

ABCConnections

an e-newsletter for ABC Boards in NC

NORTH CAROLINA INITIATIVE TO REDUCE UNDERAGE DRINKING



Chairman Jim Gardner

When Gov. Pat McCrory appointed Jim Gardner as Chairman of the ABC Commission, he told him that he wanted to deal with the issues of underage drinking, binge drinking and the problems caused by drinking in universities. With those instructions, Chairman Gardner immediately decided to create an organization that would take on the challenge of underage drinking and coordinate statewide efforts to address the problem on a long-term basis. Although alcohol is a \$6 billion industry in North Carolina, over \$300 million a year goes to the budget of state and local government and over \$9 million is distributed by local ABC Boards to treatment, prevention and enforcement areas, the problem is a huge drain on North Carolina resources. Underage drinking costs us \$1.5 billion a year and more than a third of North Carolina high school students report that they have had a drink in the last month.

The challenge is to change our culture to communicate with minors on their level with social media and to make parents aware of their legal jeopardy when they allow underage drinking by their children or in their homes. Staff at the ABC Commission has spent the last four months researching the issues, identifying programs throughout the United States, treatment and prevention coalitions within North Carolina and meeting with both the industry and law enforcement to discuss the form that this initiative should take.

The North Carolina Governor's Initiative to Reduce Underage Drinking will appoint a Council of

approximately twenty people, and separate advisory groups in the area of medical, legislative and government agencies, to form the nucleus of our efforts. These groups will guide both the public awareness/media campaign and a communication network that will assist stakeholders to share priorities/programs with one another.

Should you have any questions or suggestions for this initiative, please contact Jan Pueschel, General Counsel at the ABC Commission. Our number is (919) 779-0700 or email janet.pueschel@abc.nc.gov.

EDUCATION INITIATIVES

MECKLENBURG ABC BOARD

SUBSTANCE TRAINING AWARENESS FOR OUR YOUTH (STAY)

The Mecklenburg County ABC Board Law Enforcement

Division in partnership with Charlotte Mecklenburg Schools has developed an educational program for all freshman students enrolled in health class.

ABC Officers will once again be in CMS high schools throughout this academic year teaching our youth about the dangers of alcohol and drugs. This two-day course starts with an interactive classroom discussion between students and officers, concluding with a hands-on demonstration with student participation. *Cont. page 3.*



DURHAM ABC BOARD

The Durham County ABC Board has announced the recipients of their grant funding from FY2013 profit distributions. The funds have been granted to six non-profit or educational institutions across the county that provide alcohol abuse prevention and awareness education programming. All of this year's recipients are conducting programming specifically targeted toward youth and/or young adults in Durham County.

Durham Public Schools received \$25,000. The funding will be used to provide students with anti-alcohol and anti-drug education and prevention support through counseling services, direct instructional programs, activities/events and incentives for student programs. The grant will also support long term efforts to ensure school counselors and healthful living instructors have material resources and training to provide meaningful lessons to students.

Grant funding provided to El Centro Hispano will prevent alcohol and substance abuse among 2,000 Durham Latino youth, ages 13-19, through their youth program, Jóvenes Líderes en Acción/Youth Leaders in Action (JLA). JLA works with at-risk Latino youth yearly through bilingual weekly workshops about topics that impact youth and quarterly outreach at Durham Public Schools. El Centro received \$20,000 to support their efforts that include collaboration with other agencies.

Durham Together for Resilient Youth (TRY) will use its \$15,000 grant to support its ongoing efforts to train youth, college-aged and parent leaders in media literacy and how to utilize social media to spread the message of the dangers of alcohol use. Trained leaders will also hold community meetings to further educate the public. The funding will also support T.R.Y. Safe Homes and Talk It Up! Lock It Up!™ This initiative encourages parents and adults to monitor and/or lock up their alcohol.

Teen Talk on Alcohol and Drug Prevention will be funded through the Carolina Theatre of Durham's grant of \$10,000. The 12-week alcohol-substance abuse prevention and arts program targets middle school students and has three components. First, students will receive alcohol-drug prevention education followed by creative writing and theatre to craft prevention messages for youth. Participants will then create a free health and arts performance to positively influence and educate other youth and the public about alcohol and drug abuse.

