

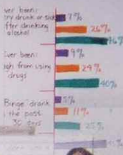
# A Youth Developed Guide to AOD Indicators

## DUI ARRESTS

18	18	19	20
2	4	2	
18	18	19	20
42	85	126	

Source	1995-96	1997-98	1999-00	2001-02
Grade 7	25.2	28.8	25.3	19.9
Home	25.2	28.8	25.3	19.9
Neighborhood	25.2	28.8	25.3	19.9
School	25.2	28.8	25.3	19.9
Barbers/Social Frns	25.2	28.8	25.3	19.9
Friends	25.2	28.8	25.3	19.9
Dealers	25.2	28.8	25.3	19.9
Other	25.2	28.8	25.3	19.9
Grade 9	25.2	28.8	25.3	19.9
Home	25.2	28.8	25.3	19.9
Neighborhood	25.2	28.8	25.3	19.9
School	25.2	28.8	25.3	19.9
Barbers/Social Frns	25.2	28.8	25.3	19.9
Friends	25.2	28.8	25.3	19.9
Dealers	25.2	28.8	25.3	19.9
Other	25.2	28.8	25.3	19.9

## % of Students Involved in High Risk Behaviors



Sponsored by Contra Costa County Alcohol and Other Drug Services Division

Paid for by a Safe and Drug Free Schools grant provided by the California Department of Alcohol and Drug Programs



kids at home th because they wa "cool," because it ing is a rite of pa "It's a very m Peterson said. "I ble. I think they' kids to get into making it easy to that you're totally Anne Granlun the Acalanes Par she's also heard provide alcohol f view teen drink evitable part of g Parents seek s ents to don't buy that i organiz tee of parents and at Acalanes to re drinking, after sl

ing to the point where they felt very drunk or sick. Police reports add a little color pen," said Orinda police Detective Kirk Haskell. "It's all about choice and how we can empower

**A YOUTH DEVELOPED GUIDE  
TO AOD INDICATORS**

# Table of Contents

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Letter from the Director	3
The Hard Life	4
What We Did Last Summer	5
1: First We Looked at this Data...	7
2: Then We Collected Data...	17
3: Recommendations	39
4: What Can You Do?	43
5: Participating Agencies	45

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April 1, 2005

Dear Community Member:

On behalf of the Alcohol and Other Drugs Services Division, I am pleased to present this year's **Youth Developed Guide to Alcohol and Other Drugs (AOD) Indicators**.

The distribution of this guide is intended to raise awareness about the substance abuse problem in Contra Costa County, as well as to highlight the work of a committed group of youth who during the summer of 2004, compiled local data and prepared the recommendations included at the end of this Guide.

This document is a powerful instrument to encourage communities and decision makers to explore in more depth the scope and nature of alcohol and other drug problems, and to develop strategies geared toward reducing the harmful effects of substance abuse. Community coalitions and residents are encouraged to collect and monitor local data to fit the specific needs of the community.

Recent data indicated that alcohol and other drugs were implicated in 128 deaths in Contra Costa County. There were also 525 misdemeanor, 155 felony juvenile alcohol and drug arrests, 9 felony and 363 misdemeanor juvenile arrests for Driving Under the Influence (DUI). Likewise, youth access to alcohol remains a major problem in our local communities. While prevention and treatment work, there is a profound gap between the number of youth who need treatment and the resources available to provide it. Alcohol and other drug treatment is cost-effective. Every dollar spent in treatment for young people, can save Contra Costa costs in other areas such as: probation; health care; emergency room; education; juvenile crime; traffic violations, juvenile detention facilities; etc. I urge you to become an advocate to help us solve treatment disparities, after all, young people are the future and as such it is up to us to make prevention and treatment resources available to them.

Feel free to contact our office if you need technical assistance, information on how to best use this **Youth Developed Guide**, or would like to get involved in this countywide effort. Come and join us to make this a year when we begin to raise concern about the unmet treatment needs of our youth and reduce underage use of alcohol and other drugs.

Sincerely,

Haven Fearn, Director  
Alcohol and Other Drugs Services



• Contra Costa Alcohol and Other Drugs Services • Contra Costa Emergency Medical Services • Contra Costa Environmental Health • Contra Costa Health Plan •  
• Contra Costa Hazardous Materials • Contra Costa Mental Health • Contra Costa Public Health • Contra Costa Regional Medical Center • Contra Costa Health Centers •

## The Hard Life

I started off as a youngster living the hard life  
I got suspended from school because of all my fights  
I was never right, I was always wrong  
My mama tried her hardest to keep me strong  
She put clothes on my back, shoes on my feet  
Food on the table for all her kids to eat  
But I took advantage of her, started the street life  
Hanging out on the corner till 12 o'clock at night  
And when the guns started firing I ran with all my might  
The life I was living I knew was the hard life  
Every time I survived I thought it was all good  
But I don't want my kids to spend their life in the hood  
So I stopped being a con  
And stepped up to the mic  
Tried to set a good example for my brother and sister's life  
The way I was living life was like a big puzzle  
I tried to start school to stay out of trouble  
I lost a few pieces, now my life is incomplete  
I have to get it back so I can start off being me.

*Carl Crane*

## What We Did Last Summer...

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In May and June of 2004, young people from local youth development programs, along with their adult allies, met to plan the first annual county-wide Alcohol and Other Drug Prevention Youth Summit. The event was spearheaded by members of Safe and Drug Free Schools and Communities Project and the Contra Costa Friday Night Live Youth Council.

July 16, 2004 was the first day of the Summit, and approximately 30 middle and high school students from throughout Contra Costa County came together to review available countywide alcohol and other drug (AOD) data. They looked at data ranging from alcohol-related auto accidents to drug arrests, to how easy it is for young people to get alcohol in their communities.

The purpose of the Youth Summit was to give young people in Contra Costa County the opportunity to discuss alcohol issues that affect them. The young people looked at the existing data that adults collected to describe the problem, and brainstormed what additional information they might want to collect in order to have a better picture of the alcohol problems in their communities, from their perspective. The participating young people then went back into their communities to collect their data, using a variety of research methods.

On August 14, youth returned to present their “startling statistics” to one another and begin to talk about what AOD problems they would like to see addressed in their communities.

One of the products of the Summit is this “Youth Developed Guide to Alcohol and Other Drug Indicators” booklet. It is our hope that the booklet will be utilized as a tool to address existing alcohol problems, particularly from an environmental perspective, and that it can also be used to begin a conversation between key decision makers and young people involved in the county’s youth development programs to address the recommendations included at the end of this guide.





First we looked at this data...

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## Adult Data Reviewed by Youth

Data in the table below show the felony alcohol and drug arrests for juveniles in Contra Costa County. Half of the arrests were for marijuana, followed by 32.9% for narcotics (heroin, cocaine, etc.).

**Table 1.**  
**2002 JUVENILE FELONY ALCOHOL AND DRUG ARRESTS**

<b>Arrest Category</b>	<b>N</b>	<b>%</b>
Narcotics	51	32.9
Marijuana	78	50.3
Dangerous drugs	23	14.1
Other (drugs)	1	.5
Driving Under the Influence	2	1.2
<b>Total</b>	<b>155</b>	<b>100.0</b>

Juvenile misdemeanor arrests for 2002 totaled 527. Of these, nearly half (43.8%) were for marijuana, followed by 17.5% for being drunk in public, 13.3% for the use of other drugs, and 16.1% for liquor law violations.

