnett County, Georgia N=3
February 22, 2007**



A.4 HIGH SCHOOL DRINKING SURVEYS

Georgia Underage Drinking Prevention Initiative
High School Drinking Survey
Cobb County, Georgia
March 15, 2007

N = 39

Summary

The vast majority (76%) of high school students surveyed in Cobb County reported drinking alcohol on 1 or more days in the past 30 days. Over half (51%) of the underage students reported drinking between one to five drinks in the past 30 days. Nearly two-thirds (63%) of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (76%) said had not driven a vehicle while under the influence of alcohol, but over half (53%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, almost half (54%) reported obtaining alcohol from their parents or other relatives. Almost one-fifth (19%) of the students surveyed said they obtained alcohol using a fake ID.

1. In the past 30 days, how many days did you drink one or more drinks of an alcoholic beverage?

Number of Days Drank	
0	24%
1-5	51%
6-10	16%
11-15	8%
16-20	1%
20+	0%

2. In the past 30 days, approximately how many drinks have you had of an alcoholic beverage?

Number of Drinks Past 30 days	
0	23%
1-5	31%
6-10	15%
11-15	12%
16-20	9%
20+	10%

3. Think about the first time you had an alcoholic beverage. How old were you the first time you had a drink if an alcoholic beverage?

Age of First Drink	
5	0%
6	0%
7	7%
8	5%
9	2%
10	3%
11	9%
12	18%
13	15%
14	30%
15	4%
16	5%
N/A	2%

4. During the past 12 months, have you driven a vehicle while under the influence of alcohol?

Driven Under the Influence Past 12 months	
Yes	24%
No	76%

5. During the past 12 months, have you been a passenger in a vehicle with a driver who was under the influence of alcohol?

Been a Passenger with Driver Under Influence Past 12 Months	
Yes	53%
No	47%

6. In the past 30 days, how have you obtained alcohol? (Select all that apply*)

How Alcohol Obtained Past 30 Days	
Got it yourself without being carded	3%
Got it from someone who was under 21	6%
Used a fake id	19%
Got it from a student 21 or over	9%
Got it from a stranger who was 21 or over	4%
Got it from parents/relatives	54%
N/A Have not obtained alcohol	28%

*Percentages exceed 100% due to multiple selections.

Georgia Underage Drinking Prevention Initiative
 High School Drinking Survey
 De Kalb County, Georgia
 March 13, 2007

N = 49

Summary

The vast majority (78%) of high school students surveyed in De Kalb County reported drinking alcohol on 1 or more days in the past 30 days. Nearly half (48%) of the underage students reported drinking between one to five drinks in the past 30 days. Two-thirds (66%) of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (78%) said had not driven a vehicle while under the influence of alcohol, but more than half (55%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, over half (51%) reported obtaining alcohol from their parents or other relatives. Over one-fourth (28%) of the students surveyed said they obtained alcohol using a fake ID.

1. In the past 30 days, how many days did you drink one or more drinks of an alcoholic beverage?

Number of Days Drank	
0	22%
1-5	48%
6-10	18%
11-15	7%
16-20	4%
20+	1%

2. In the past 30 days, approximately how many drinks have you had of an alcoholic beverage?

Number of Drinks Past 30 days	
0	19%
1-5	34%
6-10	21%
11-15	9%
16-20	11%
20+	6%

3. Think about the first time you had an alcoholic beverage. How old were you the first time you had a drink if an alcoholic beverage?

Age of First Drink	
5	0%
6	0%
7	8%
8	6%
9	3%
10	2%
11	7%
12	19%
13	15%
14	32%
15	3%
16	4%
N/A	1%

4. During the past 12 months, have you driven a vehicle while under the influence of alcohol?

Driven Under the Influence Past 12 months	
Yes	22%
No	78%

5. During the past 12 months, have you been a passenger in a vehicle with a driver who was under the influence of alcohol?

Been a Passenger with Driver Under Influence Past 12 Months	
Yes	55%
No	45%

6. In the past 30 days, how have you obtained alcohol? (Select all that apply*)

How Alcohol Obtained Past 30 Days	
Got it yourself without being carded	4%
Got it from someone who was under 21	8%
Used a fake id	28%
Got it from a student 21 or over	10%
Got it from a stranger who was 21 or over	3%
Got it from parents/relatives	51%
N/A Have not obtained alcohol	25%

*Percentages exceed 100% due to multiple selections.

