

Community Needs Assessment February 2009



ALLIANCE ON UNDERAGE DRINKING

ALoud is a community coalition formed to reduce the incidence and impact of underage drinking through increased community involvement.

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Introduction

A needs assessment is used to assess a program's target population in order to assist in program planning. It can be used to assess the extent and location of the problem. It can also be used to explore the target population's characteristics, problems, expressed needs, and desires. This information helps program planners decide what services to offer, how to maximize service utilization, where to locate services, and so on.

The Alliance on Underage Drinking (ALoud), as a requirement of the Texas Department of State Health Services Strategic Prevention Framework-State Incentive Grant (SPF-SIG), is conducting an ongoing needs assessment. This assessment will continue to be updated as new data are gathered.

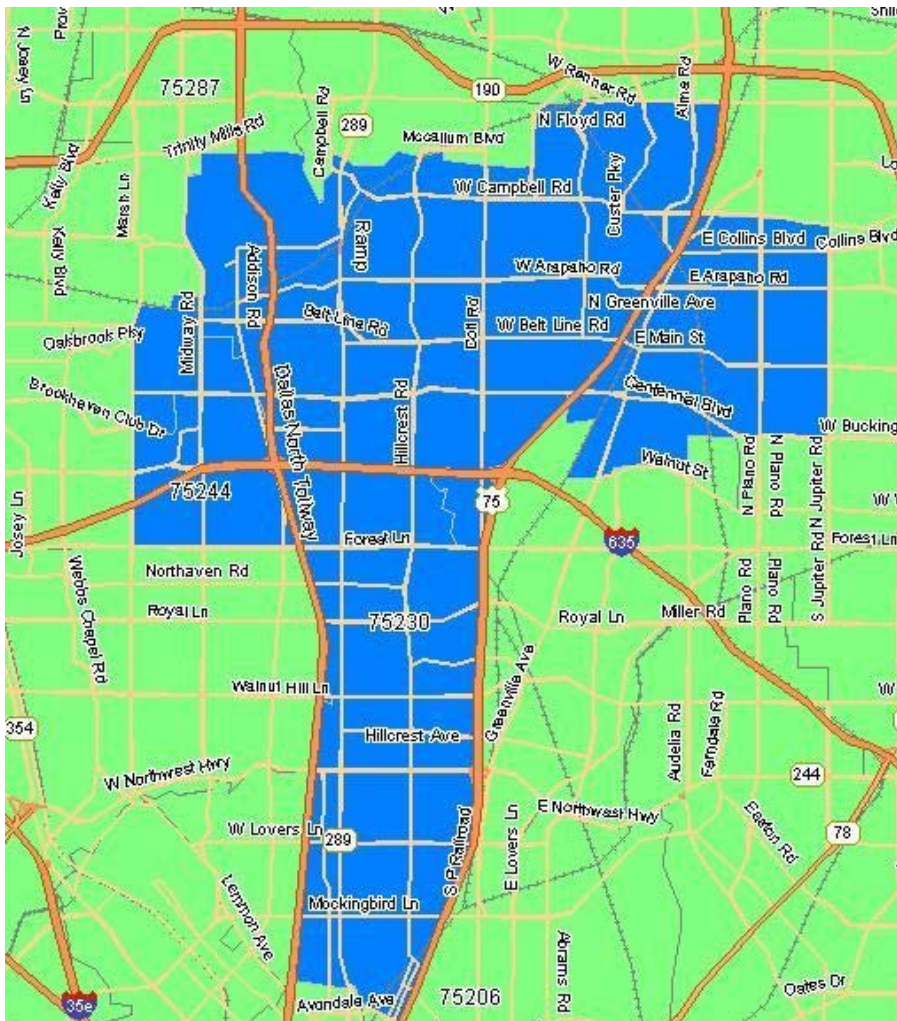
SAMHSA's SPF SIG program enables funded coalitions to mobilize key stakeholders to collect the needed data and foster the SPF process. ALoud created a county-wide epidemiological workgroup that spearheads the data collection process and that is responsible for defining the problems and the underlying factors.

Once the underlying factors have been identified, the group will then prioritize data, develop a comprehensive strategic plan, guide the coalition in implementing the evidence-based public health prevention programs and activities, and monitor the progress of the chosen strategies.