**Table 2.**  
**2002 JUVENILE MISDEMEANOR ALCOHOL AND DRUG ARRESTS**

<b>Misdemeanor Arrest Category</b>	<b>N</b>	<b>%</b>
Marijuana	231	43.8
Other drugs	70	13.3
Drunk in public	92	17.5
Liquor laws	85	16.1
DUI	49	9.3
<b>Total</b>	<b>527</b>	<b>100.0</b>





## Contra Costa County 2003 Juvenile and Young Adult DUI Data

There were a total of 9 felony DUI arrests among underage youth in 2003. The greatest proportion of these arrests (44.4%) occurred among 19 year olds.

**Table 3.**  
**BREAKDOWN OF 2003 CONTRA COSTA COUNTY UNDERAGE FELONY DUI ARRESTS, BY AGE**

<b>Age</b>	<b>N</b>	<b>%</b>
Under 18 years old	1	11.1
18 years old	2	22.2
19 years old	4	44.4
20 years old	2	22.2
<b>Total</b>	<b>9</b>	<b>100.0</b>

## Juvenile and Young Adult Misdemeanor DUI Arrests

In 2003, there were a total of 363 misdemeanor DUI arrests among underage youth in Contra Costa County. Again, the greatest proportion of these arrests occurred among 19 year olds.

**Table 4.**  
**BREAKDOWN OF 2003 CONTRA COSTA COUNTY UNDERAGE MISDEMEANOR DUI ARRESTS, BY AGE**

<b>Age</b>	<b>N</b>	<b>%</b>
Under 18 years old	42	11.6
18 years old	86	23.7
19 years old	126	34.7
20 years old	109	30.0
<b>Total</b>	<b>363</b>	<b>100.0</b>



## 2004 Contra Costa County Alcohol Outlet Density by Zip code

As of 2004 there were a total of 1,646 alcohol outlets in Contra Costa County. Slightly more than one-third (37.9%) of the alcohol establishments are “off-sale” outlets, meaning that alcohol is purchased and taken off premises (like at a market). The remaining 62.1% are “on-sale” outlets, establishments where people drink at the location (like at a restaurant or bar).

The information below shows the number of alcohol outlets per 1,000 population for Contra Costa in 2004. This provides a way to compare the density of outlets at zip codes with varying populations. The two zip codes with the greatest density of total alcohol outlets were 94569 (Port Costa) and 94511 (Bethel Island).

Zip code	Population	Total Outlets	Per Capita Outlets
94506	19,766	21	1.06
94507	15,186	17	1.12
94508	90,879	137	1.51
94511	2,362	19	8.04
94513	26,560	60	2.26
94514	10,138	21	2.07
94517	14,223	13	0.91
94518	27,392	14	0.51
94519	18,643	36	1.93
94520	36,174	141	3.90
94521	39,887	44	1.10
94523	32,671	90	2.75
94525	3,184	10	3.14
94526	32,853	77	2.34
94528			**
94530	23,121	51	2.21
94531			**
94547	22,460	9	0.40

\*\* Numbers too small to calculate per capita density.



Zip code	Population	Total Outlets	Per Capita Outlets
94548			**
94549	23,995	52	2.17
94551			**
94553	46,659	82	1.76
94556	16,501	20	1.21
94561	27,599	29	1.05
94563	17,944	27	1.50
94564	16,705	41	2.45
94565	78,813	93	1.18
94569	168	2	11.90
94572	8,487	15	1.77
94575			**
94583	44,076	91	2.06
94594			**
94595	18,019	11	0.61
94596	40,916	141	3.45
94597			**
94598	26,011	30	1.15
94707	11,680	6	0.51
94708	10,730	1	0.09
94801	28,437	47	1.65
94803	25,392	35	1.38
94804	39,080	47	1.20
94805	13,973	26	1.86
94806	55,719	74	1.33
94807			**
<b>TOTAL</b>	<b>966,605</b>	<b>1645</b>	

\*\* Numbers too small to calculate per capita density.

## Alcohol Outlet Violations 2000-2004

Between January 2000 and April 2004, there were a total of 95 “Sales to Minor” accusations on file with the California Alcoholic Beverage Control Department from Contra Costa County. The overwhelming majority of these were in “off-sale” retail establishments.





## California Healthy Kids Survey

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The California Healthy Kids Survey (CHKS) is a comprehensive youth self-report data collection system that provides essential and reliable health risk assessment and resilience information to schools, districts, and communities. Targeted at grades 5-12, the CHKS enables schools and communities to collect and analyze valuable data regarding local youth health risks, assets and behaviors. It is designed to be part of a comprehensive data-driven decision-making process to help guide the development of more effective healthy, prevention and youth development programs.

The results listed in this countywide report must be interpreted with caution. They are NOT representative of Contra Costa County or its respective districts/schools, but only represent those students who were administered the survey on the day it was given. These results represent only about 25% of all the students in Contra Costa, and only some of the districts.

The highlights below are from the 2001/02 survey of 3,553 7th graders, 3,674 9th graders, and 2,864 11th graders in Contra Costa County. The results showed that among surveyed 7th graders, 10% reported having drunk alcohol in the past 30 days. In comparison, among 11th graders, more than one-third (37%), reported having used alcohol in the past 30 days.



**Table 5.**  
**USE OF ALCOHOL IN THE PAST 30 DAYS**

	<b>Grade 7</b>		<b>Grade 9</b>		<b>Grade 11</b>	
	<b>N</b>	<b>% Yes</b>	<b>N</b>	<b>% Yes</b>	<b>N</b>	<b>% Yes</b>
Used alcohol in the past 30 days	355	10%	882	24%	1,060	37%

Students surveyed were also asked whether they believe the frequent use of alcohol to be harmful. Among surveyed 7th graders, 91% believed it was harmful. In contrast, this percentage dropped to 85% among 9th graders, and rose again slightly among 11th graders to 87% who perceived the frequent use of alcohol to be harmful.

**Table 6.**  
**PERCEIVED HARM OF FREQUENT ALCOHOL USE**

	<b>Grade 7</b>		<b>Grade 9</b>		<b>Grade 11</b>	
	<b>N</b>	<b>% Yes</b>	<b>N</b>	<b>% Yes</b>	<b>N</b>	<b>% Yes</b>
Is the frequent use of alcohol harmful?	3,233	91	3,123	85	2,392	87



The data in Table 7 show that nearly 25% or one in 11th graders surveyed reported ever being drunk or high on school property.

**Table 7.**  
**EVER BEEN DRUNK OR HIGH ON SCHOOL PROPERTY**

	Grade 7		Grade 9		Grade 11	
	N	% Yes	N	% Yes	N	% Yes
0 times	3,446	97	3,196	87	2,205	77
1 to 2 times	71	02	257	07	286	10
3 or more times	35	01	220	06	343	13
<b>Total</b>	<b>3,552</b>	<b>100</b>	<b>3,673</b>	<b>100</b>	<b>2,834</b>	<b>100</b>





## Youth In Need of Treatment

In 1996, U.S. Census Bureau population estimates indicated there were approximately 70,727 children between 12 and 17 years of age in Contra Costa County.<sup>1</sup> Based on the estimates determined by the California Department of Alcohol and Drug Programs and other researcher's, 5% to 8% of Contra Costa County youth (3536 to 5658) potentially needed treatment. Of these, 14.1% were likely uninsured and therefore needed subsidized treatment AOD treatment (498 to 797 youth). The number of youth between 12-17 has increased since 1996, as has the number of youth needing treatment. In 2004, the latest year for which we have complete data, 341 youth under the age of 18 received subsidized treatment in the county (unduplicated). Obviously these data are merely estimates and cannot be considered as hard empirical evidence of the county's unmet treatment needs; but these data do suggest that a gap exists between the number of youth who need treatment and the number actually receiving it.

