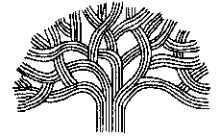


CITY OF OAKLAND



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NANCY J. NADEL
Councilmember
District # 3

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November 28, 2006
Public Safety Committee
Oakland, CA

Dear Chairperson Reid, and Members of the Public Safety Committee:

The attached report, "Oakland on the Rocks," was published by Environmental Prevention in Communities (EPIC) in May 2006. The report summarizes youth attitudes, behaviors, risks and protective factors related to alcohol use.

EPIC is a youth-driven environmental prevention and advocacy project that trains youth aged 13-20 from Alameda County to mobilize their communities through campaigns, research-based projects, and policy development around alcohol-related issues.

The Executive Summary of the attached report includes key findings, including, but not limited to:

- About 1 in 4 Oakland youth has had a drink in the last 30 days.
- On average, 22% of Oakland youth started drinking alcohol before the age of 11. More than 50% had their first drink by the time they were 13.
- Most youth in Oakland report getting their alcohol from a liquor store or supermarket (46%), friends or at a party (33%), or parents/home (25%).
- An astonishing 41% of the youth surveyed have gone for a ride in a car with a drunk driver.
- Most young people state that being aware of the consequences (38%), accidents (38%), or the stories they have heard (33%) related to alcohol use would prevent them from drinking at all or too much.

The Executive Summary also provides several recommendations, including the following. My modifications of these recommendations are included below.

1. Reduce young people's access to alcohol through their parents and other adults by developing an educational media campaign on underage drinking directed at adults.
2. Reduce young people's access to alcohol through the retail environment by requiring stronger enforcement of laws against selling alcohol to minors.
3. Provide funding for grassroots youth organizations to take action on community alcohol problems. Support and expand youth programs that foster youth empowerment and education.
4. Place liquor store ads away from the clear sight of children and youth. These ads should be at least 4 feet high – above a young person's eye level – and out of windows and doors to improve visibility into and out of stores.

Item # _____
Public Safety Committee
November 28, 2006

I would ask that the City Council adopt the following actions which are modifications of some of the EPIC recommendations listed in the full Report:

1. Direct the Department of Human Services (DHS) to work with the Alameda County Behavioral Health Department to reduce young people's access to alcohol through their parents and other adults by developing an educational media campaign on underage drinking directed at adults.
2. Continue and enhance enforcement with regular stings at liquor stores to prevent the sale of alcohol to minors.
3. Recommend to the Oakland Fund for Children and Youth (OFCY) to include in their RFP process points for programs that will incorporate education campaigns regarding the dangers of youth drug and alcohol use.
4. Direct the Neighborhood Law Corps and the Alcohol Beverage Action Team (ABAT) to work with liquor stores to place liquor store ads away from the clear sight of children and youth, i.e., at least 4 feet above a young person's eye level, and out of windows and doors to improve visibility into and out of stores.

Finally, I propose the following additional recommendation:

5. Direct the Oakland Police Department (OPD), Traffic Section, to track youth drunk driving tickets (DUI's) and report those statistics regularly to the full Council, as a means of measuring one aspect of success of our educational efforts.

Respectfully submitted,

Nancy J. Nadel

Nancy J. Nadel
City Councilmember, District 3

Prepared by:
Marisa Arrona
Policy Analyst for
Councilmember Nancy J. Nadel



OAKLAND

on the rocks

MARKET
FAMILY MARKET

• BEER • WINE
• GROCERY

GROCERIES - LIQUOR

WE
TAKE

ATM

AND
CREDIT

CARD

Surveying Teens About Alcohol 'n Oakland

Item # _____

Public Safety Committee
November 28, 2006



Environmental Prevention in Communities (EPIC) is a youth-driven environmental prevention and advocacy project that trains youth aged 13-20 from Alameda County to mobilize their communities through campaigns, research-based projects and policy development around alcohol-related issues.

Joan Kiley

Director, Alcohol Policy Network

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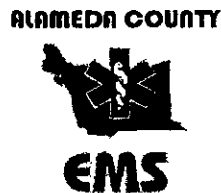
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May 2006

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or

Alameda County Public Health Department

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The format of this report was inspired by *Youth Voices Inspiring Creative Change: Youth Impact Youth-led Evaluation 2001*

Funded by a grant from the California State Office of Traffic Safety

Grant # AL0501

OAKLAND

on the rocks

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Letter from the Executive Director

Alcohol Policy Network

If I have learned one thing in my 20+ years working for social justice in non-profits, I have learned that community change comes about by building partnerships with folks who have a stake in the outcome. Partnering with youth to bring about community change has been a powerful medium for institutionalizing community policy changes and attitudes. It has also been life-altering for me personally and for all of the adults I know who have had the privilege of the experience.

Youth remind us of what's possible and not just "realistic". They believe in speaking up and speaking out. They are not afraid of tackling big issues that have stymied generations of adults who came before them. And they do bring about change.

At the same time, youth are making their way in a very challenging world. Not the least of their challenges is the glut of corporate alcohol advertising and promotion, vying for their attention, their dollars, and their brand loyalty. The alcohol industry wants the market that the youth generation represents. Despite the fact that the sale, possession and consumption of alcohol is illegal for youth under the age of 21, research studies consistently estimate that from 12-20% of alcohol industry profits come from underage drinking. That fact is no accident.

Evidence linking advertising exposure and youth drinking behavior keeps growing stronger. These alcohol messages, directed at youth via cultural icons, values and language, urge youth to use alcohol for problem solving, for popularity, happiness, and success. Because of the diversity of Oakland youth, they are exposed to more advertising and promotions than most youth. According to research done by the Center on Alcohol Marketing and Youth (CAMY), in just two recent years the average American teenager saw, on average, 779 television commercials selling alcohol, but only nine alcohol company commercials discouraging underage drinking.

African-American youth, however, see as much as 77% more alcohol advertising in national magazines than their non-African-American counterparts. They also hear more alcohol ads on the radio than non-African-American youth. Hispanic youth ages 12 to 20 often see and hear more alcohol advertising per capita than young people in their age group in general. (www.camy.org)

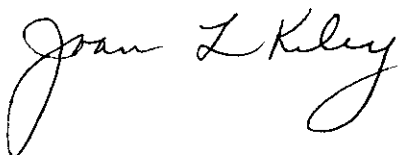
These alcohol messages, directed at youth via cultural icons, values and language, urge youth to use alcohol for problem solving, for popularity, happiness, and success. Contrast these messages to the real world of many Oakland youth that contains far too much discouragement from poverty, low-functioning schools, crime and health inequities, and a higher than average unemployment rate.

Oakland is a city that has long been categorized as over concentrated with alcohol businesses. The biggest concentration of outlets is in low-income and high-crime communities. There is strong evidence that a high concentration of alcohol outlets in a given community contributes to both high crime, economic instability and is an established risk factor for youth in their developing years.

It is the goal of our nation to discourage underage drinking. Nevertheless, too many of our elected representatives put corporate interests over the health and future of our nation's youth, and take no significant action on the underage drinking epidemic. We hear alcohol industry representatives say they do not want underage drinkers as customers, yet they undermine and resist the implementation of policy changes that could reduce underage consumption and delay the age of first drink. We talk the talk, but don't walk the walk. Our young people are watching.

The Staan-0/0n the Rocks project represents a glimpse into the way Oakland youth are coping with the proliferation of alcohol in their midst, how they are responding to being the prey of an industry with only increased profits as a goal. This data is but the assessment, a beginning place. We must not stop here.

Yours,



Joan Kiley—Executive Director, Alcohol Policy Network

Letter from the Director

Emergency Medical Services, Alameda County Public Health Department

Alcohol use is an accepted norm in the American culture. Most of us keep alcohol in our homes - beer in the refrigerator, wine and hard liquor in the cabinet. Alcohol is sold at liquor stores, gas stations, grocery stores, and pharmacies. We drink alcohol at meals and parties at home, at family and friends houses, and at bars and restaurants. We see ads for alcohol on television, in magazines and on billboards. Alcohol is advertised at local community alcohol-sponsored events.

Young people are exposed to alcohol at very young ages, yet its use and abuse has serious and sometimes deadly results. Adolescents who begin drinking before they are 13 are more likely to drink as an adult and more likely to drink and drive. Poor drinking habits are learned early. Underage drinking refers to alcohol consumed by youth under 21 years of age. Underage drinking is illegal in California and youth under 21 cannot be served or sold liquor. Youth under 21 who are stopped for driving under the influence (DUI) with over a .01 BAC (blood alcohol concentration) level have their licenses revoked.

Yet alcohol is commonly used by adolescents and young adults. Alcohol is implicated in one third of youth traffic fatalities. A recent study stated that "Among high school students, males have a higher prevalence of driving after drinking and "rarely or never" using safety belts (and) more than half of males 18-25 (51.6%) report binge drinking (5 or more drinks on the same occasion), compared to a third of females (32.2%)." The National Highway Traffic and Safety Administration (NHTSA) reports that more than 75% of the people who died in crashes in which a young driver was drinking were 15-20 years old.

Our Emergency Medical Services providers are the professionals that are at the scene of these motor vehicle injuries and fatalities. Injury prevention is an integral component of Public Health. This includes prevention of injuries and fatalities due to underage drinking and driving. California has been proactive in passing legislation that deters drinking and driving. We now need an organized community effort by youth, parents, liquor store personnel, law enforcement professionals, public health professionals and other interested individuals to reduce underage drinking and driving by making alcohol less accessible and acceptable.

I hope that this report can begin to motivate the diverse members of our community to create the change that is needed. The Staam-O youth who participated in this project have led the way to begin to define solutions to underage drinking and driving and we, as parents and professionals, must support them.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael King". The signature is fluid and cursive, with a long horizontal line extending to the right.

Michael King—Director, Emergency Medical Services
Alameda County Public Health Department

Acknowledgements

EPIC Youth thank the following people and agencies for making this project happen:

We thank the schools and youth organizations in Oakland that allowed us to conduct these surveys: East Bay Asian Youth Coalition, Fremont High School, Met West High School, Oakland Technical High School, OBUGS, Skyline High School, Unity High, Youth Alive!, Youth Uprising.

This project could not have been possible without everybody working as a team. Big ups to Celana Ahtye for giving us a chance to make a difference in ourselves and in our community. We acknowledge the Public Health Department for providing us with the space and time in getting this report manifested. We are grateful to Sonia Jain, a community epidemiologist with Community Assessment, Planning and Education Unit of Alameda County Public Health Department for providing technical assistance, trainings and invaluable input throughout the youth-led process. This report was made possible under the vision and dedication of Joan Kiley, Director of Alcohol Policy Network. We thank her for her continued commitment and belief in the youth's development. We are grateful for Mona Mena with Emergency Medical Services for taking the time to write the grant, and her belief and vision in youth empowerment. We are thankful to the California State Office of Traffic Safety for funding this project. We greatly appreciate the support from Kara Andrade and Mariana Ivanko, Program and Outreach Coordinator in the beginning stages. We appreciate the support from Sherri Willis, Public Health Information Officer for providing input and trainings on how to present and interact with the media. And finally, we are thankful to Amy Woloszyn for helping us design the final product. We are thankful to all Youth Board of Directors (YBOD) for making this project possible by attending the meetings regularly after school, for designing and implementing the survey, and for sharing their experiences. Their time, enthusiasm and patience throughout the process was great. This could not have been possible without everybody stepping up and being committed to the process.

2005 EPIC Youth Board of Directors:

Albany High School: Gordon Yeung

Berkeley High School: Eric Reed*

Castlemont High School: Christina Albert*,
Diedre Miller*, Ashley Tatum

Eastmont High School: Darrell (Boogie) Smith,
LeVon Wortham*

Laney College: Nestor Adame

Emillio Zapata Street Academy: Jasmenda Brown*,
Toynessa (Necie) Kennedy, Simone Mack,
Charnetta Mayo, Contesa Turner*, Betty Venegas,
Trinnea Watson, Gene' Woody Maynard

Met West High School: Daryl Cheung, Winnie Cheung,
De'Shawna Riley*

Oakland High School: Emily (Emahlee) He*,
RayVon Jackson, Steven Lewis*

Oakland Technical High School: Oliver Albert,
Yaphet Santana

Piedmont High School: Caroline Hertel

Skyline High School: Jessica Arnold, Jessica (Jeska)
He, John Peng, Lily Peng, Christopher San Diego, Kelly
Wong, Julie Ye, Ebony Young*

* Interns were part of a core planning team.

Table of Contents

Executive Summary	6
Game Plan (Recommendations)	8
Fresh off the Block (Introduction).....	10
Allow Us to Introduce Ourselves	12
Brief Profile of Youth in Oakland	13
Survey Says (Results).....	14
Who are the Respondents?.....	14
Who is Drinking?	15
Drinking Patterns	16
Environmental Risks	19
Protective Factors.....	23
Drinking and Driving	24
Prevention	26
Taking it a Step at a Time (Methods).....	28
What You Can Do	31
Resources	32
Appendix	
Maps of alcohol-related hospitalization and deaths	33
Answers to Survey Questions	34
References.....	39
Poem by Steven D. Lewis.....	40

Introduction

Background

Underage drinking and driving is a major public health problem with serious consequences for young people and communities in Oakland. In this report, entitled *Oakland On the Rocks*, we summarize Oakland youth's attitudes, behaviors, and risks and protective factors related to alcohol use. Funded by the California State Office of Traffic Safety, EPIC youth in collaboration with Emergency Medical Services of Alameda County Public Health Department, surveyed 349 youth ages 14-20, from predominantly communities of color in Oakland. Young people's direct involvement throughout the process was a critical component of the project. The youth understood that their participation was about making the changes they want to see in their community.

It is our hope that the survey results and recommendations are used by youth, communities and policy makers in Oakland to increase awareness of the environmental risks and impact of underage drinking, and reduce rates of underage drinking and driving.

Vision

Imagine: An Oakland coliseum where families can enjoy sports without public drunkenness; communities without the blight of alcohol messaging on every corner; neighborhoods that no longer struggle with the disproportionate over concentration of liquor stores; a city where most youth have an alternative to riding in a car with a drunk driver. With certainty, our collaborative believes that we are on the path to this vision. We need everyone to make a change in how we approach alcohol problems.

Introduction to Survey Findings

How are young people in Oakland reacting to alcohol advertisements? Where do they get their alcohol? How much are they drinking? To answer these questions, we asked the young people themselves. The youth developed, organized, implemented and interpreted the survey (with the help of an epidemiologist and an adult ally), which was named STAANO— Surveying Teens About Alcohol 'n' Oakland. These findings challenge us to think about how we will make changes in our city.

