

B.R.A.D.

Be Responsible About Drinking

Power Hour

Legislative Update

A look at legislation in Minnesota, North Dakota and Texas aimed at preventing alcohol abuse when young adults celebrate their 21st birthdays.

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College Communities

Collaborate for Safer Entertainment

This article features responsible hospitality initiatives across the country, including Michigan and California

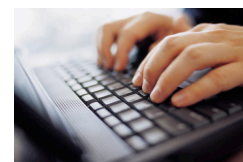
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POWER HOUR & 21ST BIRTHDAY LEGISLATIVE UPDATE

Due to recent deaths resulting from 'power hour' and subsequent media attention, a few states have taken legislative action against the practice. Power Hour is a tradition in which young adults on their 21st birthday go to a bar at midnight and try to drink 21 shots of alcohol before the bar closes. Legislation in Minnesota, North Dakota and Texas has been drafted to prevent 21st birthday celebrants from continuing this practice.

Minnesota

SF 664

Legislation regarding "Power Hour" is included in the State's liquor license and sales provisions modifications bill. The bill bans power hour across the State by prohibiting new 21-year-olds and servers from possessing, consuming, selling and furnishing alcoholic beverages until 8 am of the person's 21st birthday. The legislation is effective the day following final enactment. Governor Pawlenty signed the bill on June 2, 2005, effective June 3, 2005.

North Dakota

House Bill 1383

The legislation makes it illegal to sell or serve liquor to a person before 3 am on the day of his or her 21st birthday. The purpose is to stop the practice of people going to bars at midnight of their birthday and consuming 21 shots before the bar closes. The law also makes it a misdemeanor for a person to dispense or permit the consumption of alcohol in a licensed establishment after 2 am. Governor Hoeven signed the bill in March 2005.

Texas

House Bill 36

This proposed legislation would punish vendors who sell alcohol to people during the early morning hours of their 21st birthdays. The bill would make it illegal to sell or serve liquor before 7 am on their birthday. The bill failed to receive an affirmative vote in committee.

House Bill 38

This proposed legislation would limit the amount of alcohol that may be served in any one drink by licensed retailers to a half-ounce of pure alcohol or the equivalent. The bill is in the Licensing & Administrative Procedures committee.

The tradition of power hour is dangerous and potentially deadly. Legislators in Minnesota, North Dakota and Texas hope

that by prohibiting 21st birthday celebrants from entering a bar until the morning of their 21st birthday lives will be saved. It is also important for states to educate their citizens about the dangers of alcohol poisoning in order to promote responsible decisions and responsible drinking.

For information on power hour legislation in your state, visit www.firstgov.gov.

Information provided by the Leadership to Keep Children Alcohol Free

Be Responsible. KNOW THE SIGNS OF ALCOHOL POISONING

Unconsciousness or semi-unconsciousness.

Slow respiration: Breaths of eight or less per minute or lapses between breaths of more than eight seconds.

Cold, clammy, pale or bluish skin.

In the event of alcohol poisoning, these signs and symptoms will most likely be accompanied by a strong odor of alcohol.*

If someone shows any of these symptoms contact 911 immediately.

*While these are obvious signs of alcohol poisoning, this list is not all inclusive.



College Communities Collaborate for Safer Entertainment

Collaborative college community efforts across the United States are promoting responsible hospitality in their local bars, pubs and restaurants. Many cities have adopted responsible hospitality initiatives to promote community stewardship, compliance and responsible management of alcohol to patrons.

College collaborations of responsible hospitality have formed in Albany, New York; East Lansing, Michigan; Lincoln, Nebraska; and San Diego California to provide training, membership and best management guidelines for bar and restaurant owners. Responsible hospitality initiatives are a positive way for community leaders, police and bar and

restaurant owners to promote best management practices, as well as open the lines of communication between the stakeholders in the community. These collaborations acknowledge the importance of accountability on behalf of the safety of the entire community.

