

The Advocate

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KDOT to Host Annual Transportation Safety Conference

The Kansas Department of Transportation (KDOT) will host its annual Transportation Safety Conference, "Safety nE4ws You Can Use (Education, EMS, Enforcement, Engineering)," May 23-24 at the Sheraton Overland Park Hotel, 6100 College Boulevard, Overland Park.

Rob Kaufman, with the University of Washington Harborview Injury Prevention and Research Center in Seattle and coordinator of the Crash Injury Research and Engineering Network (CIREN), will be the keynote speaker on Tuesday, May 23. He will speak about "Crash Injury and Restraint Technologies." Kaufman has lectured at numerous national, regional and local traffic safety meetings on injury prevention and the latest information for assessing crash-injury mechanisms. He is a certified federal crash investigator.

A luncheon plenary address on Tuesday will be delivered by Dr. Howard Rodenburgh, M.D., Kansas Department of Health and Environment. His experiences as an emergency physician and public health expert have kept him in the forefront of Kansas traffic safety initiatives and make him well qualified to address the conference. A highlight of the final day's luncheon will be the People Saving People Awards presentation. The annual awards recognize individuals and groups who have made outstanding contributions to transportation safety in Kansas.

Conference participants will be able to choose from 23 concurrent workshops offered in four different tracks including Injury Control, Law Enforcement, Roadway Safety and Youth.

A number of related exhibits will be available to participants throughout the conference. Outside activities will include a hands-on demonstration of the SIDNE (Simulated Impaired DrivNg Experience) car and tours of the KC Scout Traffic Operation Center and Overland Park Traffic Control System Center.



Participants will have an opportunity to tour the KC Scout Traffic Operation Center completed in Summer 2002.

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Underage Drinking Not a Harmless Rite of Passage

As students are busy planning their prom and graduation celebrations, the National Highway Traffic Safety Administration (NHTSA) released data from its Fatality Analysis Reporting System (FARS) showing that alcohol-related fatalities increase between the middle of April and the middle of June.

According to FARS data, 58 percent of traffic fatalities were alcohol-related during the prom and graduation season in the year 2000, compared with 41 percent for the rest of the year. Furthermore, 36 percent of all alcohol-related fatalities involved young people between the ages of 15 and 20. These sobering statistics indicate that youthful crashes may be driving up the alcohol crash percentages.

"To lose even one of our young people to the devastating consequences of underage drinking is unacceptable," says James Copple, Executive Director of the International Institute for Alcohol Awareness. "Our children's lives are too precious to let them believe that drinking is harmless and that they are immune to its effects."

In 2004, the Kansas legislature made it illegal to host teen drinking parties. Even if you don't provide the alcohol, you are still guilty if you have knowledge of or allow people under 18 to consume alcohol on your property. Penalties include fines ranging from \$200 to \$1,000 and the potential of up to six months in jail.

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SEMINAR DATES ANNOUNCED

The KDDP Office has set dates and locations for several upcoming prevention seminars on underage drinking and drunk driving.

Care-Call Seminars

This year's Care About Underage Drinking, Make the Right Call seminars will be held in Hutchinson, July 11, and in Olathe, August 17. The Grand Prairie Hotel & Convention Center will be our host in Hutchinson. In Olathe, the location will be Holiday Inn Olathe. Registration information will be available by June 1 for both seminars.

The Care-Call seminars are designed for community members, educators, health care professionals, law enforcement officers and others who want to develop coalitions to address underage drinking in their communities.

Some of last year's seminar participants made the following comments:

"The Underage Drinking Enforcement Panel had great information, much of which I hadn't heard before."

"This was a real eye-opener on laws relating to underage drinking."

"I liked having the opportunity to receive current information about underage drinking."



The prevention panel was a big hit at last year's Care Call Seminar in Topeka. Speakers, from left to right, were Mark Malick, Saline County Sheriff's Office; Karen Leisner, Regional Prevention Center of Johnson, Leavenworth and Miami Counties; and Jim Spence, Alcoholic Beverage Control.

Emergency Medical Services Seminar

Following on the success of our first Emergency Medical Services (EMS) seminar in 2005, another seminar for EMS professionals will be held July 27 at the Kansas Highway Patrol Training Academy in Salina.

Comments from some of last year's participants included:

"Great source of information, resources and ideas."

"I learned so many things that I plan to take back and implement in our community."

"I am excited about getting some programs going for our kids; this was fantastic!"