Drinking Patterns

- About 1 in 4 Oakland youth has had a drink in the last 30 days.
- Boys drink more often than girls (22% vs. 13%).
- White and Hispanic youth have significantly higher rates of drinking than Black and Asian youth.
- Binge drinking is a major concern. The majority (42%) say that it takes 5 or more drinks to get drunk.
- On average, 22% of Oakland youth started drinking alcohol before the age of 11. More than 50% had their first drink by the time they were 13.

Access to alcohol

- Most youth in Oakland report getting their alcohol from a liquor store or supermarket (46%), friends or at party (33%), or parents/house (25%). Many report that relatives/siblings (20%) or older adults (18%) also play a major role in providing access to alcohol.

Reasons for drinking

- Most young people drink because of stress (59%), because it feels good (57%), or peer pressure (56%).
- Most say that being aware of the consequences (38%), accidents (38%) or the stories they have heard (33%) related to alcohol use would prevent them from drinking at all or too much.

Environmental influences

- More than 60% of youth on average have seen alcohol ads on TV or magazines and sporting events.
- Youth report most parents (62%) are not comfortable with their youth drinking anywhere.

Consequences of drinking

- An astonishing 41% have gone for a ride in a car with a drunk driver. A significantly higher proportion of youth who have had a drink in the last 30 days have ridden in a car with a drunk driver (58%), compared to 34% of non-drinkers.

RECOMMENDATIONS

Communities must take a shared responsibility for creating conditions that support positive choices about alcohol. Environmental prevention is a key step to urban health promotion. It aims to produce much larger effects by creating communities that promote healthy behaviors and attitudes, and reduce high-risk behaviors associated with alcohol use.

The youth at EPIC have put together these recommendations for local communities to take into consideration:

- Reduce young people's access to alcohol through their parents and other adults by developing an educational media campaign on underage drinking directed at adults.
- Reduce young people's access to alcohol through the retail environment by requiring strong enforcement of laws against selling alcohol to minors.
- Provide funding for grassroots youth organizations to take action on community alcohol problems. Support and expand youth programs that foster youth empowerment and education.
- Limit alcohol ads in the media, especially on radio stations that play popular music. Promote alcohol-free sponsorship at community events.
- Place store liquor ads away from the clear sight of children and youth. These ads should be at least 4 feet high, and out of windows and doors to improve visibility into and out of stores.
- Raise awareness among government and lawmakers that alcohol use is a serious problem. Make it a priority to educate adults and young people about the consequences of drinking.

CONCLUSIONS

Alcohol use among Oakland youth is a serious problem that requires creative environmental prevention interventions. Oakland youth are significantly influenced by media messages and over-concentration of alcohol outlets. There are major disparities by race, gender and age such that older boys are likely to drink more often and binge drink; and White and Hispanic youth drink more often than Black or Asian youth. The good news is that young people (87%) are aware of the consequences of drinking and driving and perceive it as dangerous. The difficulty is that underage drinking is still considered a rite of passage, a lesser evil than drugs and a social norm. *The mixed messages young people receive about drinking are prolific. TV, billboards, peers, sports events, movies and possibly even parental behavior all contribute to mixed signals.*

More environmental prevention efforts are necessary to challenge the media and alcohol industry's dominance over our youth's sensory environment. Strategies include limiting access to alcohol, and provide creative options for healthy youth development. More youth programs would benefit the city as a whole. It is our hope that this assessment will fuel dialogue and action that will lead to safer communities and further collaboration between *youth and adults.*

Game Plan (Recommendations)

Following are recommendations that were developed by EPIC youth, in collaboration with adults and community partners. The recommendations were driven by the data we collected and provide a general guide for local policy makers, program planners, youth groups and others to further develop and act upon.

WHAT WE'RE DOING ABOUT IT

YOUTH MOVING FORWARD

WHAT ARE EPIC YOUTH DOING ABOUT UNDERAGE DRINKING?

EPIC youth have made the commitment to educate and continue the dialogue with others on the disparities of alcohol problems in Oakland. We have dedicated our time and energy to do peer education workshops and continued support of legislation and policy to limit access of alcohol to Oakland and youth. We are also developing educational materials to give to liquor licensees within the city about our results of the survey and what has to happen to keep our community healthy and safe. In addition, EPIC youth over the past year have been proactively conducting peer-education workshops with youth in the Bay Area deconstructing the role of media, advertising and environmental influences on drinking through dialogue and interactive games. **The importance of supporting more youth programs is undeniable and crucial.**

WHAT WE THINK SHOULD BE DONE

EDUCATION FOR YOUTH

- Provide more youth programs that teach life skills, advocacy tools, empowerment and leadership skills, provide job training and jobs, and publicize these opportunities to youth.
- Require all Oakland youth to attend training in their schools on the consequences of (binge) drinking and driving.
- Develop training tools so that outreach workers can talk with youth about consequences of drinking and driving.

EDUCATION FOR ADULTS

- Teach parents how to talk to their children and youth about alcohol and binge drinking.
- Provide workshops to educate parents on fake I.D.'S and alcohol access to minors.
- Provide education to parents and adults to ensure that they know that it's illegal to give alcohol to minors and drinking and driving consequences. Look at ways to get this message to the public.
- Educate parents and adults about the importance of providing a role model for youth – adults should not drink and drive.

ENFORCEMENT

- Promote police involvement in youth activities that address prevention.
- Increase the enforcement of drunk driving laws by testing all adults who are stopped for other violations if there is suspected alcohol use.

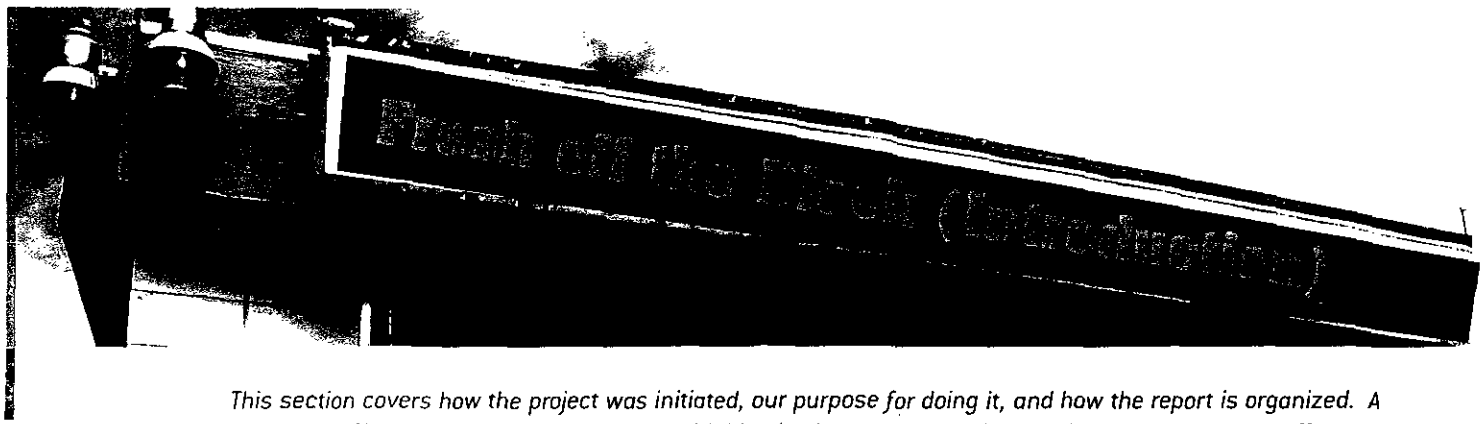
- Support and expand “Shoulder Tap” operations and minor decoy operations to discourage alcohol sales to minors.
- Institutionalize the use of “Community Prevention through Environmental Design” (CPTED) guidelines and strategies to reduce crime and nuisances around liquor stores.
See <http://www.nrps.com/community/cpted.asp> for guidelines.
- Advocate for law enforcement to verify that liquor licensees are checking I.D.'s for underage youth.

MEDIA

- Develop a media campaign that addresses the truth and consequences about underage drinking.
- Reduce the number of alcohol ads in the local community.
- Use billboards and advertisements to provide counter messages to the alcohol industry messages.
- Create more local youth-oriented public service announcements and educational videos and show them on TV and in schools about drinking and driving.
- Limit alcohol ads in the media and on local billboards, especially on the radio stations that play popular music targeted at youth.

POLICY AND ADVOCACY

- Ask local policy makers to advocate for statewide legislation to reduce and restrict alcohol products and ads that market to youth, and to earmark funding for local alcohol prevention.
- Promote activities to protect local laws and ordinances from state pre-emption.
- Advocate for alcohol-free sponsorship policies in community events.
- Promote a policy to require all conditional use permits include a mandate for Responsible Beverage Service for all employees, owners and managers of liquor licenses.
- Promote outdoor advertising restrictions in child sensitive areas such as playgrounds, schools, religious centers, residential areas.
- Support local ordinances that prohibit liquor advertising below 4 feet and in clear sight of children within stores.
- Recommend that the Board of Supervisor’s create an Underage Drinking Task Force coordinating with cities to develop countywide solutions and share resources.
- Encourage placing a moratorium on alcohol outlets to reduce availability and access to alcohol in communities of color.
- Provide funding for grassroots youth organizations to take action on community alcohol problems.
- Increase partnerships across agencies and community groups to assess and prevent underage drinking.
- Encourage medical providers to screen for alcohol use among young adults, and provide education and referrals to counseling services.
- Encourage medical clinicians to provide advice to both youth and parents on the underage drinking.



This section covers how the project was initiated, our purpose for doing it, and how the report is organized. A summary of how big of a problem underage drinking is also provided, as it helped drive our advocacy efforts.

WHAT THE REPORT COVERS

“Oakland On the Rocks” was prepared by EPIC youth with assistance from the Community Assessment Planning and Education Unit and Emergency Medical Services of the Alameda County Public Health Department. This report covers the status of underage drinking patterns and predictors in Oakland. Specifically, it covers the demographics of youth who are drinking; what they are drinking, how much (binge drinking), when, where, why; and how they get access to alcohol. Special effort was made to collect information on environmental predictors of alcohol use such as the role of parents, community and media in determining youth’s drinking habits. Also, we were interested in ascertaining driving patterns among youth. Finally, in sync with the youth-as-assets framework, we opted to collect some information on protective factors such as the role of mentors or after-school programs in reducing underage drinking. The report starts off with a brief profile of Oakland youth and gives the survey results. Recommendations were developed by youth in collaboration with the community partners and experts. In an attempt to enhance use and application of the data to action, current policies and resources available are also highlighted.

“I’ve got to do my part to change it.”

—Steven Lewis

THE PURPOSE OF OAKLAND ON THE ROCKS IS:

- To understand the current status of underage drinking in Oakland;
- To understand the risk and protective factors at the individual and environmental levels associated with drinking;
- To inform planning, policy making and prevention efforts at the local level;
- To increase community awareness and mobilization around underage drinking;
- To empower youth and build healthier communities.

WHAT IS OUR VISION OF OAKLAND

EPIC hopes youth in Oakland are free of drugs and alcohol and have a chance to grow into healthy and productive young adults. We hope that youth and community members understand the risks and consequences associated with drinking. In Oakland, we want to see more positive youth leaders, greater economic balance, cleaner environment, increased parent and community participation, and better education towards health issues relevant for youth. Overall, we envision safe and healthy neighborhoods, schools and families in Oakland that support healthy development and well-being of our children and youth.

WHY WE DID THE SURVEY

We recognize that underage drinking is a major public health problem that needs to be systematically addressed by individuals, communities and policy makers. We are EPIC, Environmental Prevention in Communities, an active group of youth in Alameda County that has stepped up and initiated the process of community mobilization through this project. This report is a result of direct youth input with the goal to create change and promote wellness. We took on this project in response to the need for greater accountability and a coordinated response by families, communities and systems. To have a major impact and ensure that it is not an acceptable social norm, we felt it necessary to conduct a youth survey (STAANO) and campaign (On the Rocks) against underage drinking and driving. Just saying 'don't drink' doesn't work. Adults need to realize that the environment directly shapes youth behavior. As a community, we need to start creating the change we wish to see, in partnership with youth.

We hope that the information provided is useful in promoting healthy habits among Oakland teens regarding alcohol use and related behaviors, in reducing disparities in underage drinking by race and socioeconomic status at the individual and neighborhood levels in Oakland, and in systematically promoting effective environmental changes throughout the community to prevent drinking among minors.

THE PROBLEM OF UNDERAGE DRINKING

In California alone, underage alcohol sales add up to \$1 billion¹. Despite the high personal and societal costs associated with underage drinking, however, local and national efforts lag behind.

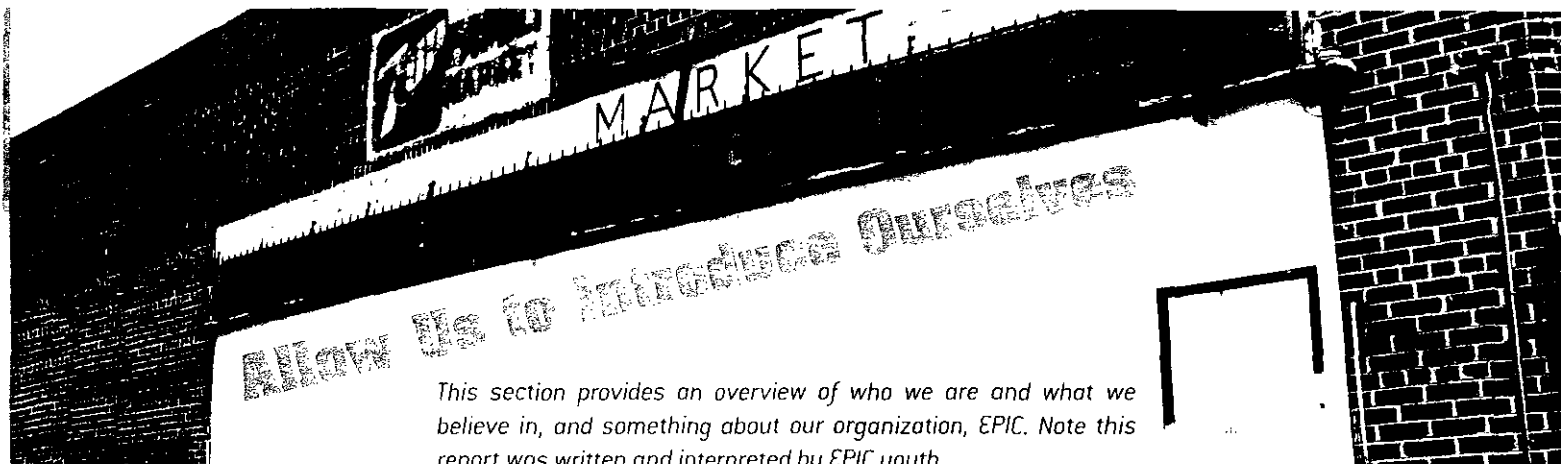
Alcohol use has been associated with risky sexual activity³, unintended pregnancy⁴, violent behavior^{5,7}, mental health problems⁵, lower academic scores, and lack of participation in school activities⁶. In Oakland, males ages 15-24 have the highest death rate from motor vehicle crashes². They also have the highest death rate from homicides and violent crime, which tends to be highly associated with alcohol use.^{2a}

Poor drinking habits are learned early, and the younger someone begins drinking; the more likely they are to drink heavily as an adult. Drinking patterns among young people tend to be much different than those of adults. Alcohol consumption during adolescence, a time of heightened risks and behaviors, may have different determinants, such as different social norms, stressors, or environmental factors that may contribute to drinking more often or in heavier amounts.