### BREAKDOWN OF YOUTH IN TREATMENT IN CONTRA COSTA COUNTY BY YEAR

Year	Number
1997	74
1998	208
1999	291
2000	459
2001	453
2002	564
2003	416
2004	341

1. Derived from U.S. census data on % of uninsured children in California.



## Then we collected data from our own neighborhoods

---



and this is what we found...

### **Youth Data Collection**

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*Most of the available data describing alcohol problems in the county are available on a countywide basis, rather than being neighborhood specific. Because of this, we wanted to collect our own data about what we see in our neighborhoods. A total of six youth groups collected data and that is what follows.*

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## Asian Pacific Psychological Services (APPS)

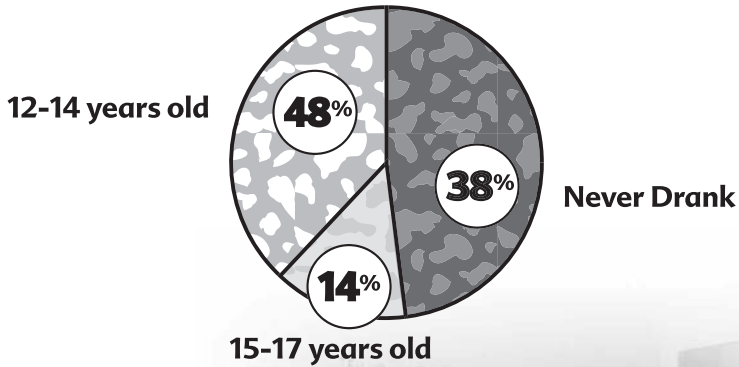
APPS youth collected data from twenty Richmond youth between the ages of 12 and 21 (most were between 15 and 17 years of age). Although the majority of youth were Asian, survey respondents also included White, Latino, and African-American youth. The survey focused on youth alcohol use and perceptions of risk related to the use of alcohol. Highlights from their survey are included below.

### Youth Alcohol Use

**?** How old were you the first time you had a drink of an alcoholic beverage?

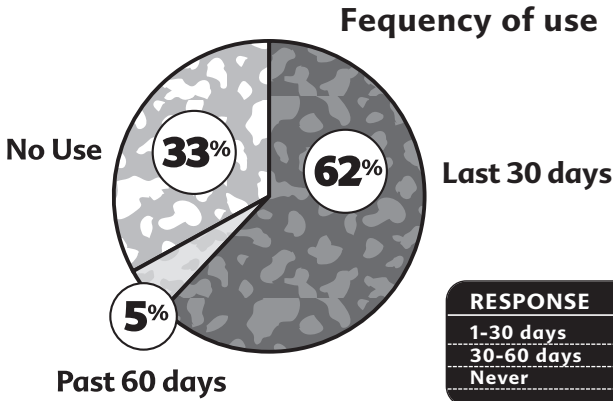
AGE	N	%
12-14 yrs of age	10	48
15-17	3	14
Never drank	8	38

### Age of first use





**?** When was the last time you used alcohol, marijuana or other drugs?

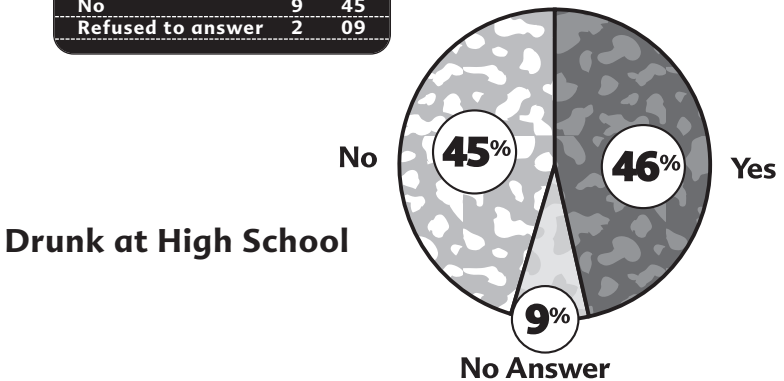


RESPONSE	N	%
1-30 days	13	62%
30-60 days	1	5%
Never	7	33%

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**?** Have you ever been drunk or high at school?

AGE	N	%
Yes	10	46
No	9	45
Refused to answer	2	09



## Friday Light Live/Club Live

### Survey of Retail Alcohol Outlets

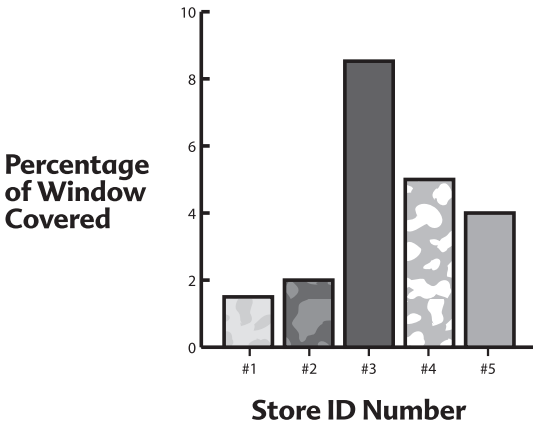
Youth from Antioch Middle and Antioch High School implemented a survey of alcohol outlets in July and August of 2004. They researched the amount of advertising that was in front of 5 liquor stores within 1000 feet of Antioch middle school.

They used observation as their research method, and found the following.

### District surrounding Antioch Middle School and Antioch High School

#### OFF-Sale Liquor Outlet- Store Front Survey

### California Lee Law Compliance % of Window Covered



\* Lee Law states that no more than 1/3 of window space may be covered with any type of advertisements



The results of the survey were:

- Three of the five stores (60%) were not in compliance with Lee Law\*
- One liquor store had almost double the amount of advertisements than the other four stores combined!
- All five stores were clean out front
- Only one of the stores had a tobacco prevention poster posted

After examining the results of their store surveys, the youth decided that this data reflects a problem. The main problem they identified is that local stores are not in compliance with California Alcoholic Beverage Control (ABC) laws. The youth see this as a problem because they feel that having so many alcohol advertisements present in their community contributes to community norms around alcohol use.

---

**“Without alcohol ads people wouldn’t  
feel such a need to use.”**

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**AMS CLUB LIVE MEMBER**

To alleviate this problem, the youth feel that the stores that are not in compliance should take down some of the advertisements. Also, store owners and employees should be made aware of current ABC laws.

In October 2004 youth sent letters and report cards to the storeowners. Youth then conducted follow-up surveys of the outlets and presented their results to the Antioch Board of Education on January 12, 2005.



Dear Joe's liquor and food-  
Antioch Middle School Club Live  
is a group of youth working  
together learning about the  
effects of alcohol and other  
Drugs and how to prevent  
teenage drinking and we are  
trying to make antioch a  
stable and helthy environment.

