

# A CLEAR VIEW...

*Promoting a safe and healthy community while working together as  
Community Leaders Educating About Resistance to high risk behaviors.*

**September, 2008**

**Morgan County CLEAR**

***P.O. Box 163, Versailles, MO 65084***



Welcome to this issue of CLEAR View. This is our 6<sup>th</sup> edition of CLEAR View, which is a newsletter sharing information from CLEAR (Community Leaders Educating About Resistance) and our community grant for reducing risky drinking (binge and underage) in ages 12-25. In this issue of CLEAR View, we want to share with you many of the successes that have taken place in making our county healthier for all. Morgan County and the entire lake area are on a roll in taking measures for a safe Morgan County. You have probably read in the local papers over the last month the improved boating statistics in regard to accidents as a result of concentrated efforts to promote responsible use of alcohol in the lake. We also want to salute Representative Rodney Schad for his efforts in promoting legislation in lowering the alcohol limit on the lake. It has been a busy year with lots of efforts on the part of many entities within our community – schools, businesses, civic organizations, government organizations, and many individuals.

But, even with the successes, there is still much to do over the coming year as evidenced by some of our first year results with programs. From October 2007 to October 2008, we have compiled lots of data on both our Responsible Beverage Service (RBS) training in the community and our Say it Straight (SIS) Educational Program in our school districts. The data helps us target the community direction for the upcoming year. We would like to share some of the preliminary information from year 1 data.

## **SIS student information**

- A large % of students surveyed would not or have not chosen to ride with someone who had been drinking. (Responses ranged from 75% to 93 % over 3 different measures.) It is positive that large numbers of students appear to understand the risks associated with driving and drinking.
- A large number (54%) of students would choose not to join their friends drinking at a party. We need to be concerned about the 46% that would choose to join their friends drinking at a party.
- Most students do not approve of someone their age (underage / school age) drinking. We need to be concerned about the 33% at high school and 34% at middle school that indicated don't know or can't say. There may be some mixed messages in this compared to other information but this may point to a need for continued awareness of the dangers of underage alcohol use.
- Many of our students have not talked to a parent about alcohol use. (61% at high school and 33% at middle school). Parents need to understand that they play a major impact in their child's decision to use alcohol.
- Many students could recall seeing a prevention message about alcohol use. (84% at high school and 64% at middle school). We need to increase that to 100%.
- Many of our students (71%) indicate that they would not be seen as cool if they drank on a regular basis. This is a positive peer perception.
- Many students think that drinking is harmful or risky. Responses ranged from 63% to 77% on 2 different measures.
- Many students (52%) think that alcohol would be easy to get. This reflects a need to continue to address availability of alcohol in our county for youth.
- Many students (74%) think they would not get caught by law enforcement if drinking in their community. We need to continue collaborative efforts with law enforcement agencies to get consistency with the procedures for underage drinking.
- Large numbers of students had not participated in risky or binge drinking in the prior 30 days of the survey. (Responses on two measures ranged from 69% to 87% for not having a drink and 82% to 91% for not bingeing.)

A continued focus for CLEAR and our collaborative community partners is to continue to address the health risks of underage alcohol use, to provide awareness of parental impact in student use of alcohol, and to provide support to our merchants as they face the many challenges of serving and selling responsibly.

(Note: The above data is combined data from both Morgan Co-RI and Morgan Co-RII and reflects combined results from 3 different surveys.)

## Update on Responsible Beverage Service Training

An additional strategy used by CLEAR over the last year has been to provide training and information related to Responsible Beverage Service (RBS). This need was determined based on 4 indicators from the beginning 06 grant data. This information is as follows: 1) large numbers of outlets in the county; 2) youth in Morgan County indicating that alcohol is readily available; 3) limited signage and advertising indicating responsibility with selling and checking IDs; and 4) limited training on RBS occurring within the county.

Over the last 14 months of the grant, we have provided training for 21 retailers with 141 total participants. Those who have attended have received positive signage to display in their business and guides to aid in ID checking. In addition to those who have attended trainings, all liquor licenses in the county receive newsletters with tips on selling and serving responsibly. THE RESULT !!! Those attending training have increased their skills and knowledge in checking IDs and understanding laws / ordinances. More signage is visible indicating IDs checked.

## Calendar

### RBS (Responsible Beverage Service)

#### Training dates: RSVP 573-789-5509

- 2:30 p.m. Wed., Nov 5, 2008,  
Morgan County Public Library,  
Hwy 5/52 Versailles

#### Coalition meeting dates:


- 12:00 a.m., Wed., Nov. 5, 2008,  
Pioneer Restaurant, Hwy 52,  
Versailles

#### Board of Directors meeting dates:

- 12:00 p.m. Wed., Oct. 1, 2008

Welcome, Tina Williams. She is the new prevention specialist working with CLEAR.

Congratulations, Genan Hanning. Genan, who has been writing tips for prevention and leading RBS training, has taken a new position with Pathways in Sedalia. We will miss her expertise.



## Youth Alcohol Dangers/Risks

Tina Williams  
Prevention Specialist, Pathways CBH Inc.