Georgia Underage Drinking Prevention Initiative
High School Drinking Survey
Fulton County, Georgia
March 9, 2007

N = 63

Summary

The vast majority (71%) of high school students surveyed in Fulton County reported drinking alcohol on 1 or more days in the past 30 days. Nearly one-third (29%) of the underage students reported drinking between one to five drinks in the past 30 days. Almost two-thirds of the students surveyed reported having their first drink between 12 and 14 years of age. Most of the students (84%) said had not driven a vehicle while under the influence of alcohol, but nearly half (49%) said they had been a passenger in a vehicle being driven by someone who was under the influence of alcohol. Among those students who had obtained alcohol in the past 30 days, almost half (46%) reported obtaining alcohol from their parents or other relatives. Almost one-fourth (21%) of the students surveyed said they obtained alcohol using a fake ID.

1. In the past 30 days, how many days did you drink one or more drinks of an alcoholic beverage?

Number of Days Drank	
0	29%
1-5	44%
6-10	14%
11-15	6%
16-20	5%
20+	2%

2. In the past 30 days, approximately how many drinks have you had of an alcoholic beverage?

Number of Drinks Past 30 days	
0	25%
1-5	29%
6-10	13%
11-15	6%
16-20	8%
20+	19%

3. Think about the first time you had an alcoholic beverage. How old were you the first time you had a drink if an alcoholic beverage?

Age of First Drink	
5	2%
6	0%
7	6%
8	6%
9	0%
10	3%
11	6%
12	16%
13	13%
14	32%
15	6%
16	3%
N/A	6%

4. During the past 12 months, have you driven a vehicle while under the influence of alcohol?

Driven Under the Influence Past 12 months	
Yes	16%
No	84%

5. During the past 12 months, have you been a passenger in a vehicle with a driver who was under the influence of alcohol?

Been a Passenger with Driver Under Influence Past 12 Months	
Yes	49%
No	51%

6. In the past 30 days, how have you obtained alcohol? (Select all that apply*)

How Alcohol Obtained Past 30 Days	
Got it yourself without being carded	2%
Got it from someone who was under 21	10%
Used a fake id	21%
Got it from a student 21 or over	13%
Got it from a stranger who was 21 or over	5%
Got it from parents/relatives	46%
N/A Have not obtained alcohol	25%

*Percentages exceed 100% due to multiple selections.

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APPENDIX

C

SURVEY INSTRUMENTS

Underage Alcohol Use Survey
 Georgia Underage Drinking Prevention Initiative
 Community Information Session

Location _____ Date _____

Beliefs about Underage Alcohol Use

1. How serious a problem do you perceive underage drinking to be a problem in your community?
 - a) _____ very serious
 - b) _____ serious
 - c) _____ somewhat serious
 - d) _____ not at all serious

2. Compared to other social or public health problems, what is your perception of underage drinking as a priority area that should be addressed in your community?
 - a) _____ very high priority
 - b) _____ high priority
 - c) _____ low priority
 - d) _____ not a priority

3. Who should have primary responsibility for reducing underage drinking?
 Please rank you top 3 choices, where #1 is highest, followed by #2 and #3
 - a) _____ Parents
 - b) _____ Underage Youth
 - c) _____ Health Services
 - d) _____ Alcohol Educators
 - e) _____ Community Leaders
 - f) _____ City Officials
 - g) _____ Local Outlets (Bars, Taverns, Liquor Stores, etc.
 - h) _____ Liquor Industry
 - i) _____ Law Enforcement
 - j) _____ Other, Please Specify _____

Action Areas

4. In your opinion, how important it is for your community to act in each of the following areas? (Please circle your response.)

	Very Important	Important	Somewhat Important	Not Important
a) Limit underage alcohol access	1	2	3	4
b) Provide educational and prevention programs designed to prevent underage drinking?	1	2	3	4
c) Strengthen the enforcement of laws that limit drinking by minors?	1	2	3	4
d) Design media campaigns to reduce underage drinking?	1	2	3	4
e) Work to increase excise* taxes on alcohol? (Federal taxes imposed on distilled spirits, wine and beer that are in addition to the State of Georgia alcohol taxes.)	1	2	3	4
f) Work to limit advertising about alcohol?	1	2	3	4
g) Change the laws about the distribution and sales of alcohol?	1	2	3	4
h) Work to reduce the density of alcohol outlets?	1	2	3	4
i) Other:				

Thank you for completing this survey!