Joe's liquor and  
Food  
at 19<sup>th</sup> and Dst.  
in antioch CA  
We Surryaed your  
Store 8/2/04 at 1:30  
here are the question

We graded you on "is the store within  
1000 feet of a School" yes #2 "are there people  
outside the store" No #3 "is the front of your  
Store clean" yes, you got two A's and one B  
the A's are for haveing No people smoking  
outside the store or Just hanging there  
the B is for having 33% of your windows  
covered with smoking or drinking odds. over all  
you did vary good keep up the good work  
We want you two take a few odds off your  
window. then you will be perfect. see you soon  
and hopes to see improvement.

Simberly:





## Discovering the Reality of our Community (DRCP), Richmond

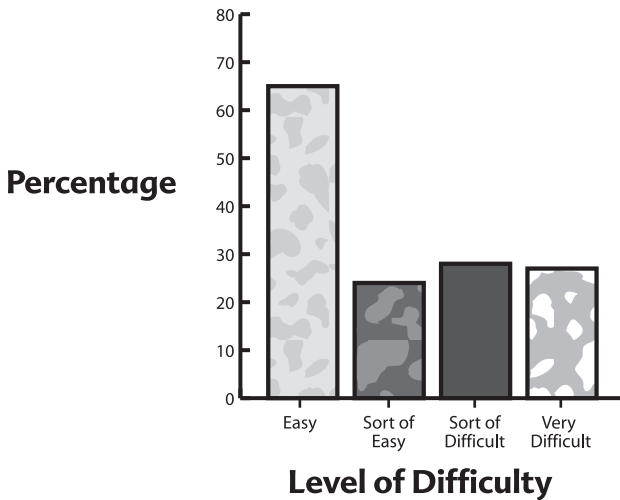
### Pre-teen access to alcohol survey

A group of Gateway youth at De Anza and El Cerrito High School conducted a survey to measure youth access to alcohol among youth under the age of 13. The survey was conducted with 400 students and interviews were conducted over a two-month period.

The survey revealed that almost 70% of those surveyed said it was easy for youth under the age of 13 to access alcohol products.

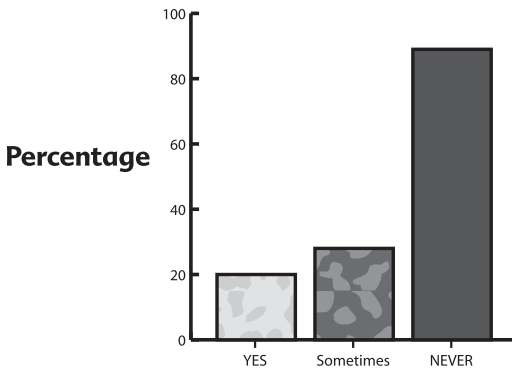


How easy is it for you to get alcohol products?



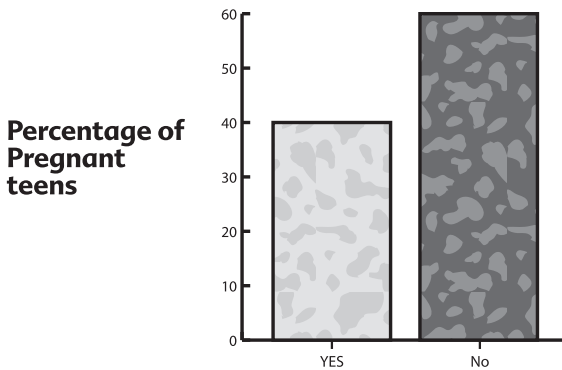
## Do you ever think about the dangers of alcohol?

Survey data also showed that more than four out of five preteens surveyed said they never think about the dangers of alcohol.



## Was alcohol involved in the circumstances around you having sex?

D.R.C.P. youth interviewed 10 teen parents to determine if alcohol was a factor in their decision to have unprotected sex.



While only 40% of pregnant teens interviewed indicated that alcohol was involved in the circumstances around which they had had sex, alcohol is a factor in a number of related risks faced by young people such as HIV, sexual assault, etc.,



## Beyond the Youth – Bay Point

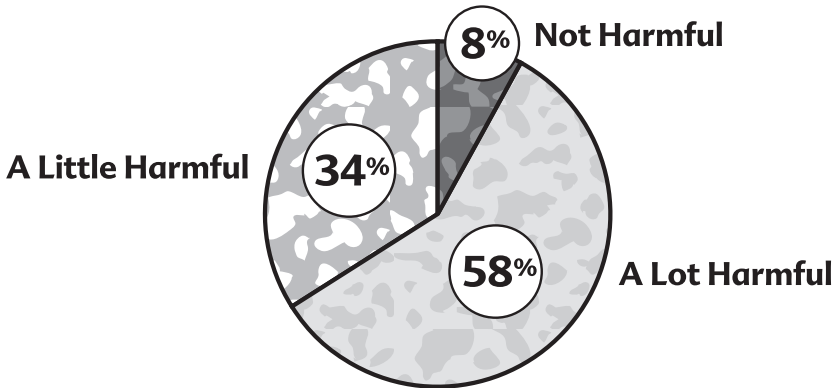
Youth from Bay Point collected data on two different areas of interest. First, the youth surveyed students from Pittsburg to collect data on how students perceive the dangers of daily alcohol use, whether access to alcohol in their community was easy or difficult, where underage youth have access to alcohol, and whether or not they had ever ridden in a car when the driver was drunk. A total of 80 students were surveyed. Second, youth conducted an observation of the extent to which alcohol promotion was apparent at the Pittsburg Seafood Festival, an event widely attended by families with children.

### Youth Alcohol Use

The majority of students surveyed (58.4%) believe daily alcohol use is “a lot harmful.”

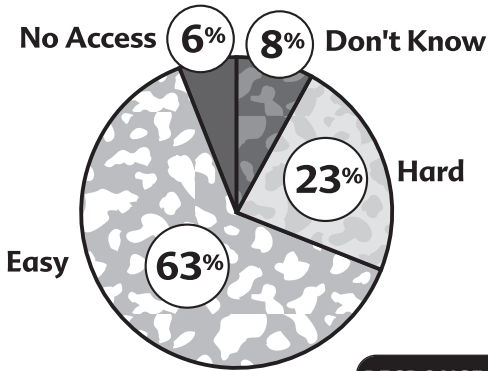
RESPONSE	N	%
A lot harmful	45	58
A little harmful	26	34
Not harmful	06	08

### Perceived Harm of Daily Alcohol Use





How hard is it for students to get alcohol?

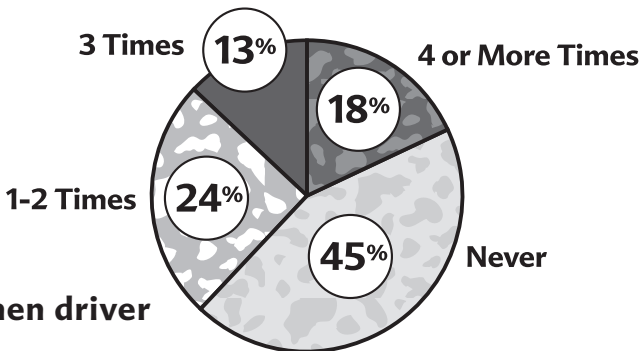


RESPONSE	N	%
Easy	50	63.0
Hard	19	23.0
No Access	05	06.0
Don't know	06	08.0



Have you ever been in a car when the driver is drunk?