A \$24,000 grant to the John Avery Boys and Girls Club will be used to fund their ongoing alcohol prevention program. This program includes specific lessons on the prevention of underage drinking and the consequences of underage drinking. Throughout the school year and summer, students will participate in structured classroom activities, a speakers' series with 10 guest speakers, 12 field trips to organizations that will increase their knowledge and understanding of the consequences of underage drinking including college campuses, community organizations and government agencies such as the ABC Board offices to understand how alcohol is regulated and controlled. Additionally, JAB&G Club will sponsor four parent/guardian educational programs and two health fairs geared toward the community.

North Carolina Central University was granted \$34,732 to establish an Alcohol and Other Drug (AOD) Resource Center on campus. The purpose of the new AOD Resource Center would be to educate students, faculty, staff and the Durham community on healthy and responsible choices in regards to alcohol and other drug consumption and to promote behavioral changes through culturally relevant interventions that lead to positive student development.

Local boards across North Carolina are focusing on underage drinking in their communities. ABCConnections will feature this work in future issues so please send in your examples to Laurie Lee at Laurie.Lee@abc.nc.gov or Agnes Stevens at agnes.stevens@abc.nc.gov by the 15th of the month.

Mecklenburg ABC Board...cont.

Students will drive a "Motorized Cart" through a course set up in the parking lot on school grounds. What is unique about this hands-on demonstration is students wear a pair of "Fatal Vision" goggles as they try to drive the course. These goggles are a hands-on prevention tool that allows students to experience with a sober mind what it's like to be under the influence of alcohol. Students experience how alcohol impairs their balance, vision, reaction time and judgment.

While wearing these goggles, students will also perform field sobriety test administered by an ABC Officer.



WAYNE COUNTY ABC BOARD

The Wayne County ABC Board is continuing to sponsor the Roman Gabriel III "Sold Out" programs for Wayne County Public Schools.

On February 27, 28 and March 1, 2013, Wayne County ABC Board hosted Roman Gabriel III as he spoke to Wayne County High School seniors

about the consequences of underage drinking and making good decisions in life as well as dealing with peer pressure at a critical time in their lives.

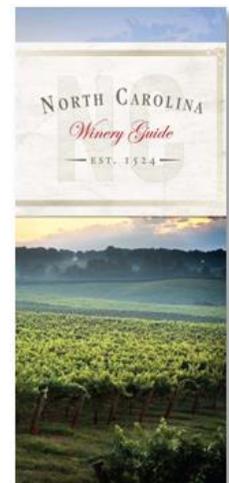
September 26 and 27, 2013, Gabriel again visited Wayne County Schools to present a program for freshman related to some of the pressures that they may face dealing with underage drinking and peer relationships as they start their high school years.

His themes include messages such as: How do you handle failure? Why should you respect parents and teachers? How can you resist peer pressure? Typically the presentation includes messages from professional and college athletes, entertainment figures, and military veterans.

Video highlights are at <http://vimeo.com/72353980>

WINERY BROCHURE AVAILABLE

If your stores have visitors who want more information on touring the state's wineries, there's a free guide available that you can order from the NC Department of Agriculture. It is also available at North Carolina's nine Welcome Centers, at wineries across the state and by calling 800-VISITNC or [ordering online](http://www.visitnc.com/free-travel-publications). <http://www.visitnc.com/free-travel-publications>



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TRANSITIONS

Michael Brown is retired manager of the Chowan County ABC Board and current CFO

I started on July 25th 1981 as a sales clerk in our counter store located in downtown Edenton.

A new self-service store was built in June 1989 at our current location. We remodeled this store in 2006 in anticipation of population growth predicted by our Chamber of Commerce.

I took over the store operations in 2007 when the general manager retired. We have grown slowly due mainly to the economic collapse in 2008 but have maintained and added to our inventory by over 500 codes since then.

I retired on December 31, 2012 but returned as Finance Officer in February 2013 on a part-time basis. I am enjoying more time with my 10 grandchildren and more riding time on my motorcycle.

Thanks, Michael Brown

