

BULLET BACKGROUND PAPER

ON

0-0-1-3: CREATING A RESPONSIBLE DRINKING CULTURE

PURPOSE: To provide information on Responsible Drinking Program
(0-0-1-3)

BACKGROUND:

- Problem drinking (especially bingeing) is a national health crisis
 - Starts as early as age 9 and is most often condoned by parents
- We represent society; so this national problem comes into our gates
 - New accessions may enter our service with years of routine drinking that was encouraged at home but is now an accountable crime in uniform
- Nationwide alcohol is a major factor in crimes of all types--suicide, sexual assault, domestic violence, simple assaults, accidents, etc.
 - Binge drinking increases the likelihood of committing (or being a victim of) these crimes by 10x

DISCUSSION:

- We are at a critical crossroad when it comes to solving irresponsible drinking
 - The AF has an opportunity to lead an issue of national impact
- Two recent studies have significantly advanced our understanding of what works
 - National Institute of Alcohol Abuse and Alcoholism, "A Call to Action: Changing the Culture of Drinking in US Colleges," 2002
 - Institute of Medicine, "Reducing Underage Drinking: A Collective Responsibility," 2003
- These studies hold the best promise of making a big impact since the Reagan-era
 - The last large study on drinking was chartered by Dr. Koop (Surgeon General)

- The focus was drinking and driving and led to sweeping changes in education, policies and laws (such as drinking ages, designated drivers, etc.)
- The blueprint for successful change in these studies uses three simultaneous areas for focus: individual, base, and community
 - Though targeted at colleges, the Wing can translate these into AF-relevant actions (see atch for details on each level)

LESSONS LEARNED: Though just less than a year old, successful programs offer several lessons learned

- Following the three-pronged approach of individual, base, and community works
 - Results through first two quarters show incidents down 50+%, DUIs reduced 27%, and underage drinking slashed 74%
 - Average age for an incident is now 21.6 versus 19 (2003). In the recent quarter, it was 22.5
 - Average BAC is <.09 versus >.10 (2003). In the recent quarter, it was .075 (less than the DUI threshold)
- Creating a norm for responsible drinking is critical. We must actually teach people what is responsible
 - When asked how many drinks are unsafe, the average answer was eight
 - Traditional slogans such as “don’t drink and drive” are less effective and too generic to teach responsible drinking
 - Without a norm for drinking, new recruits fall on old habits learned at home or on their misperceptions of what it takes to fit into the military
 - 0013 teaches what is “normal.” It is easy to remember and designed to keep BAC <.05 (.05 = DWI; .08 = DUI; most serious crime occurs above 1.0)
 - 0-0: Restates the law: zero drinking under 21; zero DUIs
 - 1: 1 drink/hour max as this is what the liver can process
 - 3: 3 drinks/night max to avoid binge drinking
- The approach to responsible drinking must be comprehensive and fact based

- Following the two recent studies is essential--commanders can't rely solely on their experience as the landscape for children has radically changed
- Utilizing the latest in science and research appeals to the younger crowd
- Most crimes do not involve a vehicle, but do involve alcohol; yet, most units focus solely on DUIs
- Rigorous use of focus groups tailors messages to target audiences. Those messages must change every six weeks to keep retention and awareness high
- Partnerships at city, state, national and non-profit levels are great sources of expertise and support
- #1 need at base level is alternative activities--we must rethink our SVS programs
 - This generation does not RSVP, won't plan, and waits until 2130 or later to go out
 - Most bases offer little after 2130--limited bowling, movie, fitness center options
 - Successful wings have established Dorm Escape, SVS venues after 2100 and chartered a private airmen's organization that runs paintball, late night dances, and more
 - Since airmen are the majority of base population, if we can provide them options, we not only keep them safe, but we can also help improve NAF profitability

F. E. Warren Three-pronged Approach

- Actions at the *individual* level:
 - Pre-screening thru a nationally recognized test given at Right Start/FTAC (same test given at some colleges and AF bases today); designed to catch people with routine drinking issues
 - Treatment is offered to serious alcohol abusers with individually tailored plans
 - Anyone else screened high goes through ADAPT class on dangers, coping, etc. ADAPT failure rates are below 10%
 - Swift, appropriate discipline for offenders
- Actions at the *base* level:
 - Base-wide education on responsible drinking. We actually have to teach people what is responsible beyond generic slogans such as “don’t drink and drive.”
 - 0013 teaches what is “normal.” For example, when asked how many drinks are unsafe, the average answer was eight
 - 0-0: Restates the law: zero drinking under 21; zero DUIs
 - 1: 1 drink/hour max as this is what the liver can process
 - 3: 3 drinks/night max to avoid binge drinking
 - The slogan is easily remembered and is designed to keep BAC <.05 (.05 = DWI, .08 = DUI; most serious crimes occur above 1.0)
 - Responsible drinking messages are retained for six weeks or less; so the base has a PA plan that changes every six weeks. All posters, slogans, etc are focus grouped to the target audience (older/younger crowd)
 - 0013 Agreements are administered by first supervisor and retained in PIFs
 - Wing CC letter sent to all family members outlining resources/soliciting help
 - Adverse actions are published in the base newspaper
 - Initial/annual briefings include victim panels, demos, videos and more
 - Arrive Alive taxi program and Airman Against Drunk Driving Program

- Actions at **community** level:
 - Wing CC letter to all establishments with a liquor license highlighting concerns
 - Reinstated Armed Forces Disciplinary Control Board. Four letters sent and actions immediately resolved so far
 - Strong partnerships across city and state for beverage service training and more

