UNDERAGE DRINKING PREVENTION
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The U.S. beer industry has dedicated itself to preventing illegal underage drinking for more than three decades. While each company may differ in approach, the overall message is clear: the U.S. beer industry does not condone underage drinking.

We are heartened to see the steady decline of underage drinking over the last 15 years. In particular, typical use drinking among teens has declined 53 percent since 1991, and is down from 19.9 percent just last year to a record-low level of 18.7 percent in 2018. Furthermore, binge drinking among 12th graders declined from 16.8 percent to 14 percent in 2018, which is a positive step.

The U.S. beer industry will continue its efforts and joins with all stakeholders to strive for no illegal underage drinking.

The Beer Institute and its members want only those of legal drinking age to consume our products. To reduce illegal underage drinking, we focus on the following:

- Ensuring advertising targets legal drinking age adults;
- Educating parents and other influencers;
- Encouraging responsible retailing; and,
- Encouraging responsibility on college campuses.

ENSURING ADVERTISING TARGETS LEGAL DRINKING AGE ADULTS

The U.S. beer industry has a dynamic practice of self-regulating our advertising that offers a successful model of public/private partnership. The Beer Institute and its members have created a voluntary Advertising and Marketing Code (Code) and a related set of Advertising Buying Guidelines that clearly define our industry guardrails.

This Code does not stand alone. There are two functioning oversight channels:

- The Beer Institute convenes an independent council of experts, the Code Compliance Review Board (CCRB), who oversee any consumer complaints not resolved by individual companies.
- The Federal Trade Commission (FTC) periodically issues orders to various industry members to evaluate past advertising periods to identify how well industry is complying. The FTC then reports to the public its findings and proposed recommendations.

For more information about our Code or the CCRB and its reporting, please visit Alcohol Advertising & Marketing.
EDUCATING PARENTS AND OTHER INFLUENCERS

For 25 years, research has shown parents are the strongest influence on teens’ decisions about drinking. In fact since 1991, parent influence in this area increased by 33 percent (3).

Over these same years, the U.S. beer industry shared this research with parents and provided information on how to speak with their kids about alcohol.

Parent-focused programs have ranged over time from printed brochures to more accessible web- and social media-driven content, and nearly always in partnership. In 2017, nearly 500,000 social engagements and more than 50 million impressions took shape through advice from medical professionals, community leaders, parents and other influencers. Over time, more than 3 million booklets have been circulated and programs have reached more than 120 million people.

ENCOURAGING RESPONSIBLE RETAILING

The 2017 Youth Risk Behavior Surveillance reported that 43.5 percent of underage drinkers obtain alcohol from someone they know, also known as “social sourcing” (4). The Beer Institute and its members work to reduce illegal underage drinking through both amplifying responsibility community messages and encouraging legal and responsible sales.

The U.S. beer industry is composed of three tiers: beer producers work with a beer wholesaler network which then distributes products to retailers. These three tiers work together to ensure responsible retail messaging reaches consumers. Beer Institute members support retailers providing retail signage to remind consumers of the legal drinking age. In 2017, one such program provided more than 101,000 retailers with signage reminding their consumers that “We I.D.”

In 2017, Beer Institute members also provided support to retailers through staff training. Alcohol server training programs, such as TIPS®, provide instruction on the safe and legal sale and service of alcohol. One brewer engaged its wholesalers and together provided training for more than 12,600 alcohol servers nationwide. Another brewer supported the roll-out of a statewide mandate that requires alcohol servers to receive specialized training in alcohol service. In 2017, this brewer joined with local hospitality associations to reach 6,500 retailers alerting them to the mandate and encouraging them to seek training, resulting in 400 retailers employees gaining certification quickly.

The Beer Institute and its members have worked for years with the Responsible Retailing Forum (RRF). RRF is a non-profit that brings together public and private stakeholders, including: regulatory and enforcement agencies; attorneys general; public health agencies and advocates; retailers and their associations; distributors and producers; and, researchers to collaborate on finding and promoting research-based best practices that help retailers and their communities prevent underage alcohol and tobacco sales and abuse. Our involvement in RRF has offered an exchange of ideas for solutions to these issues with a cross-section of views that is both unique and results in genuine shared best practices.
One brewer collaborates with the RRF to operate a large-scale program, Respect 21®. The program both encourages training and tests success via mystery shops and secret shoppers who provide retailers measured results on how to improve. Study results are conclusive: academic research has shown that the program, which spans 64 cities and 2,534 retailers, is a best practice for retailers. The 2015 evaluation results demonstrate that the Respect 21® program has been successful in increasing ID-checking by both clerks and servers, is favorably viewed by the vast majority of retailers, and has stimulated broader community impacts (5).