The seminar will offer insight into the healthcare challenges associated with underage alcohol consumption. Participants will discover the value of teaming up with other community professionals to implement effective drunk driving prevention activities to help save young lives.

Continuing Education Units may be earned for attendance at this seminar from the Kansas Board of Emergency Medical Services (KBEMS). Registration information will be available in late May to certified EMTs registered with KBEMS.



A total of 115 people attended the first ever EMS Seminar offered in Lawrence last September. EMS personnel from 26 counties were represented.

Transportation Safety Conference Continued

Anyone with an interest in transportation safety is invited to attend the conference especially youth, educators, law enforcement professionals, local government officials, engineers, emergency medical services staff, safety advocates and representatives of nonprofit community organizations/coalitions.

Registration for the conference is \$35 and includes admission, handouts, refreshment breaks, and two lunches. Payment must be made in advance. Youth scholarships toward registration and lodging are

available through the KDOT Bureau of Traffic Safety, (785) 296-3756. For registration and exhibitor information contact the University of Kansas Continuing Education toll free at (877) 404-KUCE (5823) or visit www.continuinged.ku.edu/programs/ktsc.

For overnight accommodations, contact the Sheraton Overland Park Hotel at (866) 837-4214. A block of rooms has been reserved until May 1, 2006, at the special conference rate of \$98 plus tax, per night with single or double occupancy.



The 2006 Transportation Safety Conference will take place at the Sheraton Overland Park Hotel.

Alcohol Has Lifelong Effects on Young Brains

It has long been known that alcohol affects human life in negative ways. However, recent research indicates that alcohol's damage to the adolescent brain can affect a young person's hopes and dreams for the future.

The problem seems to be human biology. A crucial part of the adolescent brain remains undeveloped according to Jay Giedd, chief of brain imaging in the child psychiatric unit of the National Institute of Mental Health. That part, called the dorsal lateral prefrontal cortex, peers ahead and considers consequences. "It is the top rung," Giedd says, "This is the part of the brain that, in a sense, associates everything (needed to make) decisions."

When a smart and usually mature teen does something a parent might call "stupid," Geidd says, "It's the underdeveloped part of the brain that has most likely failed." The increasing time lapse between impulse and decision, which allows for consequential consideration, is not fully developed until the mid 20s. That time lapse conflicts with churning hormones in teens that are encouraging more risk-taking and thrill-seeking, making it difficult to quickly form wise judgments, control impulses and foresee consequences.

As a result, teens often seem more impetuous than adults, Geidd says. They rely more on the parts of their brain that control emotions.

It is during this time of life that many people begin to use alcohol and many do so in heavy amounts.

Alcohol can produce a wide range of effects, from a mild "buzz" to death. Most drugs have specific effects on the brain, but alcohol is different. It affects almost the entire brain including motor coordination, memory, judgment and decision-making, impulse control and can shutdown vital reflexes such as breathing and heart rate.

Mothers Against Drunk Driving (MADD) references three critical periods of development in abstract thinking that take place during these years when teens are most exposed to alcohol.

In the first period, ages 10-20 years, the ability to relate functions is developing. These include the ability to relate addition and subtraction and understand why they are opposites; also the ability to combine dissimilar social interactions and emotions such as combining honesty or dishonesty with kindness to explain the "social lie."

The second level of abstract thinking, 14-15 years, includes the ability to understand how functions are alike or different such as combining judgment with directness, kindness and tact at the same time to offer constructive criticism.

And finally, in years 18-20, a person develops the ability to hold several issues, events, circumstances, functions, characteristics, etc., in mind at the same time and compare or correlate them.



During this time, damage to the brain from alcohol consumption can affect both short-term and long-term growth processes and be long-lasting and irreversible.

Anything that interferes with how the brain operates can change the course of a person's mental, emotional, cognitive and social development and alter his or her opportunities for success.

In *Harmful Consequences of Alcohol Use on the Brains of Children, Adolescents and College Students*, the American Medical Association compiled and summarized two decades of comprehensive research on how alcohol affects the brains of youth. It concluded that sadly, frequent drinkers may never be able to catch up in adulthood, since alcohol inhibits systems crucial for storing new information as long-term memories and makes it difficult to immediately remember what was just learned.

Additionally, those who binge drink once a week or increase their drinking may have problems attaining goals of young adulthood such as marriage, educational attainment, employment and financial independence. And rather than "outgrowing" alcohol use, young abusers are significantly more likely to have drinking problems as adults.