Pre-Test
Policy Workshop for Owners and Licensees on
Responsible Alcohol Sales and Services

Local Licensing Entity: _____ Date _____

Company Name: _____

Address of Business: _____

Your Name: _____

Instructions: Print the requested information above. When you are told to begin, answer as many questions as possible in the time allowed (5 minutes). Questions are multiple-choice; choose only one letter- picking the best answer for each question. If you don't know the answer, choose "a" for "I don't know," and go on to the next question. You will have the opportunity to answer the same questions in a post-test at the end of the work shop. The presenter can not help you with the answers. If reading English presents a barrier and you brought an interpreter, feel free to seek help from your interpreter in answering questions and completing this test. [Instructions to be read by presenter.]

___1. What type of alcohol outlet best describes your business?

- | | |
|----------------------|------------------|
| a) Restaurant | e) Hotel |
| b) Bar | f) Grocery Store |
| c) Package Store | g) Drug Store |
| d) Convenience Store | h) Other: _____ |

___2. How do most underage customers get alcohol from businesses?

- | | |
|-------------------------------|-------------------|
| a) I don't know | d) Steal it |
| b) Buy it themselves | e) Some other way |
| c) Get someone else to buy it | |

___3. In your business, who can be held legally liable or responsible for illegal alcohol sales?

- | | |
|-------------------------|--------------------------------|
| a) I don't know | d) Owner, license and employee |
| b) Employee and owner | e) The customer |
| c) Employee and license | |

(over)

___4. Which ID checking policy provides the most protection against illegal alcohol sales to minor?

- a) I don't know
- b) ID anyone who appears to be Under the age of 30
- c) ID everyone
- d) ID anyone under the age of 40
- e) ID everyone except regular customers who have shown an ID before.

___5. What can happen to your business if an employee sells alcohol to a minor?

- a) I don't know
- b) Criminal penalties
- c) Fines, loss of alcohol license, civil lawsuits.
- d) Receive a warning from the police
- e) Loss of your business license

___6. What do most employees do or fail to do, that results in illegal alcohol sales to minors?

- a) I don't know
- b) They don't recognize fake IDS
- c) They are intimidated by the customers
- d) They don't verify age when checking ID
- e) They don't ask for ID

___7. What three things must be present for an ID to be valid proof for age identification?

- a) I don't know
- b) Photo, date of birth, hologram
- c) Date of birth, photo, government
- d) Photo, date of birth, expiration date
- e) Date of birth, hologram, photo

___8. What three things must you do to have the most effective alcohol compliance program?

- a) I don't know
- b) Constantly remind employees to check ID, fire employees who break the law, post required legal signs
- c) Train employees before they start work, constantly remind them to
- check IDs, and fire employees who break the law.
- d) To avoid employee confusion
- e) b, c, d

(over)

___9. Which of the following describes the purpose of having a formal written alcohol policy?

- a) I don't know
- b) To standardize employee behavior
- c) To establish rules & expectations regarding alcohol sales/services
- d) To avoid employee confusion
- e) b, c and d

___10. Which of the following are key components of an effective training program?

- a) I don't know
- b) Reminding employee daily to check IDs
- c) Involvement of managers, comprehensive interactive classes, role and play and thorough testing
- d) On-line alcohol training classes
- e) Requiring employees to read the state and local laws

___11. What one of these is not an effective method for staff monitoring and enforcement?

- a) I don't know
- b) Use of incentives to reward
- c) Desired behaviors
- d) Employee self-monitoring
- e) Use of " secret shoppers" and /or video
- f) surveillance
- g) Active management supervision

___12. What is the primary purpose of staff monitoring and enforcement?

- a) I don't know
- b) Provide a defense to liability
- c) Correct problems before they become a liability
- d) Weed out bad employees
- e) Give incentives to good employees

Post-Test
Policy Workshop for Owners and Licensees on
Responsible Alcohol Sales and Services

Local Licensing Entity: _____ Date _____

Company Name:

Address of Business:

Your Name:

Instructions: Print the requested information above. When you are told to begin, answer as many questions as possible in the time allowed (5 minutes). Questions are multiple-choice; choose only one letter- picking the best answer for each question. If you don't know the answer, choose "a" for "I don't know," and go on to the next question. You will have the opportunity to answer the same questions in a post-test at the end of the work shop. The presenter can not help you with the answers. If reading English presents a barrier and you brought an interpreter, feel free to seek help from your interpreter in answering questions and completing this test. [Instructions to be read by presenter.]

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| c) Package Store | g) Drug Store |
| d) Convenience Store | h) Other: _____ |

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- | | |
|-------------------------------|-------------------|
| a) I don't know | d) Steal it |
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- | | |
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(over)

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