Responsible hospitality initiatives create alcohol management guidelines to which its members must adhere. Most establishments holding liquor licenses voluntarily join responsible hospitality initiatives.

Albany, New York

The mayor of the City of Albany and President of the State University of New York (SUNY) University at

Albany created the Committee on University and Community Relations in 1990, aimed at addressing student alcohol-related problems. The group's priorities are to enhance community/university relations, increase students' safety and security off campus, and to plan alcohol and other drug prevention efforts.

A key initiative of the Albany committee has been the voluntary Tavern-owner Advertisement Agreement, which provides voluntary guidelines for local bar and restaurant owners. These guidelines outline acceptable on-campus advertising, emphasize age and ID requirements necessary to

obtain alcohol, and discourage advertising language that might encourage irresponsible drinking.

Participating bar and restaurant owners agree to review the content of their advertising to promote responsible and lawful consumption of alcohol and to help ensure appropriate and civil behavior by students leaving their establishments.

East Lansing, MI

The Responsible Hospitality Council (RHC) began in 1999 with the help of community leaders and two bar/restaurant owners in East Lansing, Joe Bell of the Peanut Barrel and Vaughn Schneider, owner of the

former Small Planet Food and Spirits.

Most of the liquor license holders in the greater East Lansing area are members of the RHC, as are representatives from the university, city council and the East Lansing Police Department.

"The incentive [for RHC] was to create a group of bar and restaurant owners that are more tuned into the desires of the community. As it began to grow, bar and restaurant owners realized joining [RHC] is a part of being a good neighbor, and being a good neighbor means being more responsible. It doesn't take a lot of money to run it, just the commitment" said Joe Bell.

The purpose of East Lansing's RHC is to adopt practices which promote responsible advertising, safe on-site management, community stewardship, compliance with state and local liquor laws, and responsible alcohol consumption by patrons.

The council provides guidelines on best management practices for bars, clubs and restaurants on hosting twenty-first birthday celebrations as well as appropriate advertising. 21st Birthday Best Management Practices include:

- Denying a visibly intoxicated person entry into the establishment
- The manager on duty speaking to the celebrants about responsible drinking
- Using a phone tree among the bar and restaurants in town to inform other establishments of the birthday party.

Julie Sawaya, one of three chairpersons of RHC says,

"If I had one piece of advice for another community it would be to open the lines of communication and work together." Julie emphasizes the importance of collaboration and bringing all relevant parties to the table.

Lincoln, Nebraska

In partnership with the Downtown Lincoln Association and the Nebraska State Liquor Commission members of the Lincoln community formed NU Directions in 2002. NU Directions promotes responsible hospitality in Lincoln establishments.

New guidelines for bars and restaurants seeking liquor licenses were created, requiring all servers and their supervisors to complete a server education course within first month of employment. Additionally, all establishments must maintain 1:25 staff / patron ratio and legal drinking age must be enforced through appropriate identification.

"NU Directions previously focused on either changing the zoning in downtown or doing something to restrict the number of liquor licenses allowed in the downtown — which would have been very problematic with us. (Now,) we have all agreed to better manage the number of outlets in the downtown. We are better focusing our time and energy on those places that are problems rather than depriving downtown of new businesses that could be very, very positive, and not problems," said Polly McMullen, Downtown Lincoln Association director.

NU Directions also discourages 'bar crawls' on 21st birthdays. Establishments in Lincoln are asked to provide alternatives such as t-shirts that each bartender signs per drink given so that each bar or restaurant can moni-

tor consumption of alcohol, as well as providing a birthday pack with a Blood Alcohol Concentration information (BAC) card to the birthday celebrant and their guests.

San Diego, California

San Diego's responsible hospitality initiative, called Vitality San Diego, is tied to of a downtown San Diego economic revitalization. It is funded by the San Diego Health and Social Services Agency and has support from city government, local businesses and residents.

