



Cambridge Prevention Coalition E-Newsletter

April 26, 2006

Volume 2, Number 4

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CPC Committees:

Environmental Strategies

Next Meeting: May 3 (3-4:30)
Contact: Frank Connelly
(617) 349-6334
fconnelly@cambridgema.gov

Social Marketing

Next Meeting: May 8
(3-4:30P.M.)
Contact: Kim DeAndrade
kdeandrade@cpsd.us

Hot Topics – Prescription Drugs

Next Meeting: TBA
Contact: Marsha Lazar
(617) 665-3655
mlazar@challiance.org

Youth Development

Contact: Liz Sosland
(617) 623-2080
lsosland@caspar youth.org

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Underage Drinking Policy Forum: A Success!

On April 11, 2006, for the third Quarterly Meeting of the Cambridge Prevention Coalition, we hosted our first ever "Town Hall Forum on Public Policy" joining Cambridge with hundreds of other communities nationwide in an effort to raise awareness about the problem of underage drinking. In honor of National Alcohol Awareness Month, the meeting opened with the unveiling of two new PSAs produced and created by CCTV in collaboration with the Cambridge Prevention Coalition. (more below)

The primary goal of the forum was to discuss the potential for local public policy initiatives to be utilized as strategies for reducing underage drinking among Cambridge youth. Guest speaker Dr. David Rosenbloom, Professor at Boston University's School of Public Health and Director of the nationally renowned *Join Together* program and the Youth Alcohol Prevention Center, moderated a panel discussion with four local providers. Speaking to the multiple policy initiatives underway in Cambridge and neighboring communities were Richard Scali of the Cambridge License Commission, Dr. Danny Trujillo, Dean of Substance Abuse Services at MIT, and Amanda Shannon and David Deluliis of MADD. Young people from the CASPAR/CPC Youth Advisory Council who reviewed the recent legislative proposals and city ordinances, prepared questions for panelists regarding issues of Keg Registration and the newly revised Youth Alcohol Bill. In addition, panelists fielded a wide variety of questions from other audience members, sparking a lively debate about where Cambridge might best invest its diverse resources and efforts. Opportunities named and discussed included marketing and advertising, server and vendor sales, third-party buying, parent education and youth diversion programs.

Discussions regarding Public Policy will be ongoing at the Coalition as we continue to work to meet the goals of our current Strategic Plan. Subcommittees on topics like Environmental Strategies, Youth Development and Social Marketing are actively seeking participants. If you are interested in becoming involved or would like to talk about other volunteer opportunities with the Coalition please contact Chuck Klevgaard at 617-349-6283 or via email cklevgaard@cambridgema.gov.

Our next Quarterly Meeting is scheduled for Tuesday June 13, 2006. We hope to see you there!

Kristen Handricken, Chairperson

Christine Giraud
617-349-6257
cgiraud@cambridgema.gov

Matignon Participates in Teen Health Survey

The Teen Health Survey was administered at CRLS on April 11th and later this month, Matignon High School will be administering the survey for the first time with over three hundred 9-12th graders. We welcome their involvement and believe that the addition of Matignon students to the data will provide us with an even clearer picture of Cambridge youth. A huge thank you for making this happen go to **Marsha Lazar** and **Barbara Mead**.



New to the teen survey this year, are questions about Oxycontin and more detailed questions about sources of alcohol. Watch for results to get posted in late summer or early fall online at <http://www.cpsd.us/curr/HealthEdu.cfm>.

Chuck Klevgaard

New Logo for CPC!



Notice something different about CPC? We have launched our new logo! Dinah Olanoff of 3-D Solutions worked with CPC staff to create a logo that conveyed community, collaboration and change.

Christine Giraud

Member Profile: Jeff McLeod



Where did you grow up?

I grew up in a big white whaling captain's house in Mystic, CT. With the popularity of Harry Potter it is fun to tell people that I actually attended Mystic Academy.

How are you involved with CPC?

I serve on the CPC Environmental Strategies Committee. I represent the responsible service of alcohol by Cambridge's restaurants. I have also provided training to MIT fraternities on how to hold safe parties. Rather than ban drinking – which just forces it underground -- MIT has chosen to allow fraternities/sororities to register parties and follow specific guidelines. As a recovering alcoholic who graduated from an engineering school and now manages a bar, I have interesting perspectives on these issues.