**Did you know...**

- 61.1% of Missouri's youth have consumed alcohol?
- An adolescent can become an alcoholic in as little as 6 to 18 months?
- Alcohol can impair the brain's frontal cortex development in teenagers?
- When youth drink, they tend to drink intensively, often consuming 4 to 5 drinks at one time?
- Underage drinking is illegal and not a right of passage for our youth?
- Over 50% of the deaths for ages 15 to 24 are related to alcohol?
- Alcohol is a major contributor to teen suicide attempts?
- Underage drinkers consumed 16.9% of all the alcohol consumed in Missouri?
- In 2005, the alcohol industry made \$197 million dollars in profit from under-aged drinking?
- Underage drinking costs Missouri \$1.3 billion dollars for medical costs, loss of work, and property damage?

## Tips for Talking to Your Child about Alcohol

Every parent plays a very important role in talking to their child/children about alcohol. Follow these tips for successful experiences.

1. A single conversation about alcohol use is not enough. There needs to be an ongoing dialogue about it. You can use a newspaper article or recent event as a conversation starter.
2. Conversations should begin early (ages 10-14) and parents should clearly express their expectations about your children's behavior.
3. Listen to what your child has to say without interruption.
4. Make it a discussion, not an argument, by controlling your emotions and expressing your feelings in a constructive manner.

5. Respect what your child says.
6. Teach your child about the dangers of underage drinking and that it is against the law. (See above article, Youth Alcohol Dangers/Risks.)
7. You need to know what your children are doing and with whom. Research shows that the way parents learn about what their children are doing matters; gaining information from conversations with youth rather than from surveillance is recommended.
8. Finally, parents need to model responsible drinking for their children.

Need more help: contact CLEAR [www.morgancountyclear.org](http://www.morgancountyclear.org) or obtain one of these guides: [A Guide to Action for Families](#), <http://ncadi.samhsa.gov>; [Make a Difference, Talk to Your Child about Alcohol](#), [http://pubs.niaaa.nih.gov/publications/MakeADiff\\_HTML/makediff.htm](http://pubs.niaaa.nih.gov/publications/MakeADiff_HTML/makediff.htm); [Ask, Listen, Learn](#) brochure, [www.asklistenlearn.com/parents](http://www.asklistenlearn.com/parents)

## Q & A with Representative Rodney Schad

Thank you, Rodney, for sharing your expertise!

**(Representative Schad sponsored HB1715 during last session of the Missouri Legislature. This law impacts Watercraft and Intoxication as well as Intoxication-Related Traffic Offenses. Along with other provisions, the law lowers the blood alcohol level to .08 of 1% for boating under the influence.)**

**CLEAR Q:** What community issues prompted your interest in sponsoring this bill?

**Rep. Rodney Schad:** The main reason was that as I read and heard about so many unnecessary tragedies occurring with alcohol related accidents on our roads and the Lake of the Ozarks, I realized it was time to change the laws as they relate to DWI and BWI. My research uncovered a lot of inconsistencies between the DWI and BWI laws and I also discovered that there were some loopholes that repeat offenders were utilizing to their advantage.

**CLEAR Q:** What kind of positive impact will the bill have on Morgan County?

**Rep. Rodney Schad:** The provisions of HB1715 will assure that repeat offenders of DWI and BWI laws will receive proper and timely punishment by requiring incarceration sooner. These offenders will be off the road which will make our community safer.

**CLEAR Q:** What can the CLEAR coalition do to increase awareness of issues around risky drinking?

**Rep. Rodney Schad:** Continue to be pro-active in your efforts to communicate to our youth the dangers and repercussions of risky drinking. Drinking and driving along with drinking and being unable to make wise decisions about who to ride with cause permanent injury and sometimes death. Training parents to talk to their children about these dangers will be beneficial.

## Morgan County Merchants Using Responsible Beverage Service

Over the past year CLEAR has provided training for over 140 employees from the more than 70 alcohol merchants in Morgan County. The merchants participating are: Boardwalk Grill, Captain Ron's (Camden County), Chances R, Elks Lodge #2705, Fastlane, Gier's (all stores), Grey Bear Vineyards, Hop and Go, Jiffy Stop (Versailles and Laurie), Merten's, Osage River Bar and Grill, Pioneer Restaurant, Pizza Hut (Versailles), Rustic, Temp Stop, Versailles Eagle Stop, Wal-Mart, and Westside Lanes. We appreciate the commitment, they each have to the youth of our county.

In August, the Missouri Division of Alcohol and Tobacco Control conducted compliance checks in Morgan County. Four merchants were visited and of those, three did NOT sell to a minor. Congratulations to: Fastlane, Lake Liquor and Tobacco, and Lake Oasis Store all in Laurie.

Next time you visit one of these merchants thank them for a job well done!

Want to know more? Need additional information about CLEAR or RBS? Want to participate?

Contact CLEAR at 573-789-5509

Check out our website: [www.morgancountyclear.org](http://www.morgancountyclear.org)

# Talk so Your Teen Will Listen/ Listen so Your Teen Will Talk

*“Having trouble talking to your kids? Are your kids even listening to you? Learn to open the doors of communication.”* Say It Straight (SIS) is a communication skills training program to prevent risky behaviors and promote personal, social responsibility and positive self esteem. Classes are being offered to families at Morgan County RI. In SIS we will practice making real connections, by saying it straight and giving positive support.

To enroll call: 573-789-5509  
Call soon.

**Dates: Saturdays: October 18<sup>th</sup>,  
25<sup>th</sup>, November 1<sup>st</sup>, 8<sup>th</sup>**

**Time: 10:00 a.m.**

(allow a minimum of 90 minutes)

Workshops will be held in the Morgan County RI Middle School, 701 N Oak, Stover.

These workshops will be free of charge and provided by  
Morgan County CLEAR