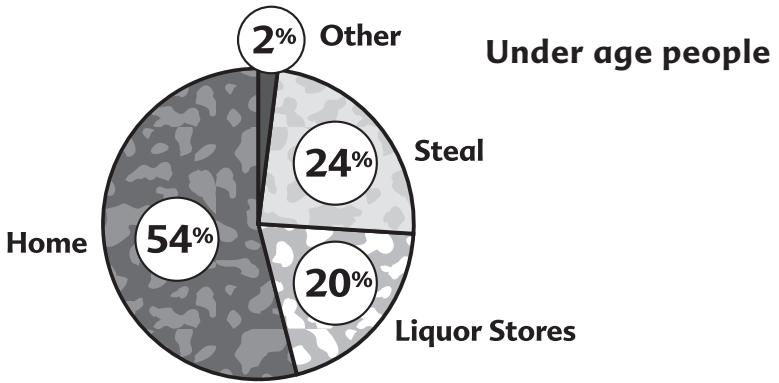
RESPONSE	N	%
Never	35	45.0
1-2 times	19	24.0
3 times	10	13.0
4 or more times	14	18.0





**?** Where do you think under age people get their alcohol?

RESPONSE	N	%
Home	43	54.0
Steal	19	24.0
Liquor stores	16	20.0
Other	02	02.0



## Alcohol Promotion Seafood Festival

Safe and Drug Free Schools and Communities youth group, Beyond the Youth, also conducted observations at the annual Pittsburg Seafood Festival to see how alcohol was served and used to promote the festival. While it seemed as if some responsible beverage server practices were in place at the festival, youth pointed out that:

1. Alcohol was being promoted very near to areas with high concentrations of children (children's section).
2. Alcohol (in the form of a Budweiser truck) was directly behind the stage and in full view when children were performing on stage.
3. There were not enough activities for families with children.
4. There were not enough venues selling non-alcoholic beverages compared to alcoholic beverages.





## Survey of Alcohol Outlets

Beyond the Youth: Communities Mobilizing for Change on Alcohol is comprised of students from Riverview Middle School in Bay Point. In 2004, the youth surveyed 23 alcohol outlets (9 on-sale and 14 off-sale outlets) in the Bay Point area and measured and recorded alcohol advertisement window displays. One of the things they were looking for was compliance with the Lee Law, which states that no more than 33% of the exterior windows and clear doors may have advertising or signs of any sort (Section 25612.5).

Highlights from their survey include:

- 4 out of 14 off-sale alcohol outlets (28.6%) were not in compliance with the Lee Law.
- Several of the off-sale outlets had graffiti and trash behind the store, and students observed a man drinking in his car in the parking lot of one of the stores.
- 14 of the 23 total outlets (both off and on-sale) were clean in front.

**TABLE 8.**  
**BAY POINT ON-SALE ALCOHOL**  
**RETAILERS**

Store #	# of signs displayed
1	2
2	2
3	5
4	0
5	2
6	2
7	1
8	1
9	0

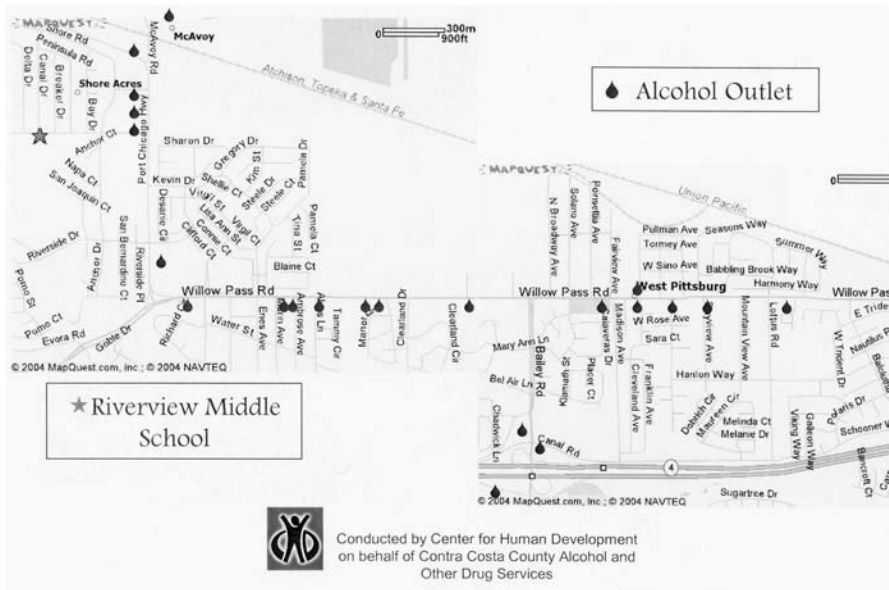




**TABLE 9.**  
**BAY POINT OFF-SALE ALCOHOL**  
**RETAILERS**

Store #	# of signs displayed
1	0
2	10
3	0
4	2
5	1
6	0
7	1
8	0
9	0
10	15
11	0
12	5
13	0
14	0

## Bay Point Area Surveyed



## New Connections

### Survey of Alcohol Outlets

New Connections youth from Pittsburg and Martinez conducted a store-front survey of alcohol outlets in their neighborhood. The youth indicated they found that conducting the Neighborhood Survey of Retail Alcohol Outlets has been an empowering and challenging experience. The group consisted of three youth and one adult ally. The youth were from Riverview High School in Pittsburg, a medium sized school with a total of 238 students. Youth participants were 10th to 12th graders, and live in areas with high concentrations of alcohol outlets.

Youth found that there was excessive promotion of alcohol in the 6 outlets surveyed (a total of 58 ads), particularly because these outlets were in very close proximity to the area's three high schools (East Gate, Riverside and Pittsburg).

### 2004 Neighborhood Alcohol Outlet Survey Marketing Alcohol to Teens

#### "Alcopops"

- Alcopops: hard lemonades & other fruit flavored drinks that resemble familiar soft drinks (many contain 5% alcohol which is more than most beers).
- Teens see and hear about alcopops 3x more than adults.
- Teens (41%) are nearly twice as likely as adults (24%) to have tried alcopops as their introduction to alcoholic beverages.



<http://www.cspinet.org/booze/alcopops.htm>

Conducted by New Connections on behalf of Contra Costa Alcohol and Other Drugs Services

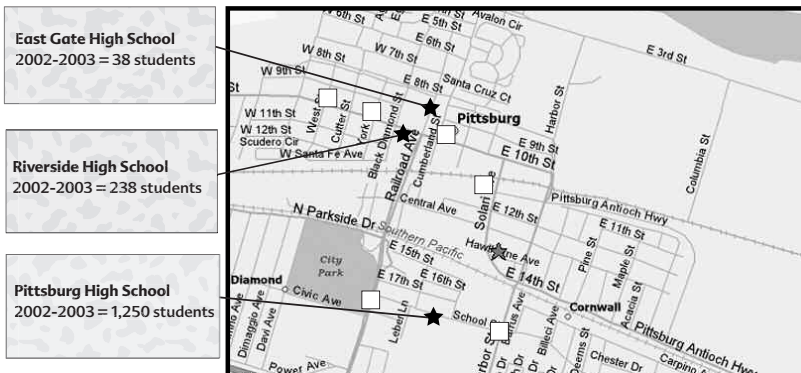
## 2004 Neighborhood Alcohol Outlet Survey Teen Access to Alcohol

- Teens (83%) and adults (72%) agree that teen access to alcopops is easy.
- Ages 17-18 are 3x more likely to get alcopops from convenience stores.

