

Recommendations excerpted from *Reducing Underage Drinking: A Collective Responsibility (2003)*, National Academy of Sciences  
[\(http://www.nap.edu/books/0309089352/html/\)](http://www.nap.edu/books/0309089352/html/)

Category/Summary of Recommendations	Maine's current status on each recommendation*
<b>Limiting Access</b>	
15 recommendations for state and local action	(see separate list on last two pages of this document for full details)
<b>National Parent Media Campaign</b>	
Congress should fund a large-scale national media campaign targeting parents – start with several states for initial development phase	Maine's "Do You Really Know" Parent Media Campaign (2003) has shown excellent outcomes in the evaluation of its first 6 months. The NAS report cites data from the market research completed for Maine's campaign and proposes a design that is very similar to Maine's approach. Given this history, Maine would be well positioned to be one of the initial development sites for a national campaign. OSA's 2006-2007 Parent Media Campaign focuses on parent monitoring and modeling. "Find Out More, Do More" was created to heighten parental awareness of Maine's underage alcohol use and emphasizes practical tips that will be communicated via television ads, brochures, school or community parent meetings, media outreach, and <a href="http://www.maineparents.net">www.maineparents.net</a> to provide parents with the skills and resources they need to better monitor teen behavior. Launched in September 2006, Find Out More, Do More was developed based on statewide survey results and parent input. Practical tips, such as Limit Access, Network, Reinforce & Enforce, Check In, Be Up and Be Ready, provide a solid starting point for parents to increase their monitoring of their teens.
<b>Alcohol Excise Taxes</b>	
Congress and state legislatures should raise excise taxes to reduce underage consumption and to raise additional revenues for this purpose. Top priority should be given to raising beer taxes and excise tax rates for all alcoholic beverages should be indexed to the consumer price index so that they keep pace with inflation without the necessity of further legislative action	Maine has not raised its state alcohol taxes since the early 1990s and they are not indexed to inflation. The beer tax currently works out to about 3.3 cents per drink (12 oz. beer) for the state excise and premium tax combined. Table wine is taxed at 2.3 cents per 5 oz glass and sparkling/fortified wine at 4.8 cents per 5 oz glass. Low alcohol spirits (also known as flavored alcoholic beverages or "alcopops") are taxed at 14.4 cents per drink (12 oz).
<b>Alcohol Advertising</b>	
<p>Industry should refrain from marketing practices (including product design) that have substantial underage appeal, and should take reasonable precautions to reduce youthful exposure to alcohol advertising</p> <p>Industry should strengthen voluntary advertising codes and establish independent external review boards to investigate/enforce the codes</p> <p>Congress should fund US DHHS to monitor underage exposure to alcohol advertising and report periodically to Congress &amp; public</p>	(recommendations are national in scope)

\* Compiled by Becca Matusovich, Maine Office of Substance Abuse, September 2003 (updated March 2007). If you have questions and/or information to contribute regarding Maine's status in any of these areas, please contact [Maryann.Gotreau@maine.gov](mailto:Maryann.Gotreau@maine.gov).