Adolescent Drinkers vs. Non-drinkers Research Findings

- Drinkers scored worse than non-users on vocabulary, general information, memory, memory retrieval and at least three other tests
- Verbal and nonverbal information recall was most heavily affected, with a 10 percent performance decrease in alcohol users
- Significant neuropsychological deficits exist in early to middle adolescents (ages 15 and 16) with histories of extensive alcohol use
- Drinkers perform worse in school, are more likely to fall behind and have an increased risk of social problems, depression, suicidal thoughts and violence
- Alcohol affects the sleep cycle, resulting in impaired learning and memory as well as disrupted release of hormones necessary for growth and maturation
- Alcohol use increases risk of stroke among young drinkers

American Medical Association, 2004

Youth Training Opportunities Plentiful

Kansas Family Partnership is busy making plans to host the annual Red Ribbon Training and SADD State Conference next month as well as the fifth annual Kansas Youth Leadership Summit in August.

Red Ribbon Training is a one-day program designed to create awareness, build coalitions and support healthy, drug-free lifestyles. It provides the catalyst for schools, businesses, parents, churches, law enforcement, doctors, government, social service organizations and others to join together to promote effective prevention messages throughout their communities.

This year's training will be held on April 25 in Salina and is open to all ages. The cost to attend is \$30 per adult, and \$15 per student.

The 21st annual Kansas SADD State Conference takes place on April 25 and 26 in Salina. This conference is open to all high school students (freshman through seniors), youth groups and organizations whose goal is to stop the use of illegal drugs and underage drinking in their schools and communities. Registration fees are \$50 for students and adults.

Both of these events take place at the Kansas Army National Guard Training Center. The deadline to register is rapidly approaching on April 7.

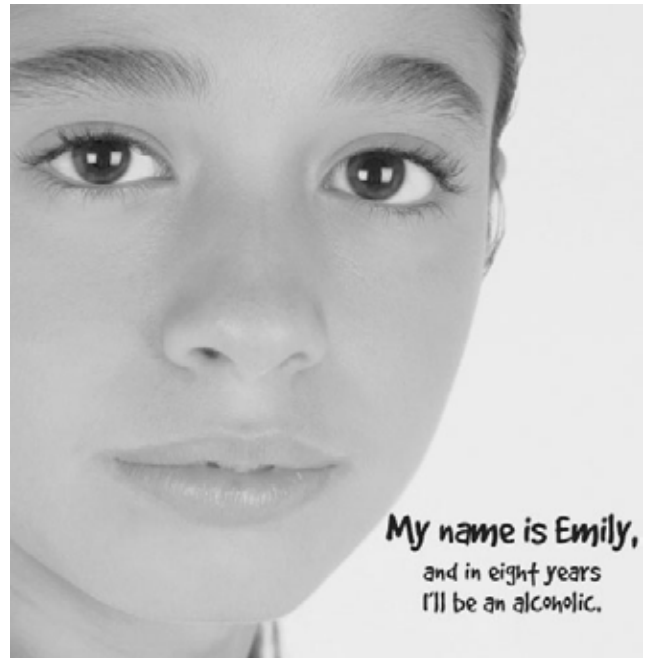


Spring Hill High School participated in the SADD State Conference last April and took home the trophy for SADD Chapter of the Year.

The Kansas Youth Leadership Summit offers workshops and speakers designed to motivate and train participants to serve as catalysts in their own lives and communities. Participants will formulate action plans to reduce underage drinking and encourage safety belt use among their peers.

This year's summit takes place August 6 – 8 at Rock Springs Ranch near Junction City. School/community teams may consist of up to 10 participants and must include at least one adult advisor. The summit is free to attend, however, space is limited. To be considered, teams must submit an application by April 28, 2006.

Registration forms for all three events can be found at www.kansasfamily.com. Questions should be directed to Maria Torrez Anderson at 1-800-203-7231.



**START TALKING
BEFORE THEY
START DRINKING**
www.stopalcoholabuse.gov

A new 2006 version of the KDDP

Take A Stand!

PowerPoint presentation for high school students is now available. The presentation includes important information for students about the consequences of underage drinking and drunk driving. Request your free copy on CD-Rom by calling toll free 1-877-715-3377.