Low-income minority communities of color and youth tend to be disproportionately targeted by alcohol ads, media and a surplus of liquor stores and outlets. The industry has been exposing and making alcohol more appealing to Hispanic, Asian and Black youth, but also making it readily accessible within walking distance of their homes and schools. Therefore, having in-depth information on the views of these youth with regards to alcohol availability and abuse becomes critical to reducing underage drinking among minority youth.

“Holding young people solely responsible for underage drinking is like holding fish responsible for dying in a polluted stream”

—Laurie Leiber, The Marin Institute



Allow Us to Introduce Ourselves

This section provides an overview of who we are and what we believe in, and something about our organization, EPIC. Note this report was written and interpreted by EPIC youth.

EPIC strives to empower our peers to advocate for environmental prevention efforts and take actions to reduce the risks of alcohol and other drugs in our communities.

Why we get involved:

- We receive training and gain valuable skills in leadership, research, facilitation, team building research and other job skills.
- We work closely in a diverse community of committed, energetic youth.
- We love to bring out positive change in our communities and among peers and get paid for it.
- We strongly believe that youth voice and commitment makes a difference.

At EPIC, "we must be the change we wish to see in the world." - Mahatma Gandhi

Environmental prevention is an essential part of a comprehensive approach to the prevention of alcohol problems, and a proven strategy for helping youth and adults make healthy choices. To achieve this outcome, we promote responsible actions by government, communities and the alcohol industry.

Preventing alcohol problems through environmental change begins by looking at factors in the community that shape alcohol-related problems and influence individual decisions about drinking.

[www.marininstitute.org/alcohol_policy]

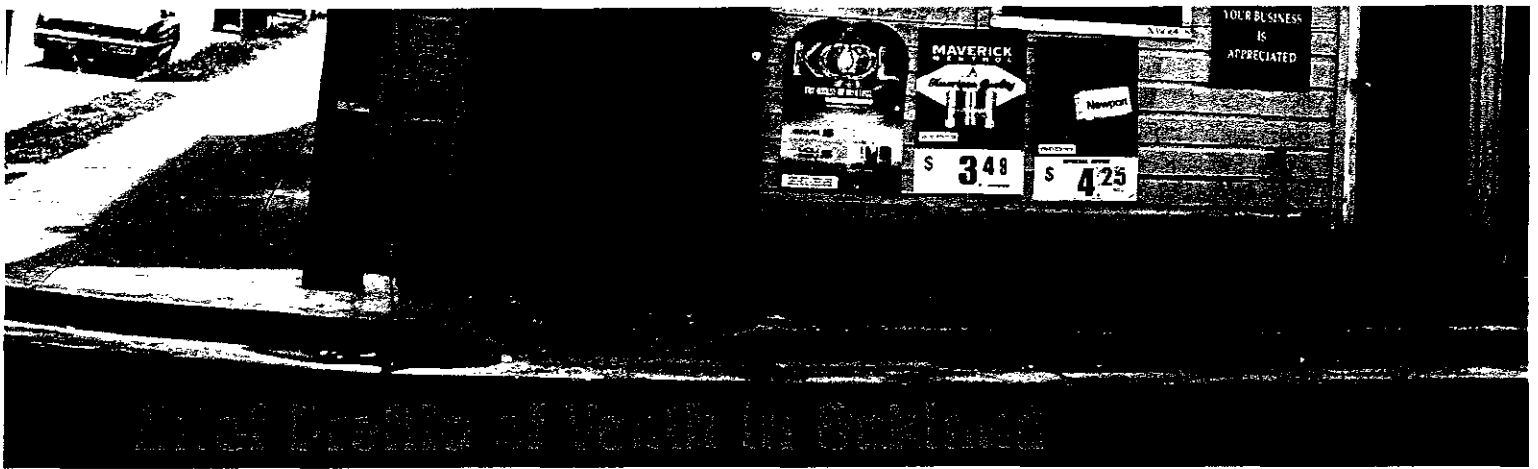
EPIC is a program to help youth take action, learn the fundamentals of community involvement and become leaders for the future. I see EPIC as a place for youth to gain valuable skills, learn about themselves and the power they have to affect other people.

—Danielle Setiawan, UC Berkeley Intern

WHAT WAS YOUR EXPERIENCE LIKE WITH EPIC?

"All I wanted from EPIC was a paycheck. But I obviously ended up taking a lot more than that. After 2 years with this program, I've met many interesting individuals all with great personalities and commitment."

—Emahlee He



This section provides an overview of the City of Oakland and the distribution of the youth population. This should help put the results of the survey in perspective of the overall Oakland population.

The City of Oakland, California is located within the County of Alameda with a population of 412,318 residents in 2005.⁹ Oakland has a wide range of diverse cultures and languages with residents of all racial/ethnic backgrounds and the extremes of rich and poor.

Adolescents are the fastest growing population. In 2000, 1 out of 8 persons in Oakland was a youth between the ages of 10 and 19. Moreover, the adolescent population has been on the rise, especially in the neighborhoods of greatest need. From year 2000 until 2005, adolescent population ages 12-17 grew by almost 10% from 112,000 to 121,300 in the county.²

Adolescent population in Oakland is very diverse. Oakland has a greater number of African American and Asian youth than found statewide or nationally. However, the proportion of White and Hispanic youth is much lower than found statewide. In 2005, there were approximately 35% African American residents, 22% Hispanic, 23% White and 15% Asian.

In terms of the socioeconomic status, a key predictor of health, **Oakland has a lower proportion of high school graduates and less educated persons than the county as a whole**². In 1999, 16.1% of Oakland households were living in poverty compared to 9.8% in the county. Almost 25% of youth ages 6-17 years were living below the federal poverty level, compared to the county rate of 21.5%. Many Oakland youth are faced with poverty, low-functioning schools, crime and health inequities, and a higher than average unemployment rate.

Problems and risks faced by Oakland youth are important to identify now, before addictive and risky behaviors become the norm. Adolescence offers an opportune time to intervene and establish healthy behavioral patterns. Clearly, adolescents also benefit tremendously from supportive environments at home, in school and in the community.





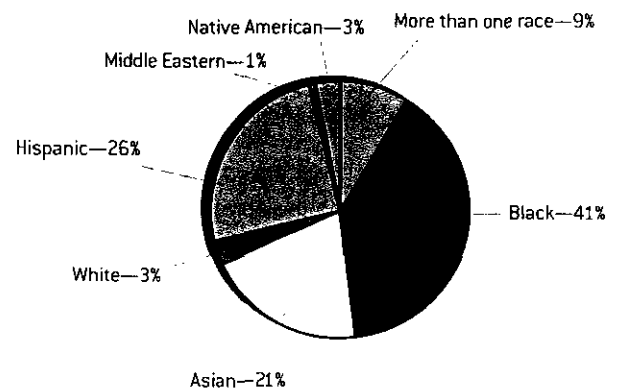
Survey Says... (Results)

This section covers major findings from the youth survey. For additional responses to the survey questions, please see the data table in the appendix on page 34.

WHO ARE THE SURVEY RESPONDENTS

- There were a total of 349 completed surveys. Of these, 60% were females (206) and 40% (137) were males. More than half were 15 and 16 year olds. About 15% were 14, 18% were 17 years old, 7% were 18, and 3% were 19 or older.
- The majority were Black (41%), 26% were Hispanic, 21% Asian, 9% more than one race, 2.6% Native American, and 3% White.
- More than 38% were 9th graders, 22% 10th graders, 19% 11th graders, 14% 12th graders and 6% were out of high school.
- More than 91% of the youth were residents of Oakland. Very few were from south Alameda County (such as Union City, San Leandro, Castro Valley, Hayward) or Berkeley.
- The majority live with their parents (88.5%). About 5.4% live with relatives other than parents, such as grandparents or older siblings. About 1% live with foster parents, 0.6% are in group homes, 0.6% or 2 youth are reportedly homeless, 2.2% live by themselves, and 2% have other arrangements such as campus dorms.

Race/Ethnicity of Respondents



“I am sick of seeing the ‘good’ sides of alcohol and don’t want my family members dying because of it. Alcohol is too accessible for people. I chose to become an advocate because I want to learn how to get alcohol out of my community and family.”

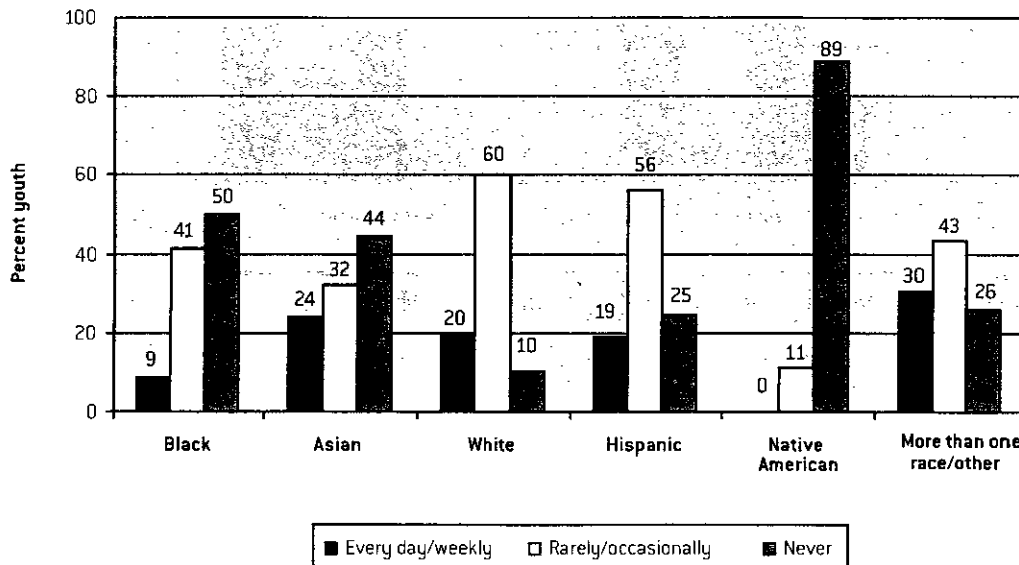
—Eric Reed

WHO IS DRINKING?

BY RACE/ETHNICITY

- White and Hispanic youth in Oakland report significantly higher rates of drinking than Black and Asian youth, similar to national trends. Almost 50% of Black youth and 44% of Asian youth report not drinking ever, compared to 25% of Hispanics, 10% of Whites.
- The frequency of drinking almost everyday or 2-3 times a week is more than twice as high among Whites and Hispanics (around 20%) compared to Blacks (9%).
- Although Asians have a high rate of non-drinkers (44%), they also have the highest rate of drinkers who drink on a weekly basis (24%) of all other racial/ethnic groups. The majority of Native American youth report never drinking (89%).
- Youth of multiracial backgrounds have the highest rate of drinking every day or more than once a week.

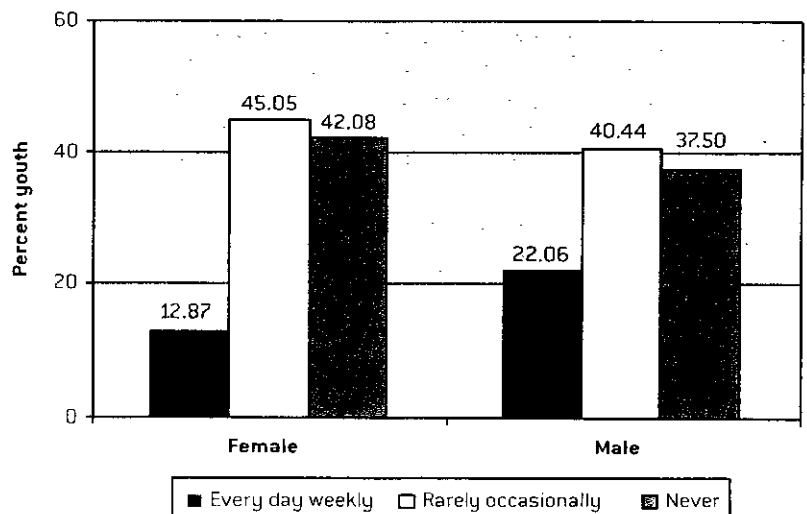
Frequency of Drinking by Race/Ethnicity of Youth



Frequency of Drinking by Gender

BY GENDER

- Adolescent males in Oakland (22%) drink more often, i.e. every day or at least once a week, compared to girls (13%).
- The majority of boys and girls report drinking rarely or only on special occasions. More girls report drinking rarely or only on special occasions compared to males (45% vs. 40%). A higher percent of females (42%) report never drinking compared to males (38%).