Demographic Information

The North Central sector of Dallas County has been selected as the initial target community for the ALOUD Coalition. This sector includes all or portions of the following cities: Addison, Dallas, Farmers Branch, Highland Park, Richardson and University Park. Two major universities are included in the target area. These colleges are Southern Methodist University (SMU) located in Highland Park and The University of Texas at Dallas (UTD) located in Richardson. The coalition initially based their decision to focus on this area on the results of a major Dallas County study completed in 2005 by the Centers for Disease Control and Prevention, and on needs assessment data collected from Dallas County law enforcement agencies, public and private schools, and colleges/universities. Subsequent data collected and presented in this needs assessment further reinforces the coalition's decision to focus in this target area. For the target area, only United States Census 2000 data were available consistently across categories. The following ZIP Codes are included in the target area: 75001, 75080, 75081, 75205, 75225, 75230, 75240, 75244, 75248, 75251, and 75254 (Census data was unavailable for 75254).

ALoud Target Area



Target area population by gender and ethnicity.

The 2000 US Census determined that there were 258,132 people living in the target area zip codes. This represents 11.6% of the entire population of Dallas County (United States Census, 2000).

	(United States Census, 2000)		
	2000	Percentage	Dallas County
Total Population	258,132		
Male	127,430	49.4%	49.9%
Female	130,702	50.6%	50.1%
African American	15,086	5.8%	20.3%
Asian	15,454	6.0%	4.0%
White	205,310	79.5%	58.4%
Hispanic (of any race)	41,788	16.2%	29.9%
Alaskan Native or Native American	954	0.4%	0.6%
Two or more races	5,991	2.3%	2.7%
Other	15,337	5.9%	14.0%

Southern Methodist University has an ethnic composition of 8% Hispanic, 6% African-American, 78% White, 7% Asian, <1% Native American and 8% are international students (Southern Methodist University, 2006). The University of Texas at Dallas is composed of 9% Hispanic, 7% African-American, 50% White, 18% Asian, <0.5% Native American, 15% are international students, and 1% Unknown/Other (The University of Texas at Dallas, 2008).

The population in the target area is young.

In 2000, an estimated 18.4% of the population was under the age of 14 years, 31.5% were between the ages of 15 and 34 years, 35.0% were between the ages of 35 and 59, and 15.1% were over the age of 60. The median age was 35.6 years (United States Census, 2000).

	(United States Census, 2000)		
	2000	Percentage	Dallas County
Total Population	258,132	100.0%	11.6%
Under 5 years	16,606	6.4%	8.2%
5 to 9 years	15,498	6.0%	7.9%
10 to 14 years	15,314	5.9%	7.4%
15 to 19 years	16,005	6.2%	7.3%
20 to 24 years	19,169	7.4%	7.8%
25 to 34 years	46,107	17.9%	18.0%
35 to 44 years	41,956	16.3%	16.4%
45 to 54 years	35,086	13.6%	12.0%
55 to 59 years	13,341	5.2%	4.0%
60 to 64 years	10,033	3.9%	2.9%
65 to 74 years	15,676	6.1%	4.4%
75 to 84 years	9,828	3.8%	2.7%
85 years and over	3,513	1.4%	0.9%

*Age groups in bold include our target population

These estimates do not include students of universities that are living in on-campus housing within the target area. SMU has 10,829 students and UTD has 14,944. The average age for an undergraduate student at SMU is 21, and for a graduate student is 32. (SMU, 2008; UTD, 2008).

The divorce rate in the target area is slightly higher than in Dallas County.

Of the population aged 15 years and over, an estimated 11.0% were divorced and another 1.6% were separated in 2000. The divorce rate in the target area is slightly higher than in Dallas County where 10.6% are divorced and 3.0% are separated (United States Census, 2000).

Children of divorced parents report significantly greater levels of alcohol use than children from intact families. A recent study found that 54% of children of divorced parents use alcohol compared to 36% of children of parents who had never divorced. However, research suggests that children often are better able to avoid substance use in a nurturing single parent home than when in a dysfunctional intact home (The National Center on Addiction and Substance Abuse at Columbia University, 2003).

An estimated 950 grandparents living in the target area were responsible for raising grandchildren in 2000 (United States Census, 2000).

These children are at a higher risk for health problems and are more likely to exhibit behavior problems and/or delinquency at school. Additionally, while many grandparents find the experience rewarding, they are more likely to become depressed, which is a risk factor for alcoholism (Billings, Macomber, and Kortenkamp, 2002).

Education levels are high in the target area.