3D Month Partners Promote Safe Celebrating

Across the state during National Drunk and Drugged Driving (3D) Prevention Month Kansans joined national advocates in promoting safe celebrating during the holiday season.

Nearly 50 traffic safety partners reported to KDDP about what they had done to help keep our roadways safe during December. These partners included a radio station, law enforcement, school membership organizations such as SADD (Students Against Destructive Decisions) and FCCLA (Family, Community, Career Leaders of America) and other prevention specialists who conducted activities to prevent underage drinking and drunk driving.

Rappin' and Rockin'

One of the more innovative events occurred in Colby on New Year's Eve. Judy and Rich Epp of J & R Marketing organized the Rappin' and Rockin' New Year's Eve Concert and Party for youth. The goal, according to Rich Epp was "to provide a safe environment on the most dangerous night of the year."

provided on school buses to local venues for some of the activities; private vehicles were not allowed.

Those in attendance heard two Christian bands as well as inspirational speakers; enjoyed a battle of local bands; played dodge ball, basketball, video games, or watched a movie; bowled; ate pizza; and



Grits, a Christian hip hop group, (left) performed at the Rappin' and Rockin' New Year's Eve Party in Colby. Crowd surfing (above) was also part of the fun. Photos courtesy of the Colby Free Press and photographer/publisher John Van Nostrand.

Planning began last summer when Judy Epp came up with the idea for a New Year's Eve alternative for young people. It started out to be only a concert but grew into an all-night party.

At 8 p.m. on December 31, 2005, youth began registering at the Colby Community Building door and paying their \$30 admission fee. Those under 18 were required to register and could leave before midnight; however, after midnight participants could only leave with an adult. Transportation was

finally, participated in a "Fear Factor" contest. The ten-hour event ended at 6 a.m. with the announcement of contest winners and breakfast.

The event was supported by 80 volunteers, including 35 students from Baptist Bible College in Springfield, Missouri, who provided security, transportation and filled other important roles. Area businesses, school districts and Colby Community College also contributed to the event with donations and use of buses and/or facilities.

"Prior to the event some people expressed concern about discipline for the expected large number of youth," said Rich Epp. "I'm happy to report that we didn't have any problems, not one."

The Rappin' and Rockin' New Year's Eve event was deemed a huge success and considered the largest youth activity ever held in Northwest Kansas. An estimate of 830 youth, within a 60-mile radius of Colby, attended and came away with a better understanding that fun can be had without consuming alcohol. Most importantly, those who attended arrived home safely from a night of partying.

For information about the event contact the Epps at (785) 443-1994 or (785) 460-9751.

Holiday Season Safe Rides

Wichita businesses Standard Beverage Corporation and Safe Riders, Inc. teamed up during the 2005 holiday season to provide safe rides home for celebrating adults.

The effort was initiated by Standard Beverage with the message "This Holiday Season Let Us Take the Reins & Deliver You & Your Vehicle Safely Home!" They provided paid radio and website advertising, as well as distributed promotional posters and flyers to local drinking establishments.

Radio partners included FM stations The Right Mix B98, Kissin' Country 102.1, Channel 963 and Wichita's Classic Rock 107.3.

In addition, the Safe Riders offered reduced rates for customers. The usual fee of \$20 was cut in half and Standard Beverage picked up the balance. Nearly 600 rides were given during the month.

Sarah Stephens, Safe Riders president reported, "This was a big success and we plan to make it an annual effort."

Founded in 2003, Safe Riders provides a personal chauffeur for intoxicated drivers and their vehicles. The chauffeur uses a fold-up, motorized bike that can be easily placed in a car's trunk and removed once the safe home delivery has been completed. For information call (316) 461-RIDE (7433) or visit the website at saferiders.net.

New SFST Cards Aid Wichita Police



Wichita law enforcement officers have a new tool to assist them in their efforts to enforce Kansas drunk driving laws.

A partnership between the DUI Victim Center of Wichita and the City of Wichita Department of Law produced a Standardized Field Sobriety Tests (SFST) card for use by Wichita police officers. The idea for the card was initiated by Wichita City Prosecutor Ted Griffith who handles driving

under the influence (DUI) cases. The pocket-size card is designed to improve consistency in making a DUI arrest.

The card contains procedural information for conducting SFST including the Horizontal Gaze Nystagmus, Walk and Turn, One Leg Stand, Preliminary Breath Test and the Miranda Warning.