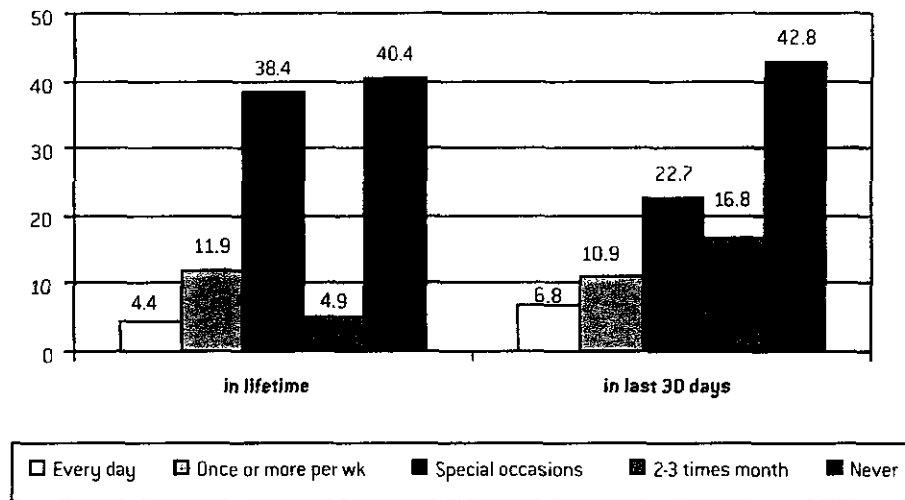


DRINKING PATTERNS

HOW OFTEN ARE OAKLAND YOUTH DRINKING?

- **About 1 out of 4 youth have had a drink in the last 30 days.** By far, the majority of youth [70%] have not had a drink in the last 30 days.
- Most youth reported drinking alcohol rarely or only on special occasions. In the last 30 days, 18% have had a drink almost every day or weekly, 39% rarely drank and 43% did not drink at all.
- More than 40% of youth report never using alcohol. And 43% drink alcohol only on special occasions or rarely.

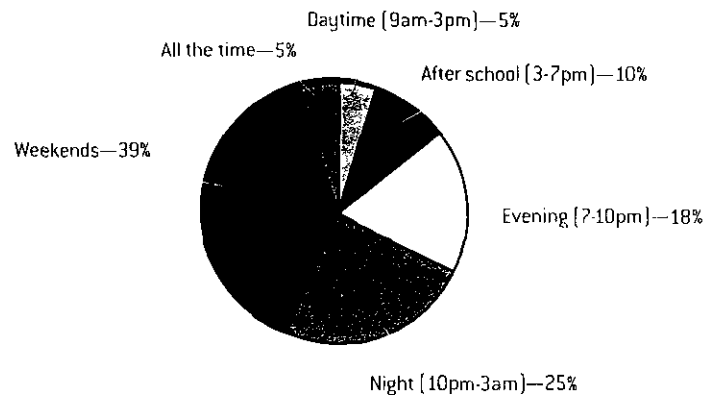
Frequency of Drinking Alcohol



WHEN AND WHERE ARE YOUTH DRINKING?

- Youth are drinking mostly at night between 10pm and 3am [25%] or on the weekends [39%], including Friday nights. Still approximately 28% report drinking either after-school [3-7] or during evening hours [7-10pm]. Surprisingly, about 5% drink during school time, and almost 5% report drinking all the time.
- The majority of youth are drinking at home [38%], at friends or relatives home [40%] or at parties or school events [34%].
- *Most youth plan to drink at more than one event: 48% report birthdays and holidays, 28% dances e.g. proms or homecoming and 28% report at graduation.*

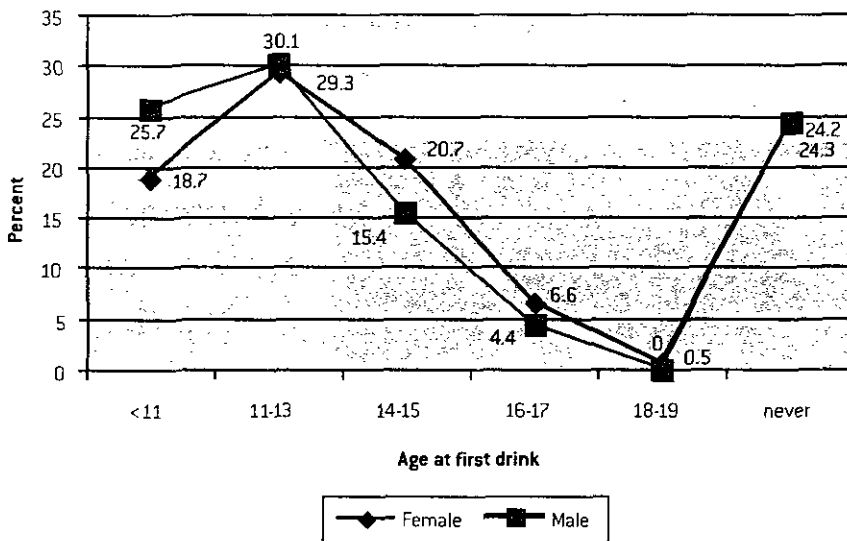
Time of Day Youth Drink



WHEN DO YOUTH START DRINKING?

- On average 22% of Oakland youth started drinking alcohol before the age of 11. **More than 50% had their first drink by the time they were 13.**
- **Girls start drinking a little later than boys.** 25.7% of the boys started drinking by age 11 compared to 18.7% of girls.

When do Oakland Teens Start Drinking?



WHAT ARE THEY DRINKING?

- Hard liquor (32%), wine coolers/wine/cocktails (26%), and beer (19%) are the most common alcohol consumed. The rest prefer malt liquor (8%) or jell-o-shots (7%).
- Most youth (43%) mix alcohol with non-alcoholic beverages, such as soda, orange or cranberry juices.
- About 22% conceal alcohol in non-alcoholic containers.

CALIFORNIA STATE LAW REGARDING YOUTH AND ALCOHOL

Possession of alcohol by youth

Current Law: 25662(a) BP (Business and Professions Code) states it is illegal for a minor (a person under 21) to possess alcoholic beverages.

Current Enforcement in Oakland: There are few resources in place to enforce the "minor in possession" law.

Consumption of alcohol by youth

Current Law: In a public place, there is no difference between "possession" and "consumption". The violation is still 25662(a) BP. If a minor consumes alcohol inside a licensed premises, there is also a 25658(d) violation of a minor consuming an alcoholic beverage.

Current Enforcement in Oakland: Youth consumption is addressed only on a complaint basis, and if resources are available.

Sales of alcohol to youth

Current Law: 25658(a) BP, states that both the "sales" and/or "service" to a minor is illegal. Therefore, the law applies to both on-sale and off-sale establishments. Even if someone else pays for the alcohol in an on-sale establishment, minors may not be served drinks.

Current Enforcement in Oakland: Presently, the Oakland Police Department's Alcohol Beverage Action Team conducts minor decoy operations on an average of twice per month.

Source:

<http://www.leginfo.ca.gov/calaw.html>
for the full text to each section.

**HOW MUCH ARE YOUTH DRINKING?
BINGE DRINKING—SIPPIN' AND TRIPPIN'**

Binge drinking is commonly defined as drinking alcohol solely for the purpose of intoxication. However, it is quite common for binge drinking to apply to a social situation, creating some overlap in social and binge drinking. Among teens, binge drinking is becoming more frequent and widespread.¹¹ It is a phenomenon that carries serious risks of disease, injury and death.

- **The majority (42%) say that it takes 5 or more drinks* to get drunk.** Twenty-two percent of drinkers report that one or two drinks are enough to get wasted, and 18% report 3 can be intoxicating and 17% report that 4 are enough. Thirty-six percent of the youth who responded that they do not drink were excluded.

Binge drinking is more common among boys than girls.

Note that the number of drinks it takes one to get drunk may be partly dependent on youth's weight. For example, if a youth is heavier and taller, it may take him more drinks to get drunk vs. a smaller girl who weights 90 lbs who might get drunk on 1 beer.



“The influences are all around and we need to stop or reduce the number of drinkers out there... they’re not just drinking anymore, they get drunk.”

—Kelly Wong

COLLEGE ALCOHOL STUDY FROM HARVARD UNIVERSITY REPORTS:

WHY BINGE DRINKING?¹¹

- Drinking To get Drunk
- Status Associated with Drinking
- Culture of Alcohol consumption
- Peer Pressure

WHAT HAPPENS AS A RESULT?¹¹

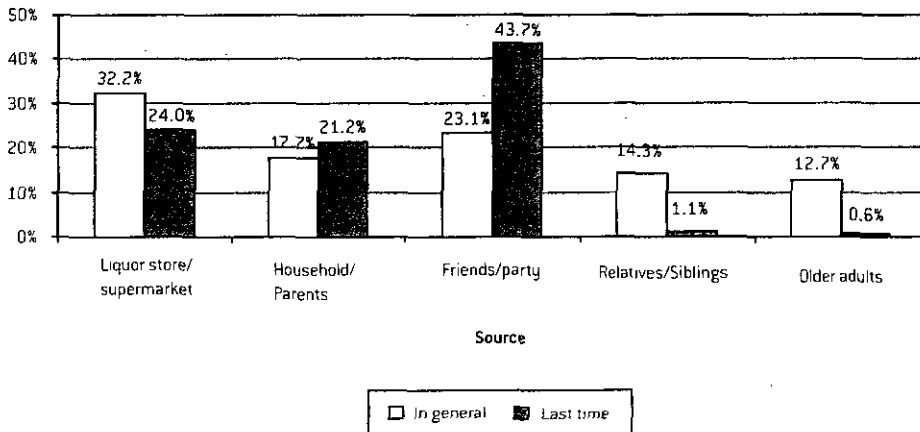
- Miss school
- Fall behind in school work
- Damage property
- Get hurt or injured, coma or death
- Engage in unplanned sexual activity
- Do not use protection when having sex
- Drive a car after drinking
- Get in trouble with the law

* One drink equals a glass, a shot or a can.

ENVIRONMENTAL RISKS ACCESS TO ALCOHOL

- In general, most youth in Oakland report getting their alcohol from a liquor store or supermarket (46%), friends or at a party (33%), or parents/ house (25%). Many report that relatives/siblings (20%) or older adults (18%) also play a major role in providing access to alcohol.
- **The last time most youth drank, significantly more got their alcohol from friends or at a party (45%), 25% got their alcohol from liquor store or supermarket, and 21% from house/parents.**
- About 22% have purchased alcohol themselves. The majority who have purchased alcohol are 15-17 year olds (53/66).
- Almost 1 out of 3 have asked an adult to buy them alcohol.
- Of the youth who drink (n=139), 37% have not been ID'ed, 31% have been ID'ed sometimes and only one quarter (25.5%) have been ID'ed when purchasing alcohol at a supermarket/ liquor store or bar/restaurant.

Where Do Oakland Youth Get Alcohol



CALIFORNIA STATE LAW REGARDING YOUTH AND ALCOHOL

Furnishing, providing alcohol to youth

Current Law: 25658(a)(e) BP states that the "furnishing" of alcohol to a minor is illegal.

Current Enforcement in Oakland: The Oakland Police Department is not engaging in "shoulder tap" decoy operations at the present time.

Use of false IDs by youth

Current Law: 25661 BP prohibits possession of a false and/or fake identification by a minor. A false ID usually refers to using "someone else's identification" while "fake" means a counterfeit or fictitious ID.

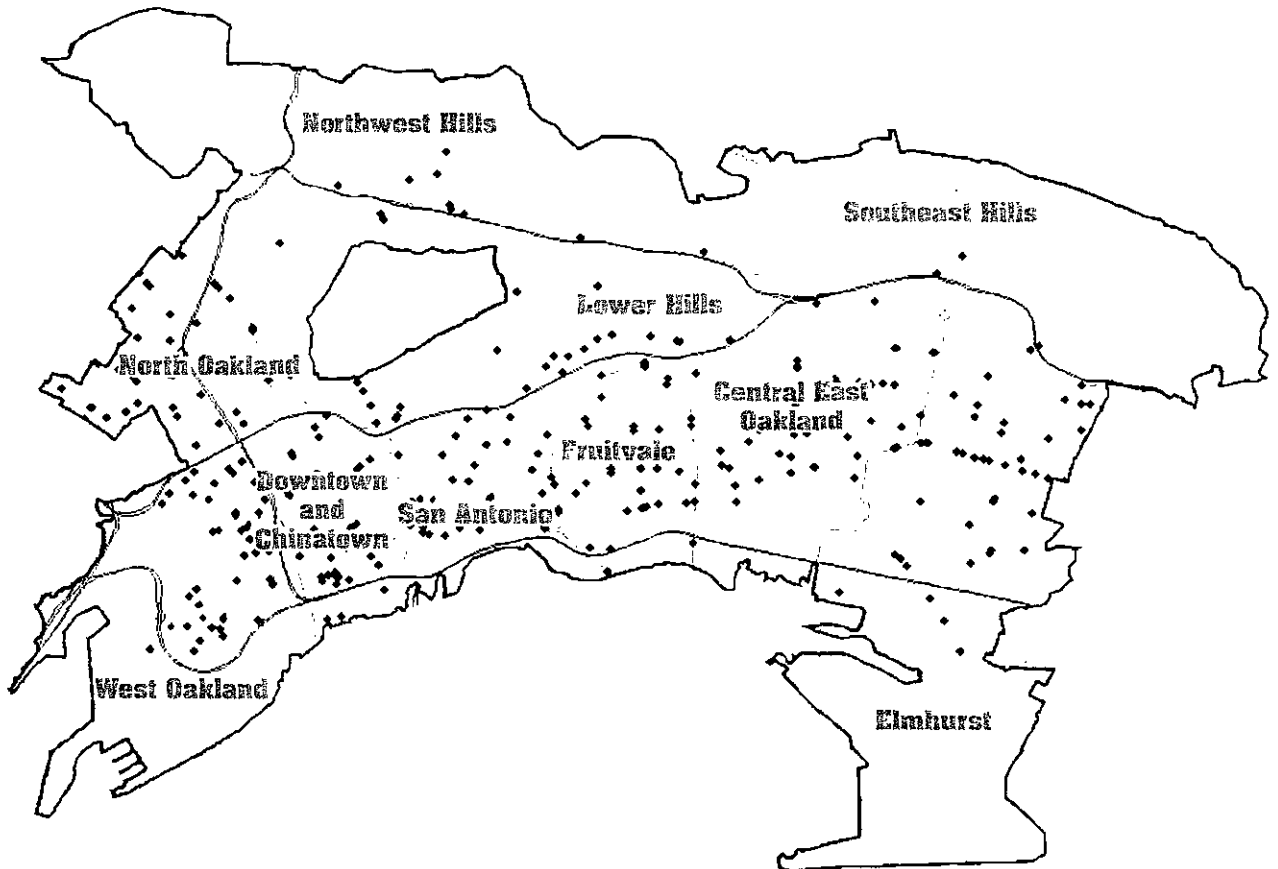
Current Enforcement Efforts in Oakland: There is almost no local enforcement of the false ID law in Oakland. The California State Department of Alcoholic Beverage Control (ABC) developed a tool called "Operation Trapdoor" about a decade ago, but it has only been used in the university communities of Chico and San Diego, and is rarely used anywhere at present.