In 2017, the U.S. beer industry supported retailers:

- “We I.D.” messages reached 101,000 retailers.
- More than 12,600 alcohol servers were trained.
- State mandated training alerts reached 6,500 retailers.
- Results of server training and mystery shops shared with more than 2,500 retailers in 64 cities.

While the U.S. beer industry has many corporate responsibility messages for the communities we serve, the Beer Institute and its members have collectively supported the Federal Trade Commission’s (FTC) community messaging, “We Don’t Serve Teens.” Along with a broad group of stakeholders, the U.S. beer industry promotes the “We Don’t Serve Teens” campaign each year. In 2017, the U.S. beer industry added 112.5 million impressions to the FTC’s community effort discouraging alcohol sales to or use by any person not of legal drinking age.

**ENCOURAGING RESPONSIBILITY ON COLLEGE CAMPUSES**

Preventing underage drinking on college campuses is a complicated issue that Beer Institute members helped address for many years in a variety of ways.

*Beer Institute members offer grants to colleges and universities to implement and evaluate their own school-specific plans on college campuses. Grants cover programs that often require evaluation by third-party academic experts. Over time, more than 450 grants have provided millions of dollars to campus-specific programs, with 22 new awards granted in 2017.*

Beyond grants, one brewer offers a full slate of community speakers available for student presentations. In 2017, this resulted in more than 116,000 students and military personnel participating in 363 different community alcohol-focused presentations. In its 20th year, this program reached 4.8 million people through 14,677 community events on making smart and legal choices about alcohol.

Sporting events can also be an integral part of campus life. Game day means providing concessions to tens of thousands of fans of all ages in various sports arenas. For some campuses, this also includes alcohol service. The Beer Institute and its members have worked with the TEAM Coalition (TEAM) since its inception in 1985. TEAM collaborates with nearly every major sports league and their teams, training employees on responsible fan management, from security and training policies to responsible alcohol service and encouraging designated drivers. This broad look at responsible fan management is a best practice model that TEAM has shared with an increased number of campuses in recent years. TEAM supports college campuses grappling with game day fan management and has shown that sharing best practices among professional and collegiate sports organizations improves security, service, and the overall fan experience while reducing negative incidents. When comparing the first year of general admission service with TEAM training to the same location one year prior, TEAM reports lower incidents, fewer law enforcement calls, and reductions in ejections and alcohol citations. The U.S. beer industry supports TEAM every step of the way. The U.S. beer industry complements TEAM efforts with consumer-driven designated driver and responsible fan programs, such as providing free non-alcohol drinks to designated drivers or contests in which responsible fans can win sports team and other merchandise (e.g. ride share cards).
References


(3) **GfK Roper Report - Alcohol Stats**, Source: GfK Roper Youth Report. Americans age 13 - 17. Notes: 2008 - 2018: Media includes TV, radio, magazines, and Internet; 1991 - 2007: Media included TV only. 1999 and 2001 surveys allowed the unaided response "no one/just know." Therefore, they cannot be compared to other years' data points. Starting in 2008, respondents could only choose one answer option for this question. Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not.

(4) **Youth Risk Behavior Survey, 2017**, Laura Kann, PhD; Tim McManus, MS; William A. Harris, MM; Shari L. Shanklin, then et al. Youth Risk Behavior Surveillance – United States 2017. MMWR Surveill Summ 2018;67 (No. SS-#): Page 46, Table 100. Youth Risk Behavior Surveillance — United States, 2017. Laura Kann, PhD; Tim McManus, MS; William A. Harris, MM; Shari L. Shanklin, MPH; Katherine H. Flint, MA; Barbara Queen, MS; Richard Lowry, MD; David Chyen, MS; Lisa Whittle, MPH; Jemekia Thornton, MPA; Connie Lim, MPA; Denise Bradford, MS; Yoshimi Yamakawa, MPH; Michelle Leon, MPH; Nancy Brener, PhD; Kathleen A. Ethier, PhD Division of Adolescent and School Health, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, CDC, Atlanta, GA; 2 ICF International, Rockville, Maryland; 3 Westat, Rockville, Maryland. YRBS 2017, Table 100, Page 46.