Of the population aged 25 years and over, an estimated 90.1% earned a high school diploma or higher in 2000; Dallas County reported 75.0% had done so. About half of the target population (51.7%) had earned a bachelor's degree or higher (Dallas County reported 27.0%). However, 9.9% of the population had less than a high school diploma. Of these, 4.7% had earned less than a 9th grade education (United States Census, 2000).

(United States Census, 2000)

Educational Attainment	2000	Percentage	Dallas County %
Population 25 years and over	175,548	100.0%	12.9%
Less than 9th grade	8,313	4.7%	11.9%
9th to 12th grade, no diploma	8,981	5.1%	13.1%
High school graduate (includes equivalency)	22,409	12.8%	21.7%
Some college, no degree	36,846	21.0%	21.3%
Associate's degree	8,174	4.7%	5.0%
Bachelor's degree	58,358	33.2%	18.0%
Graduate or professional degree	32,467	18.5%	9.0%
High school graduate or higher	158,254	90.1%	75.0%
Bachelor's degree or higher	90,825	51.7%	27.0%

The target area population is very mobile.

Only 38% of the population was living in the same house in 2000 as they did in 1995, while 20% moved from a different county or state into the target area within that time. In the target area, approximately 79% of residents were born in the United States and 55% of those were born in Texas. Over 15% of residents were not a citizen of the United States in 2000 (United States Census, 2000).

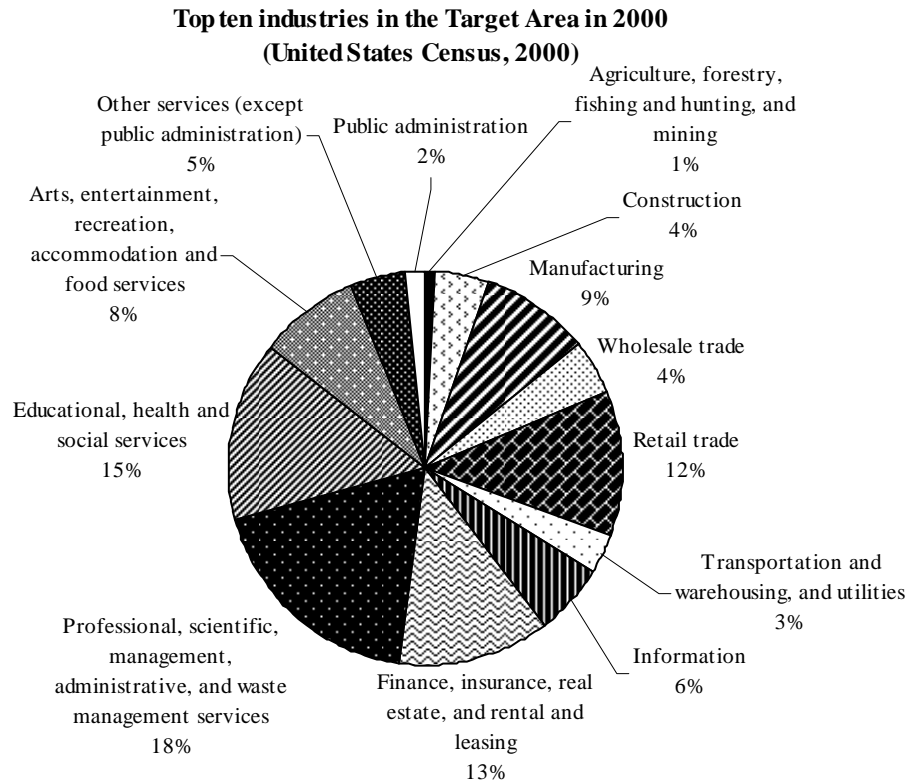
The mean travel time to work in Dallas County was 25.7 minutes. This is above the Texas mean time of 24.6 minutes (United States Census, 2006).

Community stability is a protective factor; communities with high rates of mobility are at an increased risk of drug, alcohol, and crime problems while those communities with lower rates of mobility have a decreased risk (U.S. Department of Justice, 2000).

Socioeconomic Information

The area is known for its professional and educational jobs.

Employment was highest in the professional, scientific, management, administrative, waste management services fields.



Many target area residents are living in poverty.

In 2000, an estimated 8.1%, or 20,964 residents, were living in poverty (compared to 13.4% in Dallas County). About 27.2% of those living in poverty were children. In 2000, children in female headed households were more likely to live in poverty: 17.9% of female head households with children under the age of 18 lived in poverty compared to 9.2% of families with children under the age of 18 (United States Census, 2000). In 2000, the poverty level for a family of four was \$17,050. The 2009 level for a family of four is \$22,050 (U.S. Department of Health and Human Services, 2009).