Source:
<http://www.leginfo.ca.gov/calaw.html>
for the full text to each section.

EASY ACCESS TO ALCOHOL



MAP OF OAKLAND LIQUOR STORES



Oakland is over-saturated with alcohol outlets, increasing the risk of access and use of alcohol by minors.

“I joined EPIC because I wanted to be more involved and help improve the community. Around the Oakland community, there are a lot of kids and teens that are being lead in the wrong direction because of drugs and alcohol. The environment has a lot to do with all these issues. So in order to help improve or help the problems and issues, we must do something about the environment. Through this organization, I hope to target the teens in this environment.”

—Jessica He

MEDIA

Alcohol ads are prevalent in Oakland, disproportionately targeting youth.

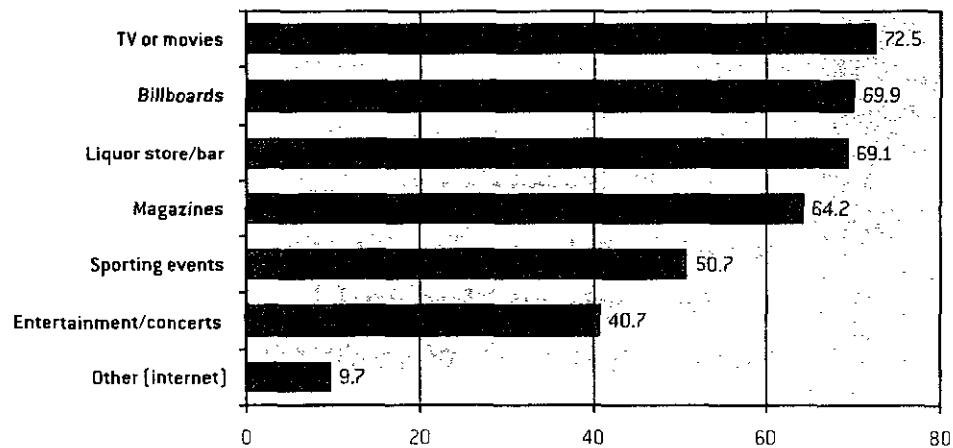
"Mass media are channels of communication through which messages flow, produced by a few for consumption by many people. As the messages go through the channels, they are distorted. When people receive mass-media messages, they have no opportunity for immediate feedback with the producers of the messages."
source: www.pbs.org/weta/myjourneyhome/teachers/glossary.html



A new study shows that alcohol ads contribute to underage drinking. The study published in the January 2006 edition of the journal "Archives of Pediatrics and Adolescent Medicine" shows that seeing alcohol ads increase the likelihood of young people drinking. Check it out on camy.org¹²

- Most youth in Oakland have seen alcohol ads in at least 3 to 4 types of places, such as billboard and TV and liquor store.
 - Of the 349 Oakland youth, most have seen alcohol ads commonly on TV or movies (62%), on billboards (59%), or liquor stores (58%), magazines (54%), or sporting events (44%).
- Only 13% have never seen alcohol ads. More than 65% see ads sometimes, often or all the time.
 - In the Bay Area, 106.1 and 94.9 play a lot of beer commercials aimed at young African American men.

Where Have Youth Seen Alcohol Advertised? n=349



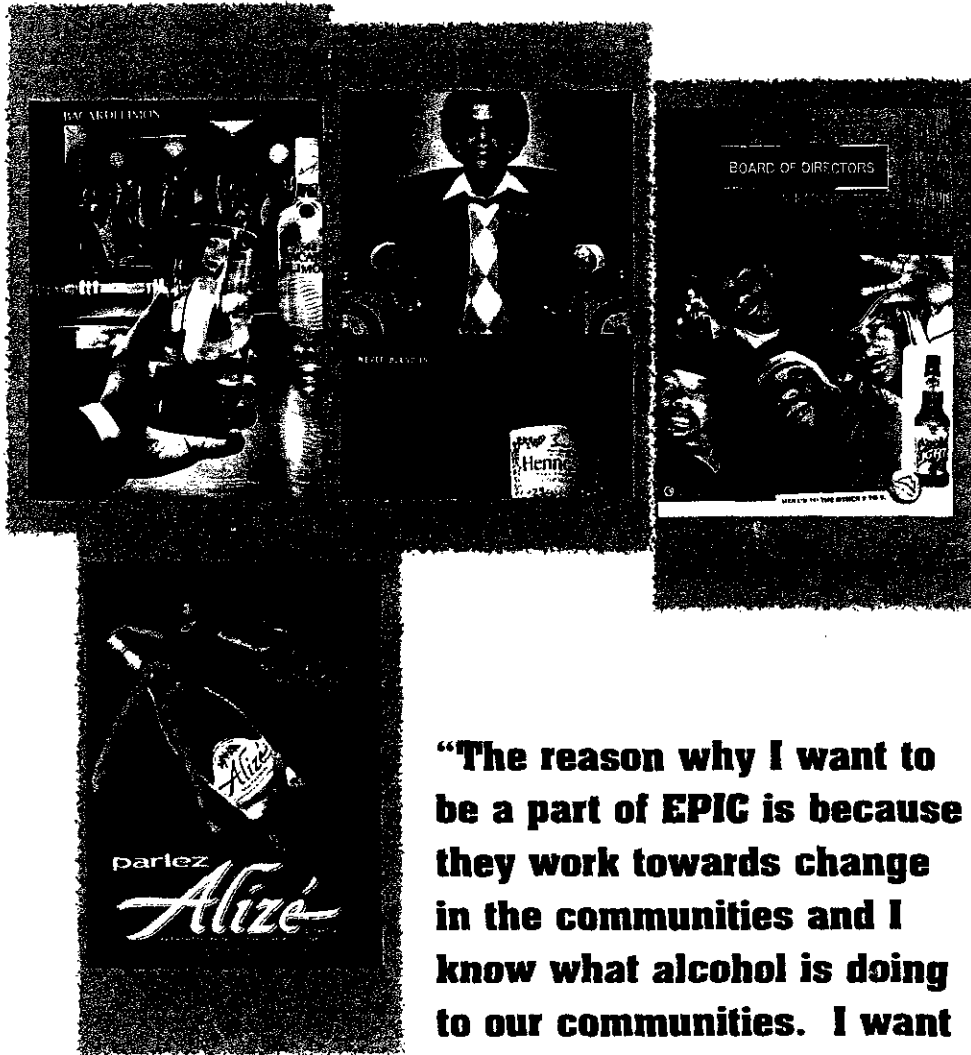
"EPIC made me realize what needed to be changed in our community and in the media. It's an understatement when I say I benefited from EPIC."

—Emahlee He

FAMILY

It is important to understand the role that family and community environment play in encouraging or preventing youth from drinking alcohol.

- Youth report the majority of parents (61.7%) are not comfortable with their teen drinking anywhere -- whether at home or with friends. Of the 207 youth who report that their parents do not approve, 110 have never drank alcohol and 71 only drink on special occasions or very rarely.



“The reason why I want to be a part of EPIC is because they work towards change in the communities and I know what alcohol is doing to our communities. I want to help the communities become a better place made of good people.”

—Darrell Smith

CALIFORNIA STATE LAW REGARDING YOUTH AND ALCOHOL

Marketing, advertising, promotion of alcohol to youth

Current Law: 25664 (a) BP (1) states that the use, in any advertisement of alcoholic beverages, of any subject matter, language, or slogan addressed to and intended to encourage minors to drink the alcoholic beverages, is prohibited.

(2) Signage or flyers advertising an establishment that serves alcoholic beverages to individuals under the age of 21 years are prohibited under paragraph (1) if one of the establishment's principal business activity is the selling of alcoholic beverages, and the advertisement expressly states that the jurisdiction in which the establishment is located has a legal drinking age of under 21 years or that individuals under the age of 21 years may patronize the establishment.

(3) Nothing in this section shall be deemed to restrict or prohibit any advertisement of alcoholic beverages to those persons of legal drinking age.

(b) The department may adopt rules as it determines to be necessary for the administration of this section.

Current Enforcement in Oakland: The actual state law as written is unenforceable because it requires proof of intent which is impossible to establish. Any attempts by public health advocates to change the law to a more enforceable standard have been so vigorously opposed by the alcohol, motion picture and broadcasting industries that the legislature has been unwilling to make changes. The City of Oakland has an outdoor advertising ordinance in effect which prohibits alcohol billboards in areas particularly frequented by youth, such as schools, parks, and recreation centers.

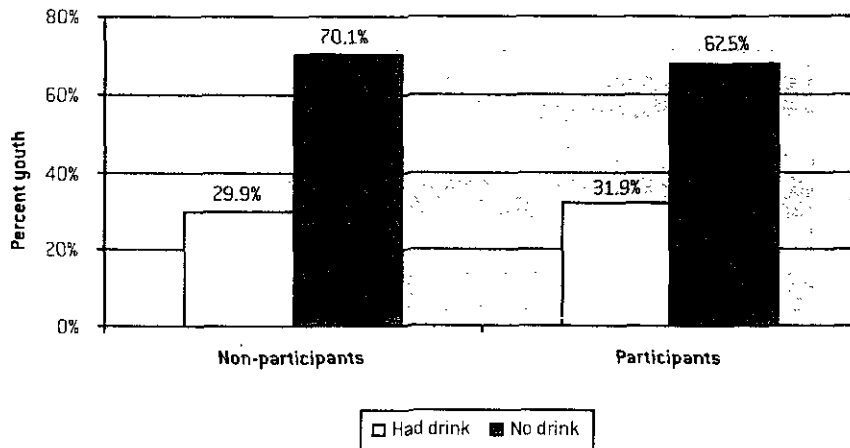
PROTECTIVE FACTORS

An alternative to identifying and preventing risk factors for alcohol use among youth is to identify and promote protective factors. Protective factors are any circumstances that promote healthy youth behaviors and decrease the chance that youth will engage in risky behaviors. Participation in after-school programs such as music, sports, community service or work and having a mentor have shown to reduce the chances of youth drinking.

DOES PARTICIPATION IN AFTER-SCHOOL PROGRAMS REDUCE DRINKING AMONG OAKLAND YOUTH?

- The majority of Oakland youth {82.5%} are involved in one or more after-school activities. About 30% participate in sports, 28% in some youth organization, 18% work and 15% are involved in another activity such as community service or doing an internship.
- **There was no significant difference in the rate of drinking in the last 30 days (about 30%) among youth who participate in structured after-school activity or not.**
- Youth who work for pay after school were more likely to drink alcohol {42%}, compared to ones who participate in any other activity (sports, youth organizations), which ranged around 30%.
- Non-participants had significantly lower rate of drinking everyday or on a weekly basis {8.5% vs. 17.8%} and even rarely/ special occasions {40% vs. 44%} compared to youth who participated in after-school programs.
- "The effect of protective factors may be different for boys and girls, as well as older vs. younger youth."

Drinking Status in Last 30 Days by Participation in After School Programs



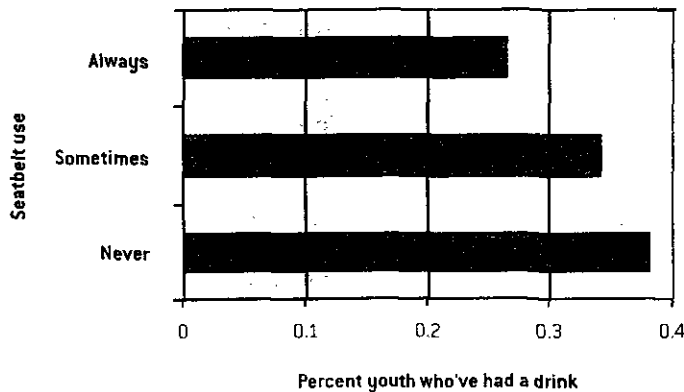
IS HAVING A MENTOR PROTECTIVE AGAINST DRINKING?

- The majority of Oakland youth {3/4} had a mentor or positive role model to talk about problems.
- The youth without a mentor vs. with a mentor had a higher frequency of drinking alcohol {23% vs. 13% drank often}. **It could therefore be inferred that having a mentor protects youth from drinking too often.**

DRINKING AND DRIVING

- About 13% of Oakland youth think that driving while intoxicated is NOT dangerous. The youth who perceive driving under the influence to be dangerous are less likely to drink (84% vs. 89%).
- Almost 1 out of 4 youth have been in a serious car accident involving drunk driving. **Youth who have had a drink in the last 30 days are twice as likely to have been in a car accident (28% vs. 15.6%), compared to the ones who have not had a drink.**
- An astonishing 41% have gone for a ride in a car with a drunk driver. A significantly higher proportion of youth who have had a drink in the last 30 days have ridden in a car with drunk driver (58%), compared to 34% of non-drinkers.
- The majority of youth say that they always wear a seatbelt (68%), 21.4% wear a seatbelt sometimes, and about 10.0% either never wear a seatbelt or only when their parents are around.
- Of the youth who have had a drink in the last 30 days, 8% did not wear seatbelts and 30% only wore them sometimes.
- **The youth who never wear seatbelts are the most likely to have had a drink in the last 30 days (38% vs. 26%).**

Drinking Status in last 30 days, by Seatbelt Use



- When a youth is too drunk to drive, the majority (92%) say that they will call someone to drive them home, while 8% say that they would not call anyone and would drive home themselves.
- Most youth (41.5%) will call a friend when they are too drunk to drive. One out of 4 youth are comfortable calling their parents (25%), a relative (25%), or brother/sister (27%).

Drinking and Driving

Ridden in a car with drunk driver

Yes	41.4% [137]
-----	-------------

Serious accident involving drunk driving

Yes	19.4% [63]
-----	------------

Wear Seatbelt

Always	68.3% [228]
--------	-------------

Sometimes	21.9% [73]
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With parents	3.6% [12]
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Never	6.3% [21]
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Perceive driving while intoxicated as dangerous

Yes	87.4% [285]
-----	-------------

CALIFORNIA STATE LAW

REGARDING YOUTH AND ALCOHOL

Driving under the influence by youth

Current Law: The California Vehicle Code does not provide a different violation for driver who is under 21 years of age who is driving while intoxicated. It is the same for a minor or an adult. 23152(a) VC [Vehicle Code] makes driving while under the influence illegal. 23251(b) VC establishes the blood alcohol level that is illegal, which is .08% or higher.

Current Enforcement in Oakland: Except for rare occasions when the Oakland Police Department must take action, regular enforcement of this law is left to the California Highway Patrol and the Alameda County Sheriff's Department.