Where teens get alcopops	% of all teens	Age 14-16	Age 17-18
Older friends	39	41	36
<b>Convenience stores</b>	<b>24</b>	<b>13</b>	<b>38</b>
Friends	20	19	22

Conducted by New Connections on behalf of Contra Costa Alcohol and Other Drugs Services

## 2004 Neighborhood Alcohol Outlet Survey Pittsburg Area Surveyed



East Gate High School  
2002-2003 = 38 students

Riverside High School  
2002-2003 = 238 students

Pittsburg High School  
2002-2003 = 1,250 students

= Alcohol Outlet

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Out of 6 outlets surveyed, there were 58 signs advertising or promoting alcohol on display in front of the establishments.

Conducted by New Connections on behalf of Contra Costa Alcohol and Other Drugs Services



## 2004 Neighborhood Alcohol Outlet Survey Outlets at a Glance

Store #	Signage's	Beer/ wine next to non- alcoholic bever- ages	Location of Beer/ wine	Employees on site	Quick grabs/ Thefts in last year	Past problems with ABC
1.	0	Yes	back	2	1	0
2.	12	Yes	Rear	3	0	0
3.	0	Yes	Left side	2	0	0
4.	13	No	Front	1	2	0
5.	3	No	Rear	3	2	0

Conducted by New Connections on behalf of Contra Costa Alcohol and Other Drugs Services

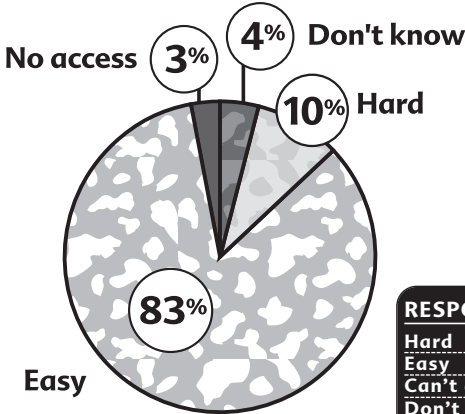


# Youth in Power—Rodeo

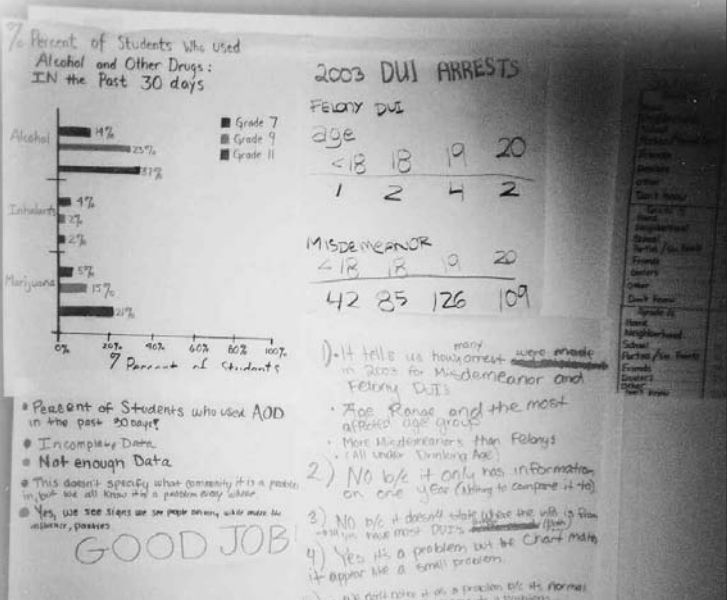
## Youth Access to Alcohol Survey

A total of 104 surveys were collected from Rodeo youth.

**?** How hard is it for youth to get alcohol in Rodeo?

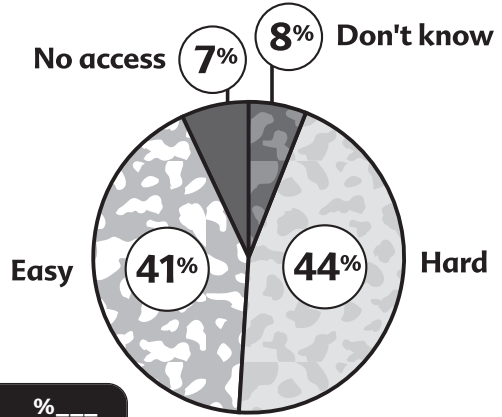


RESPONSE	N	%
Hard	10	10.0
Easy	86	83.0
Can't get at all	03	03.0
Don't know	04	04.0



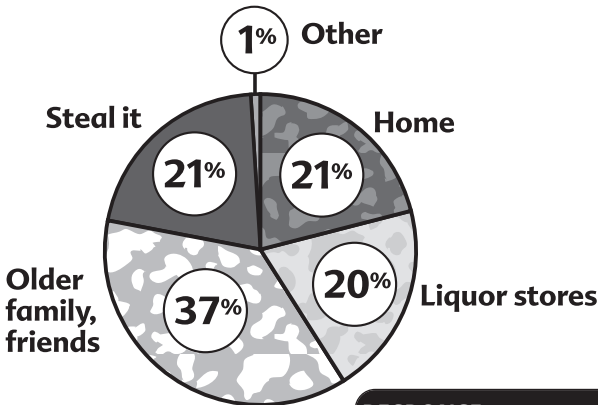


**?** How hard is it for youth to get alcohol at community events?



RESPONSE	N	%
Hard	46	44.0
Easy	43	41.0
No Access	07	07.0
Don't know	08	08.0

**?** Where do you think underage youth get their alcohol?



RESPONSE	N	%
Home	22	21.0
Older family & friends	38	37.0
Liquor stores	21	20.0
Steal it	22	21.0
Other	01	01.0

## Youth Alcohol Use

### ? How harmful do you think it is to use alcohol daily?

Nearly three-quarters (73.5%) of those surveyed felt that drinking alcohol daily was “a lot”, and 22.5% thought it was only “a little” harmful.

RESPONSE	N	%
A lot	75	73.5
A little	25	22.5
Not harmful	4	3.8

### ? In the past 30 days, how often did you drink alcohol?

One in four of those surveyed reported that they had drunk alcohol at least once in the past 30 days, and one in twenty reported drinking 5 or more times in the past 30 days.

RESPONSE	N	%
Never	76	75
1-2 times	14	14
3-4 times	5	5
5 or more times	6	6



# Empowerment Through Action— Teen Age Program, Public Health Division, Health Services Department

## Alcohol advertising – Comparison of communities

Youth from the TAP program compared the downtown environments in three cities in the county (Walnut Creek, Concord and Richmond/San Pablo). They found that in the more middle class cities of Walnut Creek and Concord, they were more likely to observe clean environments, fewer off-sale outlets, restaurants, cleanliness, few alcohol advertisements and a feeling of safety. While they observed retail liquor outlets in all three communities, in Richmond they observed more off-sale alcohol outlets, more alcohol advertising, environments that were more likely to be littered, and more people hanging out than in the two higher income areas.

### COMMUNITY COMPARISON NORMS AND ENVIRONMENT

#### Walnut Creek— Downtown Plaza

#### Concord— Clayton Blvd.

Many small shops	Trees and Grass cut and neatly trimmed
Large sidewalks	Volunteer workers
Flowers through out city	A lot of Gas stations
Different specialty shops from Concord	Cigarette discount store
Families walking together	Lots of shopping centers
Little Children	Courteous drivers
Garden and Fountains	Good quality of streets, clean and wide
No teens hanging around	No Graffiti
Open land	Civics Art Education Center
Not very diverse (White and Asian)	Polite People
No Police presence	Feel Safe
Community Bus System	No affordable restaurants
Target—sells alcohol	Teens driving Mercedes
Conservative Autos	Valet Parking
No Fast Food Restaurant	Lots of Jewelry Stores
9 Liquor Outlets in Plaza Area	12 Liquor Outlets on Clayton Blvd.