You manage Christopher's, an establishment where drinking alcohol is permitted. Do you have any suggestions about ways to improve the laws and regulations that attempt to prevent underage drinking?

Christopher's has been at the forefront of the prevention of underage drinking. Charlie Christopher was one of the founding members of CLAB, a committee of licensees organized around this topic. One issue that is difficult involves the use of false ID's. In this day and age of laser printing, internet accessible holograms and lamination, it can be very difficult to detect a false ID. And when one does detect a false ID, there should be a more effective way of dealing with the issue than simply denying entrance and sending the minor away to attempt entry at another less attentive establishment. It's a tremendous responsibility to manage a drinking establishment effectively and safely.

You're also helping to organize the Taste of Cambridge. What would you like to see TOC do differently this year?

Wow, The Taste of Cambridge -- an event that has a life of it's own. This year will be the fourth TOC that I have been involved with. Right now the biggest problem the committee is having is making sure that the event does not grow too big. It's nice to have "problems" like that.

Christine Giraud

Underage Drinking PSAs- Airing Now!



In collaboration with CPC, Cambridge Community Television (CCTV) has produced 2 Public Service Announcements about underage drinking. The PSAs will air throughout the month of April on local cable channels and should raise awareness among parents and other

adults about the fact that youth are accessing alcohol frequently and easily in Cambridge. (Teen Health Survey, 2004) One PSA targets parents and the other older siblings. The PSA's will play intermittently between programming on Channel 9 and 10. The best time to see them would be in between the BeLive programs which run Sunday Through Thursday 4:30pm to 9:00pm.

CPC and CCTV have also finished collaborating on a localized wrap-around introduction and conclusion for the national *This Place* PSA. It includes messages from CPC/CASPAR youth and from Frank Connelly and Chuck Klevgaard of CPC. *This Place* with the Cambridge *intro* and *outro* airs on CCTV Channels 9 and 10:

04/14/06 on Ch 9 at 9:00am and 5:00pm

04/15/06 on Ch 9 at 11:00am

04/16/06 on Ch 9 at 1:00pm

04/17/06 on Ch 9 at 4:00pm

04/24/06 on Ch 9 9:00am

04/25/06 on Ch 9 4:00pm and 7:00pm

04/27/06 on Ch 9 4:00pm

04/21/06 on Ch 10 12:10pm and 5:00pm

04/23/06 on Ch 10 11:00am

04/25/06 on Ch 10 3:30pm

04/27/06 on Ch 10 7:30pm

Christine Giraud

"21 Proof"

CPC has been working diligently to prepare for the roll out of a new environmental strategy called "21 Proof Selling Smart: Best Practices for Reducing Underage Drinking" in stores that sell alcohol. Six months ago-when Director Chuck Klevgaard was still considered new-he and I identified the training of "non-pouring" licensees as an area that needed more attention. Utilizing the writing talents of Melanie Adler, from EDC, the design talents of Dinah Olanoff, and the evaluation talents of Scott Formica from SSRE, 18 stores will be trained the week of April 24. This controlled study will allow us to train the owners/managers of 36 stores in Cambridge and simultaneously measure the effectiveness of this intervention.



The remaining 18 stores will initially be our control group. They will be offered training in late June in order to allow us to complete the mystery shopping/alcohol purchase surveys that we are doing at all 36 stores on 4 occasions. Once before any intervention and 3 more times after the training of the first 18 stores.

The implementation of this training included the assistance of multiple partners: the Cambridge Licensing Commission; the Environmental Strategies Committee; the Cambridge Package Store Association; The Cambridge Licensee Advisory Board; and multiple licensees. The "Smart Serve" in Ontario Canada influenced the incident report log.

In addition to providing information and strategies to reduce underage drinking, we will be giving all participants a handbook on responsible alcohol sales, an individual risk assessment of best practices, materials to train their employees, signage, a specialty calendar, an incident report log book and a 2006 ID Checking Guide.

This environmental strategy will be assessed and the findings will be published. Thank you to everyone who has contributed to this exciting new intervention that is bound to distinguish us as a leader in prevention.

Frank Connelly