THE COST OF YOUR FIRST DUI (DRINKING UNDER THE INFLUENCE)¹³:

California has a zero tolerance law. Statistics in the number of DUIs are related to the following enforcement.

- 1 year without a driver's license (under 21)
- 4 months without a license (21 and older)
- \$12,000 in fees and fines*
- 48 hours of jail time
- 3 years probation
- 7 years with 2 points on driving record
- Up to \$1,500 annual auto insurance increase
- 15 weeks DUI classes*
- 2 DUI impact sessions
- Lots of time at the DMV
- Worst of all: lifelong guilt if you hurt or kill another person.

*depending on judicial district

Source: California State Automobile Association

“As a teen, I see my friends drinking and driving and binge drinking a lot and whenever. Most of the crime going on by youth is when they’re under the influence... they wanna party and then drive and a lot of times it’s a stolen car.”

—LeVon Wortham

DRINKING & DRIVING: A DANGEROUS COMBINATION



Julie Ye

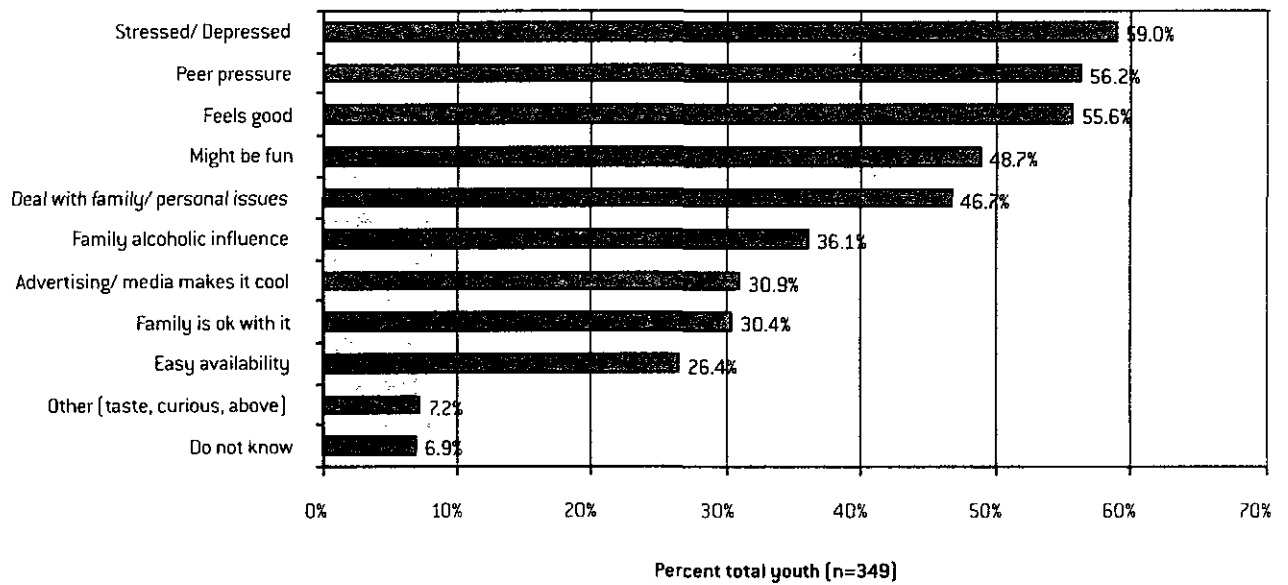
PREVENTION

About half of the youth think that drinking is a serious or very serious public health problem.

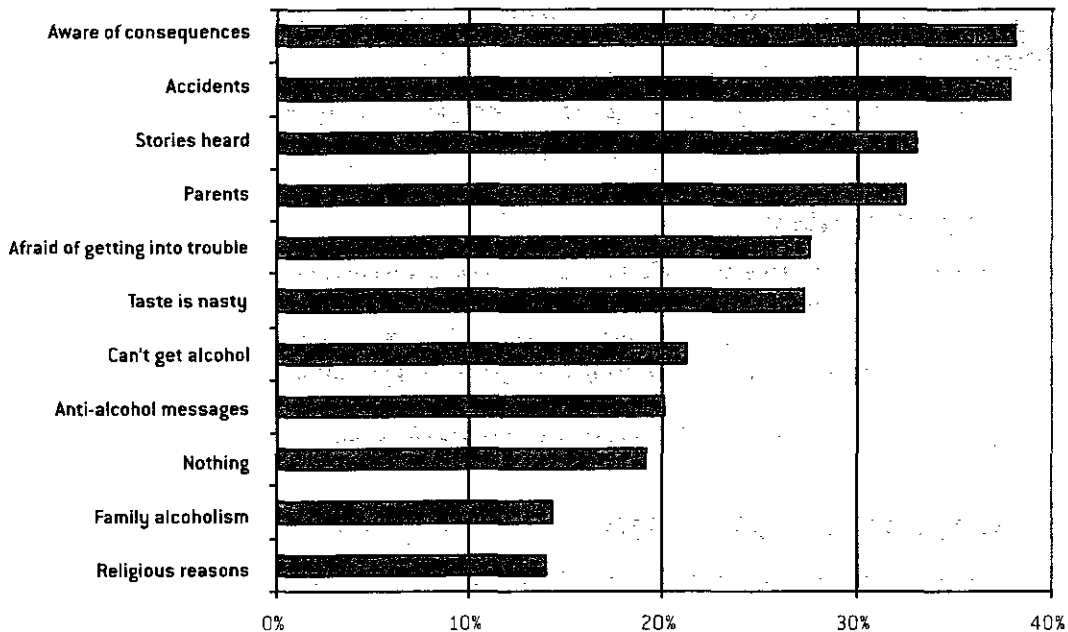
WHY ARE YOUTH DRINKING?

- The most common reasons Oakland youth report drinking is because of stress (59%), or because it feels good (55.6%) or peer pressure (56%).
- Many drink to deal with family or personal issues (46.7%) or simply because it might be fun (48.7%).

Why Young People Drink?



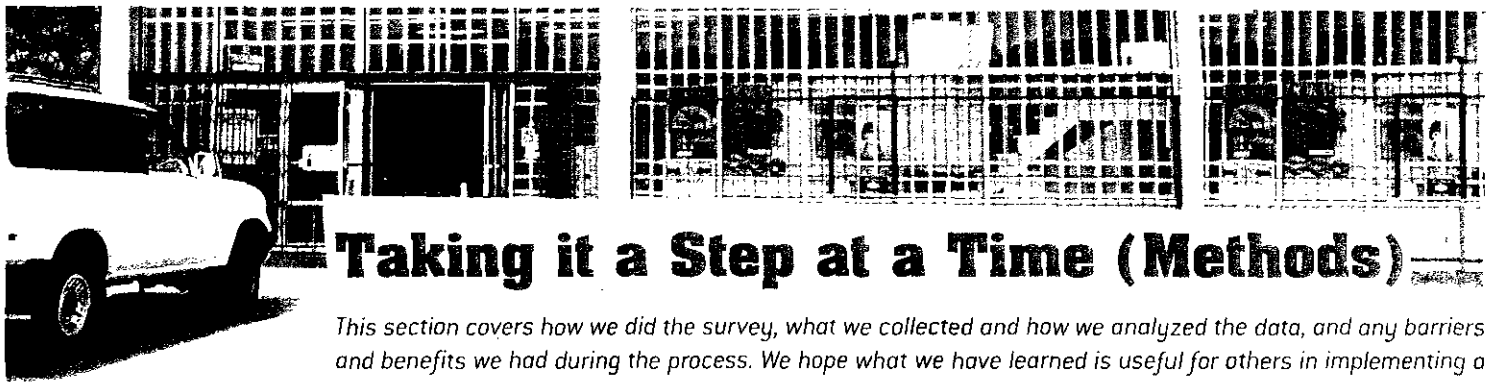
What Would Prevent You From Drinking?



- Almost all youth report that being aware of the consequences (38%), accidents associated with drinking (38%), or stories they have heard (33%) are the most powerful reasons that prevent them from drinking at times, or maybe drinking too much.
- At the individual-level, being afraid to get in trouble (27%), bad taste (27%), and religion (14%) are other reasons reported for prevention.
- At the family-level, family alcoholism (14.3%) and parents (32.5%) are cited as common reasons for preventing alcohol use among their youth.
- At the community-level, youth report anti-alcohol messages (20%) or access (21%) as restricting their alcohol use.

IS IT IN YOUR REFRIGERATOR?





Taking it a Step at a Time (Methods)

This section covers how we did the survey, what we collected and how we analyzed the data, and any barriers and benefits we had during the process. We hope what we have learned is useful for others in implementing a similar youth participatory action research process to enhance their assessments.

STUDY DESIGN

STAANO, Surveying Teens About Alcohol Use 'N Oakland, is a cross-sectional self-administered survey of a random sample of youth from Oakland high schools, street youth fairs, and at community-based organizations that work with youth in Oakland. The survey was designed and administered by EPIC youth. The participatory youth-led research took approximately 6 months to complete from December 2004 until June 2005, followed by data cleaning, analysis and report writing from July until December 2005. Now we are in the process of developing and giving presentations to diverse audiences from youth groups to community leaders and agency heads.

WHAT WE DID AND HOW?

Our sample was limited to high schoolers and young adults from 14-20 year olds, because youth start driving at 16 and alcohol use is most common among high schoolers (e.g. 60% have already had alcohol by 9th grade). Oakland high schools and alternative schools selected include: Oakland Technical High School, Skyline High School, Castlemont High School, Oakland High School, MetWest and Street Academy. We specifically did not sample students from middle schools although a nominal number of 8th graders are included.

The sample was selected based on convenience non-random sampling. The schools and classes that EPIC youth attended were most commonly sampled. Some youth fairs and CBOs (Community Based Organizations) were also included. A random sample of students or friends were asked to fill out the survey during lunch or after-school. All participation was voluntary. All EPIC youth were trained to introduce the survey, answer questions similarly, and not bias the responses in any way. The survey took approximately 15 minutes to complete. All surveys were kept anonymous and the confidentiality of each respondent was strictly maintained throughout the process.

HERE ARE THE STEPS WE FOLLOWED:

1. Define vision
2. Clarify the purpose of the survey
3. Brainstorm areas we want to survey
4. Develop survey questions
5. Pretest the questionnaire
6. Conduct the survey
7. Compile and clean the data
8. Analyze the results
9. Interpret and prepare the data report
10. Share the results with public, youth, and policy makers

The survey was developed based on items used in other similar instruments that have been tested elsewhere, e.g. Oregon Healthy Teens Survey, California Healthy Kids Survey. Once the questions were developed, the survey was piloted among 10-15 students and modified accordingly. The content was limited to a reasonable number of pages to ensure that complete data would be collected. The reading level was kept at 5th grade level and language was youth-friendly. EPIC youth played a critical role in determining and taking full ownership of what went into the survey, how to ask it, how to administer it, to whom and when, yet within the guidelines set by the youth coordinator and the epidemiologist. The survey was translated into Spanish as well for youth whose primary language was Spanish.

WORKING AS A TEAM

The young leaders took full ownership of the entire process. EPIC youth Board of Directors chose their target audience and made decisions regarding the desired products of the pilot project. The questions were generated by the youth to provide creative direction to the survey, which has yielded a more youth-friendly assessment tool. Their input was the foundation of design strategy. From the title and cover page, to the content and color choices, youth orchestrated and guided the entire process. With a collection of photographs, proactive youth captured portraits of their community and surrounding liquor stores to give a medium through which one could identify risk factors and the marks these institutions leave on the face of the community. The analysis of data has provided a synthesis of information that includes recommendations reinforced by personal experiences of the youth.

DATA CLEANING AND ANALYSES

Data was entered into surveymonkey.com by selected youth. Quality and accuracy of the data was assured through further cleaning - it involved imputing values for the missing responses, deleting duplicate entries, checking hard copy data against entered values for each case, re-entering some data, and consolidating some responses into general categories (such as race). The final dataset was then transferred into SPSS or SAS format for statistical analyses. All analysis was conducted using Software Package for Statistical Significance (SPSS) 13.0 for Windows.

All simple frequencies exclude non-drinkers. Sample size varied for each question depending on how many youth responded and if more than one response was selected. For some of the questions (see data table in appendix) where youth could select more than one response, the percentages do not add up 100%. The denominator used to calculate percentages in this case was 349.

DATA LIMITATIONS

There are several limitations to the data presented and should be interpreted with caution.

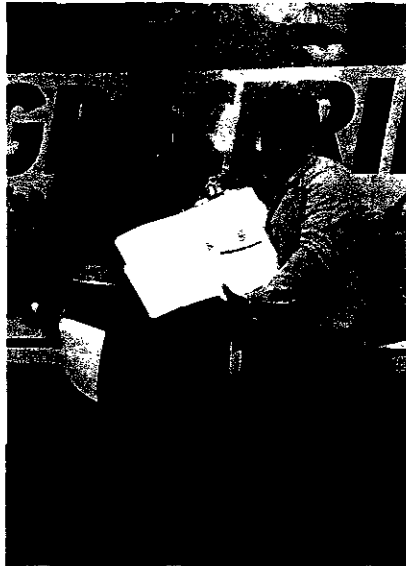
1. All the data analyzed is based on self-reports thus it is subject to recall bias as some youth, due to social desirability, may underreport drinking.
2. The sample, although diverse in terms of race and socio-economic status, may not be representative of all youth in Oakland, thus the results are not generalizable to all youth in Oakland and beyond.
3. Since responses to most questions were closed-ended and quantified based on research, the reliability of the data was enhanced but limited the choices youth could select. An open-ended 'other' response was added where applicable.
4. Other alcohol data at the national or county levels is not presented for comparison purposes, partly because it is not available.

THE REAL BARRIERS TO THE PROCESS

With such a critical subject, EPIC youth have become experts in alcohol problems affecting youth. This goes without showing all the work they have had to do to get to this point: the youth faced long hours, weekly meetings after school and of course the intensity of the subject matter and how it relates to their own lives.

Other barriers that youth have faced while working on this project include:

Having everyone on the same page at every meeting was a challenge because not all of the youth were able to make every meeting. A strategy we developed was to take time to "catch up" at each meeting.



Consensus decision making: Most of the survey and report was put together through a lot of debates on making basic decisions on issues that everyone had different opinions about.

Doing research on protected information: A lot of the youth wanted to find out specific facts about alcohol marketing like how much rap artist Chingy got paid to put alcohol in his music. It was frustrating not being able to get our hands on that information.