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<b>Entertainment Media</b>	
Entertainment industries should work to reduce underage audiences' exposure to unsuitable alcohol content. The Motion Picture Association, television producers and the music industry should take precautions not to glamorize underage drinking and each should include alcohol content in a comprehensive rating system. Congress should fund US DHHS to conduct periodic review of movies, tv, music and videos that have a significant youth audience to assess images relating to alcohol and report to Congress/public	(recommendations are national in scope)
<b>Partnership to Prevent Underage Drinking</b>	
Alcohol industry (with other public and private partners) should fund an independent nonprofit foundation with the sole mission of prevention and reducing underage drinking	(recommendations are national in scope)
<b>Community Interventions</b>	
<p>Community leaders should assess the underage drinking problem in their communities and consider effective approaches to reduce underage drinking</p> <p>Public and private funders should support community mobilization to reduce underage drinking with federal funding for community-level approaches using targeted evidence-based prevention strategies</p>	<p>OSA prevention and One ME grantees have received substantial assistance in this process. Schools also must complete a needs assessment in applying for Safe and Drug Free Schools funds. OSA's Strategic Prevention Framework State Incentive Grant is funding county needs assessments and strategic plans for substance abuse prevention in every county in 2006-07, with underage drinking as the top priority focus. Implementation funding for evidence-based prevention strategies will follow in the fall of 2007, and is braided with other state and federal funds supporting community coalitions through the Healthy Maine Partnership RFP released in February 2007.</p> <p>The 23 One ME coalitions received three years of funding (which ended in mid 2006) to address underage drinking using model programs. 14 of the One ME coalitions are implementing either Communities Mobilizing for Change on Alcohol or the Community Trials Project, two environmental strategies programs that depend on community mobilization. Much progress was made through One ME and the evaluation results demonstrated this progress clearly. Many communities have found other resources to sustain some of their One ME programming even after the grant ended.</p> <p>There are currently seven "Drug-Free Communities" grantees in Maine, receiving federal funding directly from SAMHSA.</p>
<b>Youth-Oriented Interventions</b>	
<p>Residential colleges and universities should adopt comprehensive prevention approaches, including evidence-based screening and brief intervention strategies, consistent policy enforcement, environmental changes that limit underage access to alcohol, and universal education interventions as well as selective and indicated approaches with relevant target populations</p> <p>US DHHS and states should expand the availability of effective clinical services for treating alcohol abuse among underage populations. US Dept of Ed, DHHS, and Dept of Justice should establish policies that facilitate diagnosing and referral of underage alcohol abusers and those who are alcohol dependent for clinical treatment</p>	<p>OSA funds the Higher Education Alcohol Prevention Project which engages and provides funding to Maine colleges for implementation of comprehensive approaches, including a strong focus on environmental strategies. HEAPP currently has twenty colleges involved with environmental strategies and continues to work to get the rest of Maine's higher education institutions to join.</p> <p>OSA has been working to expand treatment availability for adolescents, although the need for services targeted specifically for adolescents continues to be greater than the services currently available. OSA has partnered with others to apply for several federal grants, but has not yet been awarded funding specifically to meet this need.</p>

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<b>Government Assistance and Coordination</b>	
<p>Each state should designate a lead agency to coordinate and spearhead its activities and programs to reduce and prevent underage drinking</p> <p>A federal interagency coordinating committee on prevention underage drinking should be established. Secretary of US DHHS should issue an annual report on underage drinking to Congress. A National Training and Research Center on Underage Drinking should be established.</p> <p>The Monitoring the Future Survey and the National Survey on Drug Use and Health should be revised to elicit more precise information on the quantity of alcohol consumed and the brand preferences of underage drinkers</p>	<p>OSA has primarily assumed this role because of its coordinating role related to most federal grants relating to both alcohol issues and more general substance abuse prevention. OSA has worked extensively with the Department of Public Safety, Attorney General’s Office, Bureau of Alcoholic Beverages and Lottery, Maine Center for Disease Control and Prevention, and other state agencies on underage drinking issues, as well as with local and county law enforcement agencies and many other key local partners.</p>
<b>Research and Evaluation</b>	
<p>All interventions, including media messages and education programs, whether funded publicly or privately, should be rigorously evaluated, and a portion of all federal grant funds for alcohol-related programs should be designated for evaluation</p> <p>States and the federal government – particularly the US DHHS and Dept of Ed – should fund the development and evaluation of programs to cover all underage populations</p>	<p>OSA places a strong emphasis on evaluation, and has strengthened evaluation expectations and methods significantly over the past 5 years. Funding, staff time, and professional evaluation training/expertise are all an ongoing challenge.</p> <p>OSA’s goal is to develop and evaluate programs that cover all underage populations within the limited resources available.</p>

