



Winthrop Town Office  
17 Highland Ave, Winthrop, ME

**Work Group on  
Underage and High Risk Drinking Among Young Adults  
March 27, 2008**

***Present at the Substance Abuse Working Group Meeting:***

***Co-Chairs:*** Senator Beverly Daggett; Joseph Young, Winthrop Police Chief

***Members and Guests:*** Meg Antonucci, Ann Bolster, Garrison Beck, Steve DeAngelis, Cynthia Flye, Carol Fritz, Haley Gallant, Ginny Geyer, Rae Giampetro, Tina Giamborg, Natt Greear, Peter Griffin, Sheriff Randall Liberty, William McPeck, Tucker Mitchell, Carrie Paul, Lizette Roussel, Trevor Saremi, Pat Stanton, Joyce Steele, Kara Strout, Doreen Walters, Kathi Wall, Kristi Woods

***Speakers and Resource People:*** Frank Lyons, Cyndi Derosiers (by phone)

***HCCA staff:*** Neill Miner, Renee Page, Karen Tucker,

| <b>Underage/High Risk Drinking Work Group</b> | Discussion/Presentation Highlights   |
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| <b>Introductions</b>                          | Senator Daggett invited participants to introduce themselves and state their attraction to this working group.   |
| <b>Opening Presentation:</b>                  | <p>Neill Miner spoke about lessons learned from other successful public health campaigns to change people’s behavior: the seat belt usage campaign and the smoking cessation campaign. Lessons learned:</p> <p>1) In order to change behavior and sustain that change over time, you need to target not only individuals, but also their social networks, the organizations (e.g., work/school) they are associated with, their community, and the law and policy environment within which they live (their state and country). Campaigns that target all these levels WILL change behavior.</p> <p>2) You have to be patient and persistent over time: it took 50 years to get almost everybody to use seat belts; 40 years to cut adult smoking in half (to 21%) and 11 years to cut youth smoking almost in half (down to 24% of seniors in 2006).</p> <p>The bad news/good news: Binge drinking among young adults in ME has remained virtually constant from 2000-2005 at about 43%. Drinking among students, grades 6 to 12 and seniors only are on a downward trend: 1995-2006 (seniors): from 61% down to 49% 1995-2006 (6<sup>th</sup> to 12<sup>th</sup> graders): from 38% to 29% (MYDAUS data, from 2006 Technical Report—statewide)</p> |
| <b>Dinner Break</b>                           | We enjoyed a healthy meal prepared by the Robin Desjardins of Healthy Futures, Inc. in Winthrop  |

**Discussion #1:**  
**Chair: Chief Young**  
**Resource Person:**  
**Frank Lyons, BC**  
**Consulting, South**  
**Portland**

The group discussed a) Maine’s furnishing laws, and b) (briefly) a proven strategy to discourage the hosting of parties where young people can drink: the Parents Who Host Lose The Most campaign.

Core observations of this group included:

- Law enforcement is a critical component in the overall effort to curb underage and high risk drinking
- There are clear and specific laws in Maine against providing alcohol to minors, consuming alcohol while under age, transporting liquor while a minor
- There are significant civil penalties for furnishing alcohol to minors; there is no liability insurance that protects the furnisher from this action
- Local law enforcement responds to complaints as they arise in the community, with varying degrees of assertiveness
- It is an opportunity lost when officers encounter alcohol use by minors and the violation does not get to intake
- South Portland has a model approach to this issue, including significant involvement with the high school and with on and off premise licensees
- The Parents Who Host Lose the Most campaign provides an opportunity to enforce Maine’s furnishing laws. It is typically implemented in the spring, and involves cooperation among community/school members (to promote awareness of the law) and the local PD (to respond to tips about parties in the planning stage or in progress). HCCA is looking for one or more communities in southern Kennebec to pilot the campaign this spring.

**Small Group**  
**Discussion #2: Parent**  
**Recruitment and**  
**Education**  
**Chair: Senator Daggett**  
**Resource Person:**  
**Cyndi Derosiers**

#### **PARENT RECRUITMENT AND ENGAGEMENT**

This group considered the related issues of a) recruiting parent leaders, with whom to work, spreading the message about underage drinking and b) providing effective, useful information to parents to help them make better choices.

Key observations and conclusions included:

- It only takes a few parents to create and implement an effective campaign. If you can recruit that small group, you can make a real difference over time
- Early in the educational process, it is often useful to weave messages for parents about underage drinking into other venues—sports booster meetings; orientation meetings for parents; etc.
- Parents need information about what they can do to discourage underage use—and the fact that ALL students are at risk of making bad choices about alcohol. Parents also need information about how their behavior affects the choices their kids make.
- There is a significant group of parents who just haven’t thought about this issue very much, and are open to accurate, practical information. Another, smaller group of parents are immune or hostile to advice.
- The OSA parent education campaign has some GREAT materials for people to use, including print and

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|   | <ul style="list-style-type: none"> <li>➤ Parent education activities must occur within the context of a wider series of efforts: law enforcement, school, student, and retailer focused, to have a lasting affect.</li> </ul>  |
| <p><b>Small Group Discussion #3:<br/>Chairs/Resource People: Garrison Beck and Kara Strout from Monmouth Academy and Renee Page from HCCA</b></p> | <p><b>YOUTH EMPOWERMENT AND ENGAGEMENT</b></p> <p>A large group of students, representing Winthrop HS, Maranacook HS, and Hall-Dale HS joined the Work Group’s long term members, Garrison and Kara for a discussion about the problem and what to do about it, from the youth perspective.</p> <p>The group engaged in a lively discussion, and produced some frank recommendations for adults about how to address the problem (see the attached document with specific pieces of advice/guidance).</p>  |
| <p><b>Small Group Discussion #5:<br/>Planning Meetings for Individual Communities</b></p>   | <p><b>COMMUNITY PLANNING MEETINGS—AND REPORT OUT TO THE LARGE GROUP</b></p> <p>People representing several communities gathered to strategize about what to do next about this issue. Reports were as follows:</p> <p><u>Augusta</u>: This community is recruiting local leaders to attending a planning meeting on Thursday, May 1st, 4:30-6:30 PM at the Augusta Boys and Girls Club for Teens. The purpose of the meeting will be to review options for new projects in Augusta. A wide group of people is being invited.</p> <p><u>Gardiner</u>: No report. <i>Note: Within the community, the original plans for a large Town Hall Meeting have been set aside, and key individuals are considering a meeting similar to the approach Augusta is taking.</i></p> <p><u>Hall-Dale School District</u>: The results of this meeting will be taken back to the Student Senate, to see if there are actions that this group might be interested in taking.</p> <p><u>Maranacook School District</u>: Next steps are under discussion</p> <p><u>Monmouth</u>: The Friends Group, a local education and action group formed a number of years ago to address underage drinking, will consider a) the deliberations of this Work Group, and b) consider whether there are one or two additional things that might be done about this issue in Monmouth</p> <p><u>Winthrop</u>: The Education Subcommittee of Winthrop Unites is working in close cooperation with the Winthrop PD to conduct a planning meeting on April 10<sup>th</sup>, 7-9 PM. They will consider specific projects that can be undertaken.</p> |
| <p><b>Meeting adjourned</b></p>   | <p>Adjourned at 7:00 PM.</p>   |

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Neill Miner: 3/29/08

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