Wichita Deputy Chief of Police Tom Stolz reports that the response from officers who have been issued the SFST cards has been positive. "The officers who find the card especially useful," he said, "are the beat officers who may only make one or two DUI arrests a month. Before the SFST cards, this infrequency of doing sobriety tests led to procedure breaches. Since the officers now have the cards, this type of error has been minimized and makes police cases better in court."

He added that in talking with prosecutors since the cards have been distributed, they report that officers are using the cards in court to make their cases better and are indicating they used the card for the particular arrest in question. "Overall," Stolz said, "the Wichita Police Department is very pleased with the SFST cards and is grateful to the DUI Victim Center for supplying them."

The DUI Victim Center is also working with the Sedgwick County and Butler County Sheriffs' Offices to provide similar cards for their deputies.

Party Patrols have Officers Working Overtime

The Kansas Department of Transportation has awarded overtime enforcement grants to several law enforcement agencies for the purpose of enforcing the state's underage drinking laws. The grant period runs from March through May when many prom, graduation and end of school celebrations occur.

Police departments receiving grants in 2006 include Concordia, Emporia, Garden City, Nickerson, Overland Park, Pittsburg, Riley County, Salina and Wichita. Additionally, the five district offices of the Kansas Department of Wildlife and Parks will participate in enforcement efforts.



Awareness Helps Motorists Avoid Drunk Drivers

It is a well-known fact that people who drive under the influence of alcohol have impaired judgment, slower reaction time and reduced coordination. They are unable to drive responsibly and they are a hazard on our roadways.

Motorists can avoid an alcohol-related crash by being alert to erratic driving that signals an impaired driver. The warning signs include:

- Unusually wide turns
- Straddling the center line or the lane marker
- Driving with one's head out of the window or with the window rolled down in cold weather
- Nearly striking an object or another vehicle
- Weaving or swerving
- Driving on the shoulder of the roadway
- Stopping for no apparent reason
- Following too closely
- Responding slowly to traffic signals
- Abrupt or illegal turns
- Rapid acceleration or deceleration
- Driving with headlights off at night

If you see any of these warning signs, you should do the following.

- If the impaired driver is ahead of you, maintain a safe following distance.
- Do not try to pass the impaired driver, because he may swerve into your car.
- If the impaired driver is behind you, turn right at the nearest intersection and let him pass you before returning to the roadway.
- If the impaired driver is approaching your car, move to the shoulder of the road and stop. Do not sound your horn or flash your lights.
- When approaching an intersection, slow down and watch for unexpected moves from the impaired driver.
- Report any situation that you suspect involves an impaired driver by calling 911 or *47 to reach the Kansas Highway Patrol from your cell phone. Be ready to describe the vehicle, license number, location and the direction of travel.
- LAST BUT NOT LEAST, WEAR YOUR SEAT BELT. It is your best defense against an impaired driver.

Alcohol Producers Targeting Hispanic Youth

Alcohol industry advertising watch dog, the Center on Alcohol Marketing and Youth (CAMY), released its report "Exposure of Hispanic Youth to Alcohol Advertising, 2003-2004" in October 2005.

They commissioned Virtual Media Resources (VMR) to analyze the exposure of Hispanic youth, ages 12-20, to alcohol advertising in several areas including English-language magazines, on English- and Spanish-language radio stations, and on the television programming in both languages most popular with Hispanic youth.

The report indicates that Hispanic youth, like youth in general, are exposed to significant levels of alcohol advertising, per capita, and in many instances their exposure exceeds that of non-Hispanic youth. It has been well-documented that Hispanics are the fastest growing ethnic population in the United States. Generally, they are younger than the general population with nearly half (40 percent) of them younger than 21 years of age in 2002, compared to only 30 percent of the general population.

According to Henry Dominguez, vice president for Latino marketing at Anheuser-Busch, "The (Hispanic) segment is important not just to us, but to the industry." In addition, Paul Mendieta, Molson Coors Brewing Company director of Hispanic marketing, is quoted by Dow Jones Newswires as saying, "If you're going to succeed in the beer business, you have to succeed in the Hispanic market."

Listed below are some facts related to underage drinking by Hispanic youth and their exposure to alcohol advertising. For information about the CAMY report, visit their website at www.camy.org or contact CAMY at (202) 687-1019.

- Hispanic young people are more likely to drink and get drunk at an earlier age than white or black young people.
- Hispanic youth are substantially more likely to report binge drinking in the past two weeks at the eighth grade level than either white or black youth.