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<b>NAS Report on Underage Drinking - Recommendations on Limiting Access</b>	
1. Minimum drinking age laws of each state should include certain provisions	<input checked="" type="checkbox"/> Maine law contains all the recommended provisions
2. States should strengthen their compliance check programs, including notification of retailers concerning the program and follow-up communication to them about the outcome for their outlet	<input checked="" type="checkbox"/> Maine's compliance checks were restarted in September 2006. OSA partners with the Attorney General's Office and Department of Public Safety to oversee the program and contracts with the Maine Sheriff's Association to carry out the checks. Some local law enforcement agencies have been doing additional local compliance checks themselves as well.
3. Enforcement agencies should issue citations for violations of underage sales laws, with substantial fines and temporary license suspensions for first offenses and increasingly stronger penalties thereafter (license revocation after 3 offenses)	<input checked="" type="checkbox"/> Civilian inspectors within the Department of Public Safety have authority to cite administrative violations. Local law enforcement agencies do not have the authority to cite administrative violations, but refer violations to DPS for handling. Starting in early 2007, local enforcement agencies will have the option of entering into a memorandum of understanding with DPS for broader administrative enforcement authority.
4. Communities and states should implement media campaigns in conjunction with compliance check programs	<input checked="" type="checkbox"/> Direct media campaigns have not been planned as part of the state's compliance check program due to lack of resources. However news coverage has helped to inform the public and retailers about the program.
5. States should require all sellers and servers of alcohol to complete state-approved training	<input checked="" type="checkbox"/> State-approved training is not mandated. It is encouraged under the dram shop liability law.
6. States should strengthen dram shop liability statutes (capacity for lawsuits against licensed alcohol retailers who serve an underage or visibly intoxicated person)	<input checked="" type="checkbox"/> Maine's dram shop liability statute is based on the model law cited by the report.
7. States that allow internet sales and home delivery of alcohol should take specific actions to reduce likelihood of sales to underage purchasers (require packages to be labeled, require delivery persons to card and record info, require signed statement from recipient)	<input checked="" type="checkbox"/> Maine has not taken any specific actions to address home delivery (which is allowed by Maine law) or internet sales (which are not allowed).
8. States and localities should implement enforcement programs to deter adults from purchasing alcohol for minors (including using loitering ordinances to prevent youth from recruiting adult buyers in the parking lot)	<input checked="" type="checkbox"/> Maine has begun to support local enforcement programs to deter adults from furnishing. Some enforcement agencies have begun to investigate and prosecute furnishing cases more aggressively, and some have received grant funds with this as one primary goal. Additionally, the education and awareness provided by the "Sticker Shock" campaign supports this effort. "A Reference Booklet for Law Enforcement Officers," created by OSA and the MCJA, and sent to all Maine law enforcement agencies, includes substantial information on furnishing laws. OSA provided a grant to the Maine Chiefs of Police Association which funded the development of an online course on underage drinking enforcement with a heavy emphasis on furnishing.

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<p>9. States should require beer keg registration</p> <p>10. States should facilitate enforcement of zero tolerance laws (.00 for under 21 drivers)</p> <p>11. States should enact graduated driver licensing</p> <p>12. States and localities should routinely implement sobriety checkpoints</p> <p>13. Local police, with community leaders, should adopt and announce policies for detecting and terminating underage drinking parties, including:</p> <ul style="list-style-type: none"> <li>▪ routinely responding to noise complaints and entering premises when there is probable cause to suspect underage drinking</li> <li>▪ routinely checking, as part of regular weekend patrols, open areas where teen drinking parties are known to occur</li> <li>▪ routinely citing underage drinkers and whenever possible the person who supplied the alcohol</li> </ul> <p>14. States should strengthen efforts to prevent and detect use of false IDs by minors, including laws prohibiting false IDs, issue drivers licenses that can be electronically scanned, allow retailers to confiscate apparently false IDs for law enforcement inspection, implement administrative penalties for attempted false ID use</p> <p>15. States should establish administrative procedures and noncriminal penalties, such as fines and community service, for alcohol infractions by minors</p>	<p><input checked="" type="checkbox"/> Maine has a beer keg registration law – kegs are tagged with an ID number and the retailer must keep the purchaser’s information for 2 years. Enforcement or licensing agents must track a keg tag through the relevant distributor to the retailer and then request the purchaser’s information from the retailer.</p> <p><input checked="" type="checkbox"/> Local law enforcement have generally paid substantial attention to zero tolerance laws – they are well publicized and appear to be effectively enforced.</p> <p><input checked="" type="checkbox"/> Maine has strong graduated driver licensing laws.</p> <p><input checked="" type="checkbox"/> Sobriety checkpoints are relatively common among many local enforcement agencies.</p> <p><input checked="" type="checkbox"/> OSA worked with the Attorney General’s Office, the Youth Empowerment and Policy Group (YEP), and the Maine Chiefs of Police Association to develop a model underage drinking policy for local enforcement agencies. At least 25 local and county enforcement agencies in the state have now implemented a policy that is based on the model. OSA has also worked with law enforcement agencies to implement the model policy and enforce the underage drinking laws.</p> <p><input checked="" type="checkbox"/> Maine’s laws meet the recommended standards; other aspects of the recommendation are not currently being addressed through any special initiatives other than regular enforcement efforts.</p> <p><input checked="" type="checkbox"/> Non-criminal penalties are in place in the law; application varies greatly across localities since both local law enforcement and juvenile corrections officers have a great deal of discretion in handing out penalties to offenders younger than 18 years. Older youth are generally assigned a fine through the court system as a non-criminal summons for possession. Administrative sanctions are in place for illegal transportation.</p>
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