## Compared to...

### **Richmond- San Pablo**

Small liquor stores on every corner

Large amounts of alcohol ads

Billboards throughout neighborhood

Litter all around stores and in gutters

Young Adults Loitering

Graffiti

Old buildings

Cracked sidewalks and pot hole streets



Based on what we found,

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we recommend the following...

## Recommendations

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After looking at all the data (both the countywide data and the data that we collected), we have a number of recommendations that we think would reduce underage drinking and help our communities.

- Enforce the ABC, deemed approved ordinance, and other local and state alcohol laws.
  - Support law enforcement to do more decoy operations to ensure alcohol retailers are complying with alcohol laws and policies.
- 

### **“I don’t even need my fake ID to get beer.”**

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- Enforce basic signage laws, e.g. limiting the number of signs on the windows of stores, etc.
- Train merchants on existing policies, conduct RBS training.



## Alcohol Accessibility

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- Reduce the number of retail alcohol outlets, especially near our schools.
- Limit the number of off-sale alcohol outlets in our low-income communities.
- Limit the amount of alcohol advertising in our communities.
- Train alcohol retailers to limit theft by and sales to minors.
- Stop alcohol outlets from placing alcohol near candy and with in reach of children.
- Start an anonymous tip line so community members can report violations of current alcohol laws.
- Penalize adults who buy alcohol for youth outside the stores.
- Develop and enforce local policies aimed at penalizing unsupervised parties where youth have access to alcohol.
- Follow tobacco example, and increases taxes on alcohol sales.

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**“Stealing alcohol from a store  
is like stealing from a blind person”**

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## **Alcohol Sponsorship and Promotion**

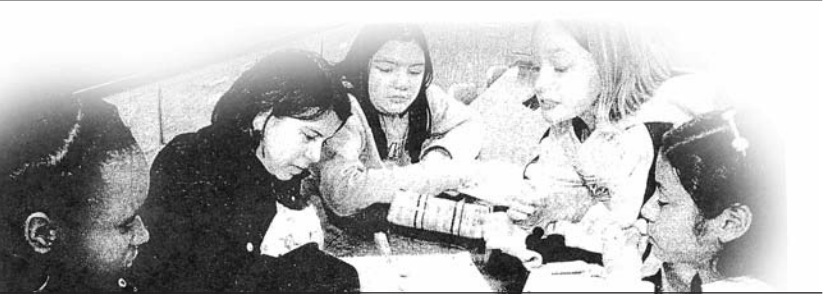
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- Discourage youth organizations from hosting fund-raisers that sell alcohol.
- Limit the amount and type of alcohol promotion at events where youth are present.
- Reduce the number of billboards advertising alcohol in low-income communities and encourage those companies to display health messages as well.

## **Responses to AOD Use Amongst Youth**

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- If youth are caught using alcohol and other drugs, rather than sending them through the juvenile justice system and probation, make sure they receive appropriate screenings, assessments and referrals to treatment.
- Increase funding levels for youth treatment.



**What can you do?**



## If You See:

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***Adults purchasing alcohol for a minor:***

Sheriff's Department (877) 308-5248 or local Police Department

***Sales of alcohol to a minor:***

Alcoholic Beverage Control (ABC) (510) 622-4970

Sheriff's Department (877) 308-5248 or local Police Department

***Under age drinking parties:***

Sheriff's Department (877) 308-5248 or local Police Department

***Youth drinking at school functions or on school premises:***

Sheriff's Department (877) 308-5248 or local Police Department

***Alcohol retail outlet density:***

Alcoholic Beverage Control (ABC) (510) 622-4970

***Loitering or Litter:***

County Community Development Department (925) 335-1381

Sheriff's Department (877) 308-5248 or local Police Department

***Window signage violation:***

County Community Development Department (925) 335-1381

Sheriff's Department (877) 308-5248 or local Police Department

***Youth in need of alcohol and other drugs treatment:***

Contra Costa County Alcohol and Other Drug Services (925) 313-6300

***Promoting Responsible Sales of Alcohol at Special Events and Fairs:***

Alcoholic Beverage Control (ABC) (510) 622-4970 or contact the local organizing group such as the Chamber of Commerce

***Alcohol related problems in West Contra Costa County:***

West County Alcohol Policy Working Group (510) 215-0540



## Participating Agencies



## Participating Agencies:

Without the dedication and leadership of staff from the agencies below, the Youth Development Guide to AOD Indicators would not have been possible. Staff spent many hours before and between Youth Summit events providing their youth with the guidance and support necessary to make this undertaking a success. Youth from all of the agencies gave up part of their summer to work on this project and we thank them for their dedication and commitment.

### ***Asian Pacific Psychological Services***

Richmond and San Pablo  
Communities  
3905 Macdonald Ave.  
Richmond, CA 94805  
(510) 233-7555

### ***Center For Human Development***

Antioch and Bay Point  
Communities  
391 Taylor Blvd, Ste. 120  
Pleasant Hill, CA  
(925) 687-8844

### ***Bay Area Community Resources***

El Sobrante, El Cerrito, Rodeo  
Communities  
3219 Pierce Street  
El Cerrito, CA  
(510) 559-3012

### ***New Connections***

Pittsburg and Martinez  
Communities  
3024 Willow Pass Road  
Concord, CA  
(925) 363-5000

### ***Contra Costa County Teen-Age Program, TAP***

Walnut Creek, Concord and  
Richmond Communities  
597 Center Ave, ste.365  
Martinez, CA  
(925) 313-6437

### ***Alcohol and Other Drugs Advisory Board***

597 Center Avenue, Suite 320  
Martinez, CA 94553  
925-313-6311

### ***Safe and Drug Free Schools and Communities***

Bay Point and Rodeo  
597 Center Avenue, Suite 320  
Martinez, CA 94553  
925-313-6302

# Teen drinking spurs action and blame

By Brooke Bryant and Ashley Surdin  
STAFF WRITERS

A high school party in Lafayette escalates until furniture is destroyed and thousands of dollars in personal property is missing. An Orinda father is arrested for allegedly providing alcohol to two 12-year-old girls. Another alcohol-fueled party in Walnut Creek leaves one girl with 25 stitches in her face and a number of high school athletes suspended from the team.

It isn't a new problem, but a rash of recent incidents like these has brought new attention to the drinking habits of local teens, and this time the spotlight is on parents, too.

On one end of the spectrum, there are groups of parents attending forums and organizing committees to search for solutions; on the other end are parents who are turning a blind eye, or even helping their kids get their hands on alcohol.

## The role parents play

"The battleground is in everyone's household," said Dr. Emanuel Weiss, who facilitates programs on drug and alcohol prevention and parenting at



A POLICE OFFICER inspects a "victim" in a Campolindo "Every 15 Minutes" DUI reenactment program.

CHRISTOPHER GUINNEVILLE

Clayton Valley High School.

It may sound trite, but experts say that whether adults realize it or kids admit, parents are often the most powerful influence in their children's lives.

Particularly when it comes to

drinking or taking drugs, Weiss said.