The coalition's goal is to make the area safe and welcoming for all citizens and visitors:

"Vitality is facilitating opportunities for downtown residents, businesses, community organizations and other stakeholders to address concerns about and solutions to alcohol - and other drug-related environmental impacts on downtown life," says Dan Tomskey, project manager.

In addition, the Downtown San Diego Partnership and Gaslamp Quarter Association promote health and safety initiatives as the Clean and Safe Program, supported by a business improvement district and special events bar and restaurant training through the Responsible Beverage Sales (RBS) and Service in San Diego.

The California Department of Alcohol Beverage Control district administrator for San Diego is a staunch backer of RBS training because of the dramatic fall-off in police incidents since training was adopted almost a decade ago. Over 90 percent of the San Diego Gaslamp district alcohol retailers have completed RBS training on a voluntary basis, according to Marian

Novak, who leads a countywide RBS Council.

Responsible hospitality initiatives are a positive way for communities to get involved in the issues that affect them locally. By constructing a positive and safe environment, bars and restaurants are able achieve responsible entertainment and responsible hospitality.

For more information on each city's initiative visit:
Albany:
<http://police.albany.edu/2ColPage.asp?PageSName=OCA3>
East Lansing:
<http://healthed.msu.edu/services/drugs.html#3>
Lincoln:
<http://www.nudirections.org/>
San Diego
<http://www.publicstrategies.org/vitalitysandiegooverview.htm>

Information for this article is provided by:

Michigan State University Public Relations

NU Directions

State University of New York at Albany

The Silver Gate Group

If you are interested in more information about other unique responsible initiatives visit the Century Council's website.

www.centurycouncil.org

The Century Council is an organization funded by American distillers. They promote responsible decision making regarding alcohol use.

In addition the following websites provide helpful tips about responsible alcohol use:

College Drinking Prevention:

www.collegedrinkingprevention.gov

Straight Facts about Alcohol:

www.health.org/govpubs/rpo884/

Bar Promos Target College Students:

www.health.org/nongovpubs/lastcall/

Mailbox

The B.R.A.D. Foundation appreciates all the thank you letters we receive.

Share your thoughts with us at contact@brad21.org.

Here is what a few of you have to say...

DEAR B.R.A.D. Foundation,

"Thank you so much for the very thoughtful birthday card. I was truly touched by your story and the B.R.A.D. Foundation.

I would like to extend my deepest sorrow for your loss. It is devastating that beautiful lives like Brad's are

taken so early. I will continue to remember Brad in my thoughts and prayers and wish you the best of success with your foundation.

My 21st birthday is May 10th and I will ensure that my friends and I drink carefully and responsibly. Thanks for all you have done to encourage safe

drinking practices on MSU's campus."

Go Green!
-Katie Monette

"My daughter is a junior at MSU. She will turn 21 tomorrow and just received your birthday card.

I just wanted to let you know how sad I feel about

what happened to Brad and commend you for what you have chosen to do with it.

Your website is so full of information for young people and the birthday card is an excellent way to get kids to your site.

Thank you for sending out the cards and I'm sure you have made a difference in

more than one life. You will probably never know just how many lives you possible have saved.

Thank you for becoming involved and keep up the good work."

-Cindy Grey

B.R.A.D. Staff

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Jasmine Greenamyre: Program Director, Editor
Lauren D'Amore: Program Assistant, Lead Writer
Amy Wiegand: Program Associate

B.R.A.D.'s Mission

To impart information that will encourage and enable responsible decision making.

Our purpose is to educate young adults and their parents as to the responsible use of alcohol, the effects of alcohol and how to deal with excess by others.

Evaluating the B.R.A.D. Card?

Each month we receive inquiries about schools other than Michigan State University evaluating the B.R.A.D. 21st Birthday card. We would love to share your results with other schools, or give them your contact information. Please let us know of your efforts at contact@brad21.org.

Information and Materials:

To order our educational materials, go to www.brad21.org/request_literature.html or call us at (248) 842-4021.

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