The final most challenging thing for youth in this project was maintaining a sense of balance in the design and text of the report. We were constantly battling with each other about what we wanted this report to truly highlight and the information it was to convey. Much of the struggle was between youth-specific content which youth wanted included and wordy subject matter that some adults felt needed to be in the report, but youth didn't necessarily think was important. In the end, through the debates and discussions on content, we were able to edit this report to be a balance of both useful information and youthful design.

“Working as a team the youth were able to take control of their own lives and health, create awareness in their community and inspire active participation from others

—Celana Ahtye, EPIC Program Coordinator

DEFINITIONS

Binge Drinking: having 4 or more drinks in one setting.

Minor Decoy Operation: a prevention tactic in which a law enforcement agency uses a person under twenty-one as a decoy for the purpose of purchasing alcoholic beverages from a licensed premises. If the sale is completed, the seller is cited on criminal and/or civil charges, and reported to the Department of Alcoholic Beverage Control.

Shoulder Tap Operations: a prevention tactic in which a law enforcement agency uses a person under twenty-one as a decoy for the purpose of asking an adult outside a licensed premise to enter the premises and purchase alcohol for him/her. If the sale is completed, the adult is cited for furnishing or providing alcohol to a minor.

State Preemption: the constitutional authority of the state government to forestall, dismantle, or render moot local government ordinances having to do with the regulation of alcohol licenses.

What You Can Do In Oakland

IF YOU SEE:

- Adults purchasing alcohol for a minor
- Youth drinking at school functions or on school premises
- Alcohol retail outlet density
- Window signage violation

Call: Alcohol Beverage Action Team (ABAT): (510) 777-8670

or Dept. of Alcoholic Beverage Control (ABC): (510) 622-4970

IF YOU SEE:

- Loitering or littering
- Underage drinking parties

Call: Oakland Police Department (510) 777-3333

IF YOU SEE:

- Youth in need of alcohol and other drug treatment

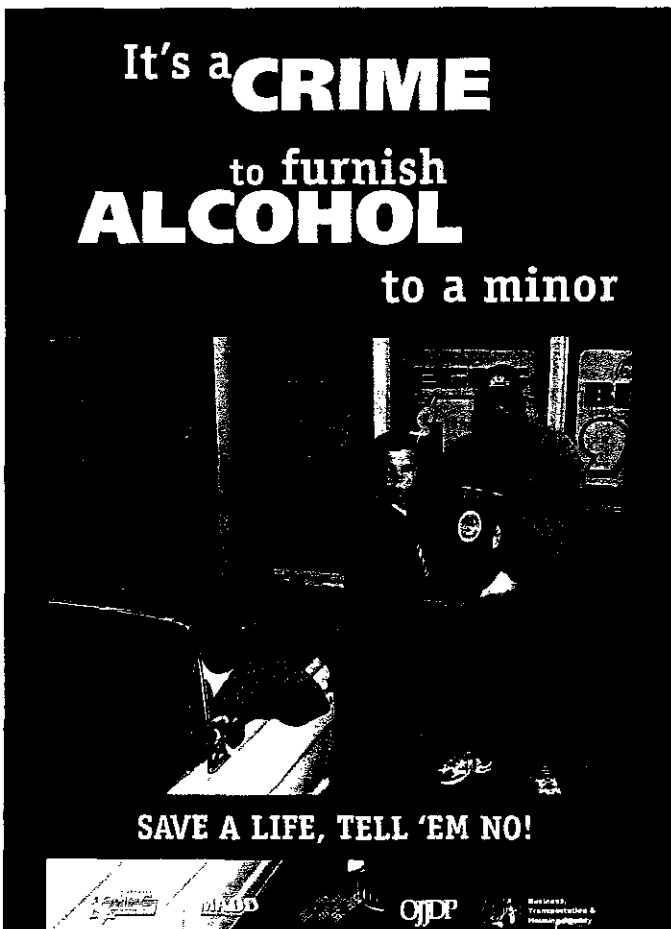
Call: Alcoholic's Anonymous (510) 839-8900

IF YOU SEE:

- Any Alcohol Related problem in Unincorporated Areas of Alameda County

Call: Sheriff's Department: (510) 667-7721

You can also keep a log of the problems you encounter. Make sure you write down the time, date, location, the activity or the problem, and who you called, the report/incident number as well as the results of your efforts. Sample blank log sheets are available at www.oaklandcityattorney.org



“These types of things are happening on a daily basis in our communities. We need people to come together to effect change. This group is the start of a movement towards less alcohol problems in the community.”

—Eric Reed

Resources for Parents and Youth

WEBSITES WITH INFORMATION ON TEEN DRINKING:

www.thecoolspot.gov—the young teens' place for information on alcohol and resisting peer pressure; for middle school students.

www.alcoholfreechildren.org—Leadership to Keep Children Alcohol Free; for parents.

www.collegedrinkingprevention.gov—College Drinking Changing the Culture.

www.niaaa.nih.gov—National Institute on Alcohol Abuse and Alcoholism; click on "Pamphlets, Brochures, & Posters" then on "Make a Difference: Talk to Your Child About Alcohol".

www.bu.edu/dbin/sph/research_centers/niaaa.php—Youth Alcohol Prevention Center at Boston University's School of Public Health.

www.brad21.org—Be Responsible About Drinking Inc., a site in memory of Bradley McCue, a Michigan State University junior who died of alcohol poisoning after celebrating his 21st birthday.

RESOURCES FOR PARENTS AND POLICY MAKERS:

<http://www.iaaonline.org/>—The International Institute for Alcohol Awareness is committed to preventing the devastating consequences associated with alcohol abuse and underage drinking.

<http://camy.org/>—The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth.

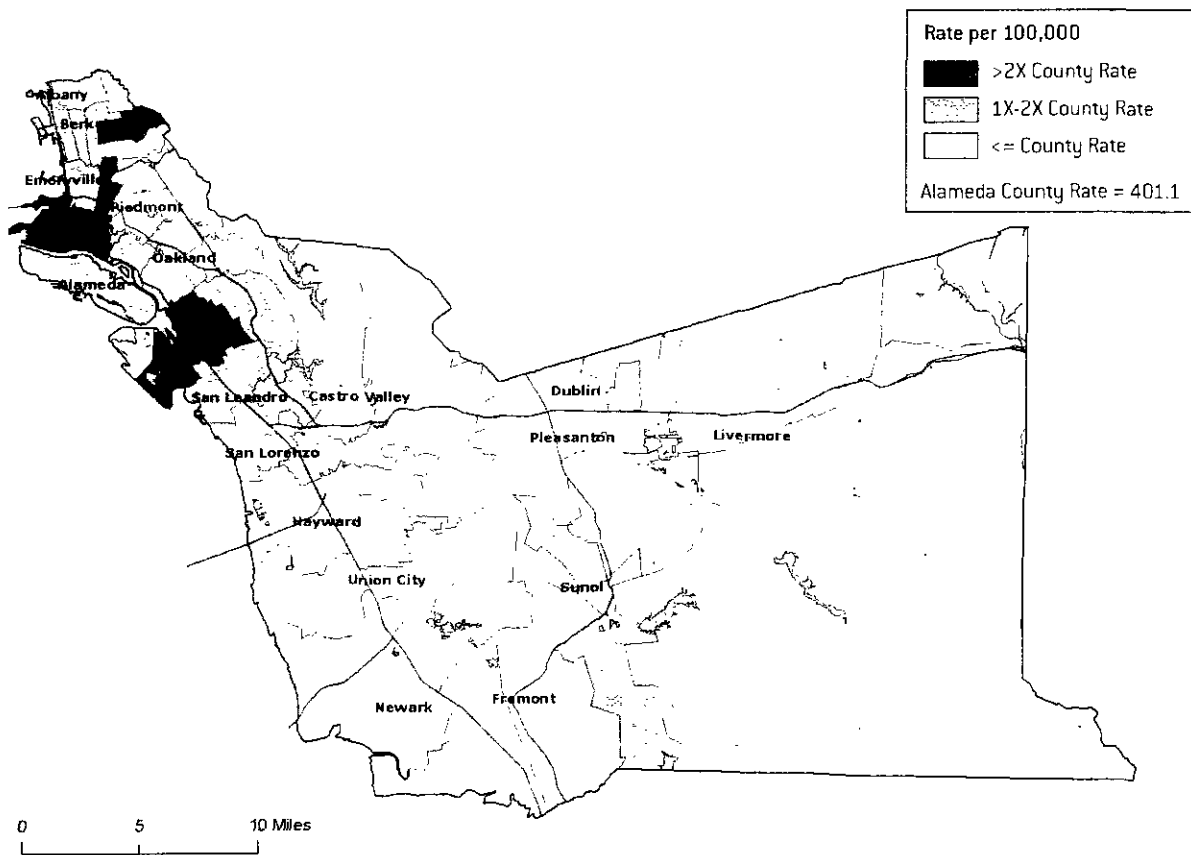
<http://www.cspinet.org/booze/pdbooze.htm>—A major project of the Center for Science in the Public Interest (CSPI) is its **Alcohol Policies Project** which helps focus public and policy maker attention on high-leverage policy reforms to reduce the devastating health and social consequences of drinking, particularly underage drinking.

<http://www.madd.org/>—MADD's current major focus is on underage drinking.

<http://www.marininstitute.org/>—The Marin Institute is an alcohol industry watchdog and a resource for solutions to community alcohol problems.

ALCOHOL-RELATED HOSPITALIZATIONS

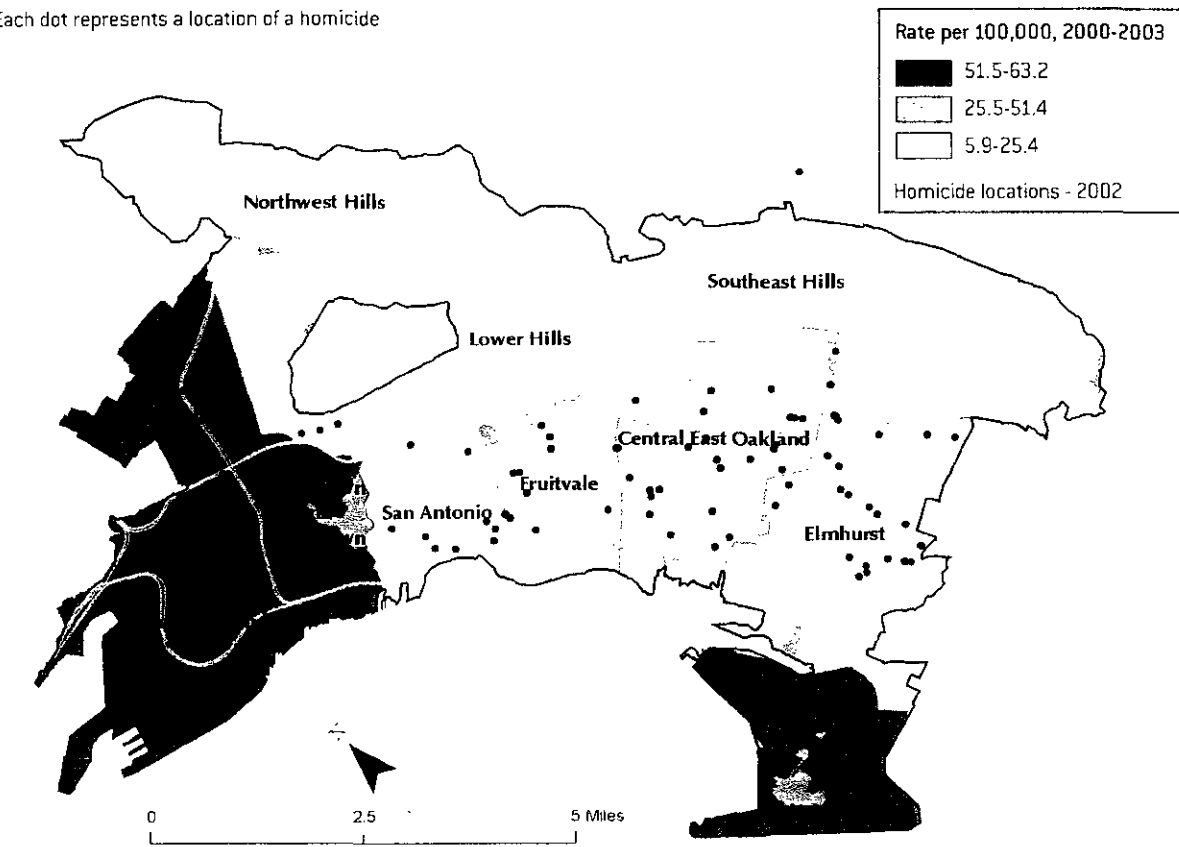
Alameda County, 2001-2003



ALCOHOL-RELATED DEATH RATES AND HOMICIDES

Oakland, 2000-2003

Each dot represents a location of a homicide



East and West Oakland have had the highest rates of alcohol related deaths and hospitalizations.

Top Source: ACPHD-CAPE; data from OSHPD

Bottom Source: CAPE; data from vital statistics files, coroner's reports and OPD.