Often, though, parents don't find out until it's too late. On average, it takes 15 to 18 months after an adolescent starts using drugs and alcohol for parents to

find out, Weiss said.

That's because parents may sport a laissez-faire attitude toward drinking and drug use. They may not be paying enough

See DRINKING, Page 10

## One student's drive to curb teen drinking

By Ashley Surdin  
STAFF WRITER

Parents may be the most important influence on their children's drinking habits, but their peers have a lot of impact, too. That's why one statewide program is enlisting teenagers to help fight the battle against underage drinking.

The Contra Costa Friday Night Live Partnership trains volunteers — like 17-year-old Melinda Rowe, a Concord High School senior — to teach the community about alcohol, tobacco and other drugs.

Rowe and her peers regularly mentor middle school students to help decrease dropout rates, prevent drug and alcohol use and improve academic skills.

She's also an active watchdog when it comes to the business community. When Target in Wal-

## DAD ON TRIAL

An Orinda father goes on trial later this month for child abuse after two 12-year-old girls were hospitalized as a result of drinking at his home. See today's Times.

bombarded with advertising displays for beer and wine. "If people take their little kids there and they see those displays, what are they going to think?"

Melinda knows she is part of a minority among her peers when it comes to drinking, privy as she is to the lunchtime boasting about scoring cases of beer, going to parties and getting drunk. Still, she holds out hope that more voices — as young as they may be — are better than none.

"There's a lot of adults coming up to us and saying, 'Don't

## Adults held liable more for drinking

■ Trial begins next week for Orinda man accused of letting girls get drunk

By Brooke Bryant  
TIMES STAFF WRITER

An Orinda man arrested over the summer for allegedly allowing two 12-year-old girls to drink so much they ended up in the hospital told officers that he couldn't be "responsible for what a bunch of kids do" at his home according to court records.

In fact, holding parents responsible for teen drinking is gaining momentum across the



ELIZABETH BRANNON, 13, left, Miranda Ketchum, 13, Aubria Bauber, 12, Emma Gerard, 11, and Grecia Delgado, 11, make a biographical poem that describes themselves during their Club Live after-school meeting at Antioch Middle School on Tuesday. Club Live is an offshoot of the statewide Friday Night Live program.

## Club Live turns drug education into prevention, action

By Danielle Samaniego

STAFF WRITER

**ANTIOCH** — For some students at Antioch Middle School, Tuesday is all about Friday.

That's the day they get together after school for Club Live, an offshoot of the statewide organization Friday Night Live. That program is a student action agency that educates members on the risks and lure of alcohol and drugs in their communities, among other things.

Antioch Middle School's chapter is the largest countywide. Every week members meet to look at how the community is being affected by drug and alcohol influences and what they can do to prevent it.

"It will help you understand

**"The idea is to provide opportunities for young people to get involved and utilize the skills they have now."**

— Emily Justice, county Club Live coordinator

more about what's around and if someone was doing this stuff, what it would do to them when they get older," said Miranda Ketchum, 13. The program has been

Though it may sound similar to D.A.R.E., the popular early drug prevention program, Friday Night Live and Club Live not only provides youth with prevention information, it allows them to put their knowledge into action.

"It's viewing them as leaders of today, not just leaders of tomorrow," said Emily Justice, the county coordinator for the program. "The idea is to provide opportunities for young people to get involved and utilize the skills they have now."

For the last seven months, key members have conducted a liquor store survey project

more than 33 percent of any advertising, yet members found three out of five stores out of compliance. They were contacted and given a grade based on the results. Next month Club Live will follow up with the same stores surveyed to see if they have made any changes accordingly.

"I was surprised. I thought at least they would not have any alcohol advertisements," Jessica Paulson, 13, said of the survey project results. "I learned a lot about advertisements and how smoking and drinking

"We work on activity posters, all sorts of stuff Devin St. Laurent, 11. "It's a good experience and get off the streets."

Hila Rojas, an Antioch School sixth grade math science teacher who helps coordinate Club Live, said the program is a great asset for students who want to do more with their after school than watch television.

"For one, it gives them something to do after school

kids at home than go because they want to be cool," because they find it is a rite of passage. "It's a very mixed Peterson said. "I think they're kids to get into making it easy to do that you're totally if

Anne Granlund the Acalanes Parent she's also heard of provide alcohol for view teen drink evitable part of g

**Parents seek**

But the parent to don't buy that She is organ tee of parents at at Acalanes to drinking, after parents were as a result of lematic parties "The Just campaigns do ally worked,

The con through a nu for action, "Every 15 M to a renew

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KRISTOPHER SKINNER/FLE

## Drinking

FROM PAGE 1

attention or they may even be users themselves, Weiss said.

Some parents suspect their teens are drinking or doing drugs, but are in denial. Others feel powerless to stop their children, so they supervise drinking in their home.

"The thinking is: If they're going to do it, I'd rather have them do it at home, where they're safe. It doesn't mean they're evil or a bad parent. It just means that's how they're trying to deal with it," Weiss said.

Parents need to be aware of the example they are setting with even simple, seemingly innocuous actions like keeping liquor in the cabinet or having a drink to unwind before dinner, said Harold Parsley, chair of the community awareness committee on the Alcohol and Other Drugs Advisory Board of Contra Costa.

focuses

**IN "EVERY 15 MINUTES" programs, police and high schoolers stage a mock DUI accident, to show the perils of drunk driving.**

ing to the point where they felt very drunk or sick. Police reports add a little color to the picture that those statistics sketch.

There was the party thrown in September by an Acalanes High School freshman whose parents were out of town. The gathering of more than 100 people got out of control, and

pen," said Orinda police Detective Kirk Haskell. "It's all about choice and how we can empower them to be a responsible person. If we let them drink alcohol and provide them a way to break the rules, we're not being a parent."

### Permissive parents

The Orinda case may be an extreme example, but it isn't an isolated incident. Acalanes peer coun-





ELIZABETH BRANNON, 13, left, Miranda Ketchum, 13, Aubria Bauber, 12, Emma Gerard, 11, and Grecia Delgado, 11, make a biographical poster for themselves during their Club Live after-school meeting at Antioch Middle School on Tuesday. Club Live is an offshoot of the statewide Friday Night Live.

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more about what's around and if someone was doing this stuff, what it would do to them when they get older," said Miranda Ketchum, 13. The eighth-grader has been with the club for two years.

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"It's viewing them as leaders of today, not just leaders of tomorrow," said Emily Justice, the county coordinator for the program. "The idea is to provide opportunities for young people to get involved and utilize the skills they have now."

For the last seven months, key members have conducted a liquor store survey project that targeted the amount of advertising posted on storefront windows. Based on an Alcohol Beverage Control code, those windows should not contain

more than 33 percent of any advertising, yet members found three out of five stores out of compliance. They were contacted and given a grade based on the results.

Next month Club Live will follow up with the same stores surveyed to see if they have made any changes accordingly.

"I was surprised. I thought at least they would not have as many alcohol advertisements," Jessica Paulson, 13, said of the survey project results. "I learned a lot about advertisements and how smoking and drinking can affect young people."

With 20 members, the club is bigger than ever. Those involved credit that success to the students spreading the word about the benefits of Club Live.

Dear Joe's liquor and food store at 19th and Dst. in Antioch CA We surveyed your store 8/2/04 at 1:30. Here are the questions...

Adults held liable for more drinking

Brooke Bryan TIMES STAFF WRITER An Orinda man arrested this summer for allegedly hitting two 12-year-old girls they ended...

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