

OFFICE OF THE TOWN MANAGER

P.O. Box 187
Oakland, Maine 04963

Welcome
to
Oakland

MICHAEL J. ROY
Town Manager
465-7357
Fax 465-9118

Oakland Town Council Resolution # 2003-1

IN THE MATTER OF examination of problems related to underage drinking.

WHEREAS, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21, and

WHEREAS, more than 30% of the alcohol advertising on television in 2001 in the Portland media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age, and

WHEREAS, the Centers for Disease Control and Prevention (CDC) found that, in 2001, 47.8% of Maine high school students reported using alcohol in the preceding month, and

WHEREAS, the CDC found that 27.4% of Maine high school students reported riding with a driver who had been drinking in the preceding month, and

WHEREAS, an estimated that 31.5% of Maine high school students had five or more drinks on one or more occasions in the preceding month, and

WHEREAS, the CDC recently found "point-of-purchase," or on-site, alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequented by underage youth, and

WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines, and

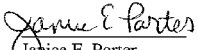
WHEREAS, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased, and

WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use, and

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth, and

community level, NOW THEREFORE BE IT RESOLVED by the Oakland Town Council that it is in full support of the findings of the National Academy of Sciences' report titled *Reducing Underage Drinking: A Collective Responsibility*.

This resolution was adopted by unanimous vote on November 25, 2003.

Attested: 
Janice E. Porter
Town Clerk
Oakland, Maine

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CITY OF WATERVILLE

CITY COUNCIL

RESOLUTION NO. 172-2003

A RESOLUTION PROVIDING FOR:

REQUESTING MAINE'S FEDERAL, STATE AND LOCAL GOVERNMENT LEADERS TO SUPPORT THE FINDINGS OF THE NATIONAL ACADEMY OF SCIENCE'S REPORT TITLED REDUCING UNDERAGE DRINKING: A COLLECTIVE RESPONSIBILITY

IN THE MATTER OF examination of problems related to underage drinking.

WHEREAS, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21, and

WHEREAS, more than 30% of the alcohol advertising on television in 2001 in the Portland media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age, and

WHEREAS, the Maine Youth Drug and Alcohol Use Survey found that, in 2002, 54.6% of Maine high school students reported using alcohol in the preceding month, and

WHEREAS, the MYDAUS found that 20% of Maine high school students reported five or more drinks on one or more occasions in the two weeks preceding the survey, and

WHEREAS, the Centers for Disease Control found that 27.4% of Maine high school students reported riding with a driver who had been drinking in the preceding month, and

WHEREAS, the CDC recently found "point-of-purchase," or on-site, alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequented by underage youth, and

WHEREAS, reports by the Center of Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines, and

WHEREAS, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased, and

WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use, and

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth, and

WHEREAS, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking and fund related prevention work, and limiting youth access to alcohol by taking tougher measures at the community level,

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Waterville, acting as the municipal officers, as follows:

THAT the City Council asks Maine's federal, state and local government leaders to support the findings of the National Academy of Sciences' report titled *Reducing Underage Drinking: A Collective Responsibility*.


Dana Sennett
Chair, City Council

IN THE CITY COUNCIL

November 18, 2003, Read and Adopted.


CITY CLERK

APPROVED, November 20, 2003


MAYOR



Town of Fairfield

"Where Business and Government Work Together"

Town Council Resolution # 04-01

IN THE MATTER OF examination of problems related to underage drinking.

WHEREAS, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21, and

WHEREAS, more than 30% of the alcohol advertising on television in 2001 in the Portland media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age, and

WHEREAS, the Centers for Disease Control and Prevention (CDC) found that, in 2001, 47.8% of Maine high school students reported using alcohol in the preceding month, and

WHEREAS, the CDC found that 27.4% of Maine high school students reported riding with a driver who had been drinking in the preceding month, and

WHEREAS, an estimated that 31.5% of Maine high school students had five or more drinks on one or more occasions in the preceding month, and

WHEREAS, the CDC recently found "point-of-purchase," or on-site, alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequented by underage youth, and

WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines, and

WHEREAS, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased, and

WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use, and

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth, and

WHEREAS, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking and fund related prevention work, and limiting youth access to alcohol by taking tougher measures at the
Lawrence Avenue, P.O. Box 149 • Fairfield, Maine 04937-0149 • (207) 453-7911 • Fax (207) 453-4280

community level, NOW THEREFORE BE IT RESOLVED by the Town Council of
Fairfield, State of Maine:

SECTION 1: that the Board of Commissioners/City Council asks Maine's federal, state
and local government leaders to support the findings of the National Academy of
Sciences' report titled *Reducing Underage Drinking: A Collective Responsibility*.