ANSWERS TO SURVEY QUESTIONS (N=349)

Question	Response	# Responses	% of Responses
DEMOGRAPHICS			
1. Age	1. 14 years	59	16.9%
	2. 15	107	30.6%
	3. 16	82	23.5%
	4. 17	60	17.2%
	5. 18	30	8.6%
	6. 19	6	1.7%
	7. 20-21	5	1.4%
2. Sex	1. Female	206	60.0%
	2. Male	137	40.0%
3. How do you identify yourself n=347	1. African descent	142	40.9%
	2. Asian descent	71	20.5%
	3. Caribbean descent	0	0.0%
	4. European descent	8	2.3%
	5. Latino (a)	92	26.5%
	6. Middle Eastern descent	2	0.6%
	7. Native American	9	2.6%
	8. Pacific Islander	0	0.0%
	9. Other	23	6.6%
4. Current year in school? n=349	1. 9th grade	134	38.4%
	2. 10th grade	77	22.1%
	3. 11th grade	67	19.2%
	4. 12th grade	50	14.3%
	5. Out of high school	21	6.0%
GENERAL ALCOHOL CONSUMPTION			
5. How old were you first had an alcoholic drink? n=345	1. Younger than 11	74	21.2%
	2. 11-13	103	29.5%
	3. 14-15	63	18.1%
	4. 16-17	20	5.7%
	5. 18-19	2	0.6%
	6. 20-21	0	0.0%
	7. Never had a drink before	83	23.8%
6. How often do you or your friends drink alcohol? n=344	1. Everyday	15	4.4%
	2. Once a week	19	5.5%
	3. More than once a week	22	6.4%
	4. Only on special occasions	132	38.4%
	5. Never	139	40.4%
	6. Less often (once a week)	17	4.9%
7. Have you had a drink of any alcoholic beverage in the past 30 days?	1. Yes	98	28.3%
	2. No	247	71.4%
8. How often have you or your friends' drunk alcohol in the past 30 days? n=339	1. Once a week	20	5.9%
	2. 2-5 times a week	17	5.0%
	3. Everyday	23	6.8%
	4. On Special Occasions	77	22.7%

Question	Response	# Responses	% of Responses
	5. 2-3 times a month	57	16.8%
	6. Never	145	42.8%
9. What kind of alcohol do you or your friends like to drink? n=431, more than one response per respondent			
	1. Malt liquor	33	7.7%
	2. Beer	83	19.3%
	3. Wine	42	9.7%
	4. Hard liquor	140	32.5%
	5. Wine coolers/ cocktails	69	16.0%
	6. Jell-o-shots	31	7.2%
	7. Never had a drink before	33	7.7%
10. How many drinks does it take for you to get drunk? n=321			
	1. 1	23	7.2%
	2. 2	23	7.2%
	3. 3	38	11.8%
	4. 4	35	10.9%
	5. 5 or more	87	27.1%
	6. Never had alcohol before	115	35.8%
11. What time of the day do you or friends drink alcohol? n=396 percentages exclude never			
	1. School (9am-3pm)	19	5.2%
	2. After school (3pm-7pm)	38	10.4%
	3. Evening (7pm-10pm)	63	17.3%
	4. Night (10pm-3am)	88	24.2%
	5. Weekends (includes Friday night)	138	37.9%
	6. All the time	18	4.9%
	7. Never drank before	32	8.1%
12. Do you or your friends mix alcohol with non-alcoholic beverages?			
	1. Yes	143	43.0%
	2. No	189	57.0%
13. Where do you or your friends drink alcohol?			
	1. At home	133	38.1%
	2. Friends or relative's home	141	40.4%
	3. Park	49	14.0%
	4. On the Street/Corner	43	12.3%
	5. School	39	11.2%
	6. Parks/recreational centers	26	7.4%
	7. At Parties/school events	118	33.8%
	8. Car/Parking lots	32	9.2%
	9. Clubs/ entertainment spots	35	10.0%
	10. Never drank before	30	8.6%
	11. Other	49	14.0%
14. Do you or your friends plan to drink alcohol at certain events? n=431, excludes never			
	1. Graduation	99	21.0%
	2. At school	22	4.7%
	3. Dances	97	20.6%
	4. Concerts	40	8.5%
	5. Birthdays, holidays	160	33.9%
	6. Anytime	54	11.4%
	7. Never drank before	25	
15. Do you put alcoholic drinks in non-alcoholic containers/ bottles to conceal it?			
	1. Yes	76	21.8%
	2. No	243	69.6%

Question	Response	# Responses	% of Responses
16. Have you or a friend had any of the following in the last 30 days? n=403			
	1. Cigarettes	54	13.3%
	2. Marijuana	95	23.6%
	3. Ecstasy	18	4.5%
	4. Other drugs (Cocaine, speed)	16	4.0%
	5. None of the above	220	54.5%

ACCESS

17. Where do you or your friends often get your alcohol? Circle all that apply; n=349			
	a. Liquor store	132	37.8%
	b. Supermarket	28	8.0%
	c. Household/parents	88	25.2%
	d. Friends	115	33.0%
	e. Relatives/brother/sister	71	20.3%
	f. Older adults	63	18.1%
	h. I do not drink	25	7.2%
18. Have you purchased alcohol? n=307			
	1. Yes	66	21.5%
	2. No	241	78.5%
19. Do the stores usually ask you for I.D.? n=139			
	1. Yes	38	27.3%
	2. No	55	39.6%
	3. Sometimes	46	33.1%
20. How difficult is it for you to purchase alcohol?			
	1. Not applicable	30	23.1%
	2. Easy	31	23.8%
	3. Very easy	15	11.5%
	4. Sometimes difficult	37	28.5%
	5. Difficult	17	13.1%
21. How often do you or your friends purchase alcohol? n=308			
	1. Daily	11	3.6%
	2. Weekly	21	6.8%
	3. Monthly	8	2.6%
	4. Special occasions	57	18.5%
	5. Weekends	11	3.6%
	6. Week days	2	1.0%
	7. When I plan to drink	48	15.6%
	8. Never	150	48.7%
22. The last time you or your friends drank alcohol, where did you get it? n=349			
	1. Friends	72	20.6%
	2. Party	86	24.6%
	3. House	48	13.8%
	4. Parents	25	7.2%
	5. Liquor stores	76	21.8%
	6. Bar/ restaurant	9	2.6%
	7. Supermarket	11	3.2%
	8. Other	35	10.0%
23. Have you or your friends ever had/ paid an adult to purchase alcohol for you? n=314			
	1. Yes	90	28.7%
	2. No	224	71.3%

Question	Response	# Responses	% of Responses
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MEDIA

24. Where do you see alcohol being advertised? Circle all that apply. n=349

1. Billboards	206	59.0%
2. Entertainment concerts	121	34.7%
3. Sporting events	153	43.8%
4. Liquor Store/Bar/ Restaurant fronts	202	57.9%
5. T.V. or Movies	216	61.9%
6. Magazines	189	54.2%
7. Other	31	8.9%

26. How often do you see alcohol advertisements on your way to/from school? n=349

1. Never	42	13.0%
2. Rarely	81	24.0%
3. Sometimes	99	29.0%
4. Often	57	17.0%
5. All the time	57	17.0%

FAMILY AND COMMUNITY ROLES

27. What surroundings are your parents most comfortable with you drinking? n=333

1. At home with parents	73	21.9%
2. At party	19	5.7%
3. At friends house	16	4.8%
4. With other adults	16	4.8%
5. All of the above— they don't care	6	1.8%
6. None of the above	209	62.8%

28. Who would you call if you were too drunk to drive? n=349

1. Parents	89	25.5%
2. Friends	145	41.8%
3. Relative	88	25.2%
4. Brother/ Sister	95	27.2%
5. Would not call, would drive home	28	8.0%

29. Why do you think young people drink? Circle all that apply n=349

1. Peer pressure	196	56.2%
2. Family is ok with it	106	30.4%
3. Feels good	194	55.6%
4. Stressed	206	59.0%
5. Deal with family or personal issues	163	46.7%
6. Advertising/ media make it look cool	108	30.9%
7. Family alcoholic influence	126	36.1%
8. Might be fun	170	48.7%
9. Easy availability	92	26.4%
10. I do not know exactly why	24	6.9%
11. Other _____	25	7.2%

30. What prevents you from drinking? Circle all that apply n=349

1. Accidents	132	37.8%
2. Stories you've heard	115	33.0%
3. Can't get alcohol	74	21.2%
4. Anti-alcohol messages	70	20.1%
5. Aware of the consequences	133	38.1%

Question	Response	# Responses	% of Responses
	6. Afraid to get in trouble	96	27.5%
	7. Taste is nasty	95	27.2%
	8. Family alcoholism	50	14.3%
	9. Religious reasons	49	14.0%
	10. Parents	113	32.4%
	11. Nothing prevents me from drinking	67	19.2%
31. Are you involved with any after-school programs?			
	1. Sports	106	30.4%
	2. Work	64	18.3%
	3. Youth organizations	98	28.1%
	4. No, I am not involved with any after school activities	79	22.6%
	5. Other	61	17.5%
32. Do you have a mentor and/or positive role model to talk about problems in life? n=332			
	1. Yes	241	69.1%
	2. No	91	26.1%
33. How often do you wear your seatbelt? N=334			
	1. Never	21	6.3%
	2. When my parents are around	12	3.6%
	3. Sometimes	73	21.9%
	4. Always	228	68.2%
34. Have you ever gone for a ride in a car with a drunk driver? n=331			
	1. Yes	137	41.4%
	2. No	194	58.6%
35. Do you think driving while intoxicated is dangerous? n=326			
	1. Yes	285	87.4%
	2. No	41	12.6%
36. Have you or your friends ever been in a serious accident involving drunk driving? n=324			
	1. Yes	63	19.4%
	2. No	261	80.6%
37. Do you think drinking is a serious community problem? n=349			
	1. Not at all	38	11.0%
	2. Somewhat	126	36.0%
	3. Serious	87	25.0%
	4. Very serious	98	28.0%
41. Who do you live with? n=312			
	1. Parents	276	88.5%
	2. Foster parents	3	1.0%
	3. Relatives (not parents)	17	5.4%
	4. Group home	2	0.6%
	5. Homeless	2	0.6%
	6. By myself	7	2.2%
	7. Other	6	2.0%

There were some open-ended questions asked as well, e.g. Name of school, where do you live [zip/city], parental occupation and brands youth drink.

*n=sample size for each question. This corresponds to the total number of responses per question. Note that all the missing responses are excluded. The percentages use this n for denominator.

For some of the questions such as #s 3,11,13,16,17,24,29,30, the respondent check more than one answer; therefore the absolute numbers do not add up to 349, and percentage do not add up to 100%. The denominator used to calculate percentages for each response is 349.

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- Youth voices inspiring creative change: youth-led evaluation. (2001). Youth Impact. Department of Children, Youth and their Families. <http://www.dcyf.org> Format for this report was also inspired based on this report.

Our Voice

by Steven D. Lewis

Being a teen at age 18,
Wondering what's going on in the streets.
Growing up in a world with Poverty,
Drug dealers;
Corrupt businessmen
That's alright,
On the scene with their
Phony advertisements
To young kids
Who don't know better
Telling them to drink and smoke;
Doing the best they can
To choke out their dreams
Trying to destroy our brain cells.
Liquor stores
Around every corner of the ghetto;
But only 1 in them
Big fancy neighborhoods;
What's really good,
Going on in my hood?
With a teenager getting killed
Around every corner,
Outside of a liquor store.
Us youth say no more,
You can't fool us,
We know YOU
Don't give a damn about us.
You say to yourself,
What's the rush?
Let these young kids
Kill each other off
By placing these liquor stores
Inside of their ghetto.

We ain't going nowhere,
We gonna STAY and FIGHT.
Let our voice be heard.
What you fancy businessmen
Fail 2 realize,
We got a knowledge for our age
Best believe,
Things are gonna change,
And us youth
Is gonna be here to see it.
And those after us,
Is gonna be here to read about it.
Trust me,
You think Steven Lewis is bad,
Add my voice
To a list of young comrades
Who's not afraid to say
What's on their minds.
To the big corrupt business
Who don't give a damn
U can get tHe F outta town.
2 the next generation,
To speak up and say something.
To you businessmen,
U might not like it,
We gonna keep shedding a light.
That's a voice of a real 1,
But not the only 1
Who feels this way
I speak for the future
When I say
You can't silence our voice.

We hope that the information provided is useful in promoting healthy habits among youth everywhere regarding alcohol use and related behaviors. The importance of the *recommendations relies on you, the readers*, to look at your role in reducing disparities in underage drinking.

Start by making a change within yourselves and in your community.



Underage drinking and driving is a major public health problem with serious consequences for young people and communities in Oakland. Within the borders of Oakland, youth are paving the way for change. At EPIC, Environmental Prevention in Communities, 30 youth gathered with the goal to make changes in their community around alcohol problems. Funded by the California State Office of Traffic Safety, this project is a joint effort between of Alameda County Public Health Department (ACPHD)/ Emergency Medical Services Division and Environmental Prevention in Communities (EPIC). Working with a public health epidemiologist, a diverse group of young people developed, implemented, entered and analyzed the survey data. The full report, "Oakland on the Rocks", summarizes youth attitudes, behaviors, risks and protective factors related to alcohol use. Here, we present the major findings and recommendations of what Oakland youth are drinking, how much, when, where and why; and how they get access to alcohol. Special efforts were made to collect information on environmental predictors of alcohol use, such as the role of parents, community and media.



DRAFT

Approved as to Form and Legality

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

Oakland City Attorney's Office

2006 NOV 16 OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER NANCY NADEL

**A RESOLUTION ENCOURAGING AND SUPPORTING ACTIVITIES
WHICH WORK TO REDUCE COMMUNITY RISK FACTORS AND
INCREASE COMMUNITY PROTECTIVE FACTORS ASSOCIATED
WITH UNDERAGE DRINKING IN THE CITY OF OAKLAND**

WHEREAS, this body strives to prevent underage drinking and end the negative consequences associated with underage drinking;

WHEREAS, youth from Environmental Prevention in Communities (EPIC) and Alameda County Public Health jointly conducted a survey of 349 Oakland youth in 2005 in regard to their drinking patterns, access to alcohol, reasons for drinking, environmental influences, and consequences of drinking among youth;

WHEREAS, on average, 22% of Oakland youth surveyed say they started drinking before age 11; 50% had their first drink by age 13; and about 1-in-4 Oakland youth has had alcohol in the last 30 days;

WHEREAS, forty six percent (46%) of youth surveyed report getting their alcohol from a liquor store or supermarket; more than 65% report seeing alcohol ads often; 59% drink because of stress; and an astonishing 41% of Oakland youth said they had ridden in a car with a drunk driver;

WHEREAS, drinking patterns and risks of Oakland youth are reflective of County-wide data where binge drinking is most common among youth; and Hispanic and White youth have the highest rates of drinking in the past 30 days;

WHEREAS, underage drinking is a major public health problem associated with risky sexual activity, unintended pregnancy, violent behavior, driving or riding with someone under the influence, mental health problems, lower academic scores, teen suicide, and lack of participation in school activities—all serious consequences for Oakland youth and the communities they live in;

WHEREAS, Alameda County Behavioral Health Care Services is developing a 5-year strategic plan for alcohol and drug prevention services, which includes strategies to prevent alcohol use by underage youth; now therefore be it

Item # _____
Public Safety Committee
November 28, 2006

DRAFT

RESOLVED: That the Oakland City Council deems underage drinking prevention, and its related factors, a strong priority for the City of Oakland; and be it

FURTHER RESOLVED: That the Oakland City Council will encourage and support activities such as a media campaign for increasing awareness of parents, alcohol retailers, and other adults; youth development programs to increase skills development and opportunities for youth; and/or increasing cross-agency partnerships to increase and improve prevention service delivery, all of which could have the effect of reducing community risk factors and increasing community protective factors associated with underage drinking in the City of Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2006

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, and
PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California