James Named to Regional LEL Position

A former Lenexa Police Department Sergeant, Rusty James, is the new Law Enforcement Liaison (LEL) with Region VII of the National Highway Traffic Safety Administration (NHTSA) in Kansas City, Missouri.

As LEL, James will work with law enforcement agencies throughout the Central Region, including the states of Kansas, Missouri, Iowa and Nebraska, on issues pertaining to traffic safety, underage drinking, impaired driving, occupant protection and speed. He will coordinate outreach related to national enforcement initiatives, present at national, regional and local law enforcement meetings, participate in media events and provide technical support to state high-

way safety offices in the region, including the Kansas Department of Transportation. His contact information is (816) 329-3914 or rusty.james@nhtsa.gov.

James began his law enforcement career in 1976 and has nearly 30 years of experience, primarily in traffic safety. He has been a supervisor for traffic safety and a patrol shift supervisor as well as a police motorcycle instructor and officer. In addition, he is an advanced crash investigator and has worked in traffic accident reconstruction.

James was featured in the Click It Or Ticket advertising campaign (right) funded by the Kansas Department of Transportation in 2004.

- According to one study of young people in five Southwestern states, Mexican-American seventh- to 12th grade students are significantly more likely to binge drink than their white peers. The differences were greater for seventh- and eighth grade girls; and for seventh-, ninth- and 12th grade boys.
- Young Hispanics are more likely to use English- than Spanish-language media. Most of the alcohol industry's advertising dollars are spent in English-language media.
- In 2004, Hispanic 12- to 20-year-olds saw 20 percent more alcohol advertising per capita in English-language magazines than did young people of this age group in general.
- Alcohol advertising in just 15 magazines accounted for nearly 80 percent of Hispanic youth exposure to alcohol advertising in 2004 and included *Maxim*, *Sports Illustrated*, *FHM Magazine*, *Cosmopolitan*, *Us Weekly*, *Stuff* and *InStyle*.
- Hispanic youth ages 12 to 20 heard more radio alcohol ads per capita than all youth in seven of the top 20 markets in 2004.
- In the 20 top radio media markets by Hispanic population, three alcohol brands exposed Hispanic youth to significantly more radio advertising per capita than youth in general during 2004: Beck's, Coors and Budweiser beers.
- In 2003 and 2004, 14 of the top 15 television programs watched by Hispanic youth ran alcohol advertising. Programs such as *Bernie Mac*, *Fear Factor*, *Don Francisco Presenta*, *Cristina* and *The Simpsons* ran alcohol ads during at least one of those two years.



The Advocate is a quarterly publication of the Kansas Drunk Driving Prevention Office, a program of the Kansas Department of Transportation. This information is available in alternative accessible formats. For more information, contact KDDP.

Toll Free: 1-877-715-3377
Phone: 785-233-1448
Fax: 785-233-5222
Email : kddpp@ksna.net

KDDP Staff:

Michele Reese
Program Administrator

Julie Faust
Program Specialist

Cathy Savage
Program Evaluator

Amy Boyles
Office Assistant

KANSAS **Drunk Driving**
Prevention OFFICE

1208 SW Tyler
Topeka, KS 66612-1735

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Click it.  Or ticket.
It's Kansas Law.

Upcoming Training Opportunities

KDOT TRANSPORTATION SAFETY CONFERENCE

May 23-24
Sheraton Overland Park Hotel
For more information:
Toll free 1-877-404-5823
www.ksdot.org/burTrafficSaf

NATIONAL DRE CONFERENCE ON DRUGS, ALCOHOL AND IMPAIRED DRIVING

June 14-16
Hyatt Regency Cown Center, Kansas City
For more information:
Toll free 1-800-THE-IACP, x 380
www.decp.org

SADD NATIONAL CONFERENCE

July 14-17
Boston Marriott Cambridge Hotel, Massachusetts
www.sadd.org

Featured Sites

CADCA - Community Anti-Drug Coalitions of America
www.cadca.org

The Cool Spot
www.thecoolspot.gov

International Institute for Alcohol Awareness
www.iiaaonline.org

Kansas Safety Belt Education Office
www.ksdot.org/burTrafficSaf/safblt/ksbeohome.asp

The Marin Institute
www.marininstitute.org

The National Highway Traffic Safety Administration
www.nhtsa.dot.gov

The Teen Link (Johnson County)
www.theteenlink.org