Motion by Bouchar seconded by Pellerin that the resolution be
adopted was carried by the following vote:

YEAS: 5 NAYS: 0 Abstentions: 0

ADOPTED: January 14, 2004

Attest: Cynthia P. Blair
Cynthia Blair, Town Clerk

A TRUE COPY
ATTEST: Cynthia P. Blair
TOWN CLERK

REDUCING UNDERAGE DRINKING: A COLLECTIVE RESPONSIBILITY

WHEREAS, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21, and

WHEREAS, an estimated 31.5% of Maine high school students had five or more drinks on one or more occasion in the preceding month, and

WHEREAS, the Centers for Disease Control and Prevention (CDC) found that, in 2001, 47.8% of Maine high school students reported using alcohol in the preceding month, and that the CDC recently found "point-of-purchase" or on-site alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequently by underage youth and

WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines. Independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use, and

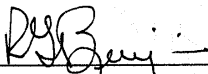
WHEREAS, the Journal of the American Medical Association published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased, and

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U. S. allow alcohol advertising to reach a great number of youth, and

WHEREAS, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking and fund related prevention work, and limiting youth access to alcohol by taking tougher measures at the community level,

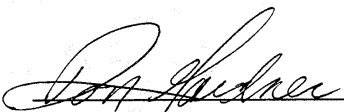
THEREFORE, We, the Presque Isle City Council hereby ask Maine's federal and state government leaders to join in their support of the findings of the National Academy of Sciences' report titled Reducing Underage Drinking: A Collective Responsibility.

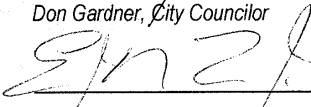
Signed the 21st day of January, 2004:



Richard Benjamin, City Councilor

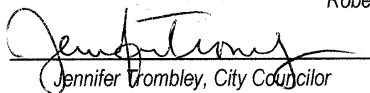

Calvin Hall, City Councilor


Ron McPherson, City Councilor


Don Gardner, City Councilor


Eugene McLaughlin, Jr., City Councilor


Robert Poesz, City Councilor


Jennifer Trombley, City Councilor



TOWN OF WINSLOW, MAINE

(207) 872-2776 Phone
(207) 872-1999 Fax

16 Benton Avenue
Winslow, ME 04901

TOWN COUNCIL

RESOLUTION NO. 02-2004

A RESOLUTION

Providing for: The Matter of Examination of Problems Related to Underage Drinking.

BE IT RESOLVED by the Town Council of the Town of Winslow as follows:

- WHEREAS**, children who consume alcohol before age 15 are four times more likely to develop alcohol dependence at some point in their lives when compared to children who abstain from alcohol until they are 21; and
- WHEREAS**, more than 30% of the alcohol advertising on television in 2001 in the Portland media market was more likely to be seen by youth ages 12-20 than by adults of legal drinking age; and
- WHEREAS**, the Centers for Disease Control and Prevention (CDC) found that, in 2001, 47.8% of Maine high school students reported using alcohol in the preceding month; and
- WHEREAS**, the CDC found that 27.4% of Maine high school students reported riding with a driver who had been drinking in the preceding month; and
- WHEREAS**, an estimated 31.5% of Maine high school students had five or more drinks on one or more occasions in the preceding month; and
- WHEREAS**, the CDC recently found "point-of-purchase," or on-site, alcohol marketing in 94% of the nearly 4,000 convenience stores, grocery stores and gas stations it studied, having selected types of retail outlets that are frequented by underage youth; and

WHEREAS, reports by the Center on Alcohol Marketing and Youth show that underage youth are exposed to more alcohol advertising than adults on television, radio and in magazines; and

WHEREAS, the *Journal of the American Medical Association* published in its May 14, 2003 edition a study that found that alcohol advertising in magazines between 1997 and 2001 tended to increase as youth readership increased; and

WHEREAS, independent research indicates that awareness of alcohol advertising and marketing has an impact on the beliefs and expectations of children and youth regarding alcohol use; and

WHEREAS, the current voluntary guidelines of the Beer Institute and the Distilled Spirits Council of the U.S. allow alcohol advertising to reach a great number of youth; and

WHEREAS, the recent report by the National Academy of Sciences recommends combating underage drinking by instituting an adult media campaign, limiting and monitoring youth exposure to alcohol advertising, creating a federal interagency committee, raising alcohol excise taxes to deter underage drinking and fund related prevention work, and limiting youth access to alcohol by taking tougher measures at the community level,

NOW THEREFORE BE IT RESOLVED by the Town Council of the Town of Winslow that the Town Council asks Maine's federal, state and local government leaders to support the findings of the National Academy of Sciences' report titled *Reducing Underage Drinking: A Collective Responsibility*.

SPONSORED BY: Administration

IN THE TOWN COUNCIL

February 9, 2004

First Reading, 6-0 _____
accepted rejected

March 8, 2004

Second Reading, 7-0 _____
adopted rejected

Elizabeth A. Furman
Town Clerk

APPROVED: March 8, 2004

CHAIRMAN: ~~_____~~

James Russell Christopher M. Nodden
_____ John H. McQuillen
Paul B. Norton Derald Lewis Amari

NAS Report on Underage Drinking - Recommendations on Limiting Access

1. Minimum drinking age laws of each state should include certain 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
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)
4. Communities and states should implement media campaigns in conjunction with compliance check programs
5. States should require all sellers and servers of alcohol to complete state-approved training
6. States should strengthen dram shop liability statutes (capacity for lawsuits against licensed alcohol retailers who serve an underage or visibly intoxicated person)
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)
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)

1. Maine law contains all the recommended provisions
2. Maine's compliance checks began for the first time in January 2003, but have been suspended as of June 2003 due to the elimination of the Bureau of Liquor Enforcement. Discussions are underway between OSA, the AG's Office and the Dept of Public Safety to try to redesign the program and restart it in early 2004.
3. 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. Current practice regarding citations for underage sales and fines is in transition as the Bureau of Liquor Enforcement was eliminated in June 2003.
4. Direct media campaigns were not and are not currently planned to be part of the state's compliance check program (primary reason is lack of staff time to implement)
5. State-approved training is not mandated. It is encouraged under the dram shop liability law, but current status of training offerings isn't clear since the Bureau of Liquor Enforcement was responsible for oversight of state-approved training courses as well as delivery of the state-sponsored "Basic" course.
6. Maine's dram shop liability statute is based on the model law cited by the report.
7. Maine has not taken any specific actions to address home delivery (which is allowed) or internet sales (which are not allowed).
8. Maine has not implemented any specific enforcement programs to deter adults from furnishing, other than the education and awareness provided by the "Sticker Shock" program. Some enforcement agencies have begun to investigate and prosecute furnishing cases more aggressively. A Reference Booklet for Law Enforcement Officers, created by OSA and offered to all Maine law enforcement agencies, includes substantial information on furnishing laws. A collaborative OSA/BLE training offered to local depts paid special attention to furnishing, but training has been suspended since June 2003.

<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: -routinely responding to noise complaints and entering premises when there is probable cause to suspect underage drinking -routinely checking, as part of regular weekend patrols, open areas where teen drinking parties are known to occur -routinely citing underage drinkers and whenever possible the person who supplied the alcohol</p> <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>9. 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. Local law enforcement must track a keg tag through the relevant distributor to the retailer and then request the purchaser’s information from the retailer.</p> <p>10. Local law enforcement have generally paid substantial attention to zero tolerance laws – they are well publicized and appear to be effectively enforced.</p> <p>11. Maine has just enacted a graduated driver licensing law.</p> <p>12. Sobriety checkpoints are relatively common among many local enforcement agencies.</p> <p>13. Policies for detecting and terminating underage drinking policies have not been assessed across local law enforcement departments.</p> <p>14. The Bureau of Liquor Enforcement was the only agency directly focused on false identification issues. Currently not clear who will be taking this issue on as a priority?</p> <p>15. Non-criminal penalties are in place in the law, but application varies greatly across localities since both local law enforcement and the juvenile corrections officer 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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* Compiled by Becca Matusovich, Maine Office of Substance Abuse, September 2003. If you have questions and/or information to contribute regarding Maine’s status in any of these areas, please contact Rebecca.Matusovich@maine.gov.