Within the target area there were an estimated 501 housing units that lacked complete plumbing facilities, 550 that lacked complete kitchen facilities, and 903 that lacked telephone service (United States Census, 2000).

Children who live in extreme poverty, poor living conditions, and in areas of high unemployment are more likely to have problems with alcohol (U.S. Department of Justice, 2000).

The average household income in Dallas County is slightly above the Texas average. In 2007, the median household estimated income in Dallas County was \$69,304, which was slightly above the Texas average of \$66,392 (United States Census, 2007).

Families of all income levels have been touched by substance abuse. A recent national survey found that youth in families with annual incomes of less than \$20,000 a year were just as likely to have ever used alcohol or inhalants as those in families with incomes of \$75,000 or more. However, those youth in lower income families are more likely to have smoked cigarettes than those in higher income families (SAMHSA, 2004).

The unemployment rate in the target area is similar to the Texas rate. In December 2008, the unemployment rate (not seasonally adjusted) in Dallas County was 6.3% which was slightly higher than the Texas rate of 5.7% (Texas Workforce Commission, 2009).

Indicator Data

Promotion of Alcohol Use

Definition: Retailers attempt to increase demand through the promotion of their products.

Why are we interested in it? While the research is mixed about the effects of alcohol advertising on consumption rates, there is enough research suggesting a link that we should explore the promotion of alcohol in our community. Bans on advertising have had mixed results as well. Some recent attempts at bans have been ruled unconstitutional and some have shown no decline in alcohol consumption while others have shown a significant reduction in consumption (Birckmayer et al., 2004).

College Newspapers. In early December, phone interviews were conducted with advisers from multiple college newspapers in the DFW area. Our research found that most colleges in the DFW area do not allow advertising that would promote high-risk drinking such as happy hours or drink specials. Most newspapers will run ads for restaurants and clubs, as long as they do not advertise alcohol directly. Additionally, some will also include drink safely messaging from alcohol distributors.

SMU's newspaper, *The Daily Campus*, has a fairly lenient alcohol advertising policy. The paper does allow advertisements for alcohol as long as the ad is not blatantly encouraging any illegal or irresponsible use of alcoholic drinks. Examples of ads not permitted would be drinking contests and events that clearly promote drinking large amounts of alcohol at one time (SMU, 1998).

Several college and universities in the Dallas County, including SMU have their student newspapers published by an outside independent non-profit organization called Student Media Company, Inc. In general, students from the school are in charge of reviewing advertisements submitted for publication, but they are encouraged to seek advice and counsel from the publishing company (SMU, 1998).

Alcohol and Community Events. Data were compiled on community events and alcohol sponsorship held in Highland Park, Richardson and University Park. The results are as follows:

Highland Park and Richardson were the only communities that reported annual community events. Of those, only Richardson allowed alcohol sponsorship of events—Cottonwood Arts Festival and the Wildflower Art and Music Festival. Richardson also allows alcohol to be served at community events through restaurants and vendors that already have a license to distribute alcohol.

Alcohol Advertising. The highest percentage of alcohol ads on youth radio programs were aired in Washington, Detroit, Seattle and Dallas in 2004. The industry ran about half of its ads on youth-oriented (ages 12-20) programs despite a vow in 2003 not to run ads on shows with audiences comprised of 30 percent or more of underage listeners. The

percentage of exposure coming from advertisements on programming with disproportionately large youth audiences was 89% in Dallas (Centers for Disease Control and Prevention, 2006).

Youth and adults are also seeing more advertising on cable television than on broadcast television. The number of ads on cable grew 138% from 2001 to 2004. The number of ads more likely to be seen by underage youth rose 97% over four years (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

Center on Alcohol Marketing and Youth (CAMY) examined 156,628 ad placements for alcoholic beverages in the Dallas-Ft.Worth TV market in 2005. This included 153,117 ads on national broadcast and cable networks, and 3,511 ads that were placed directly on TV stations in the Dallas-Ft.Worth market. An alcohol ad was considered to overexpose youth when it was placed on a program where the percentage of underage youth in the audience was greater than the percentage of underage youth in the general population, that is, when the youth rating was higher than the adult 21+ rating for the time period and program in which the advertisement appeared (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

Overexposing ads were broadcast on shows ranging from sports programs such as Sports Center and Pro Basketball Games, to drama programs such as Shield and True Hollywood Story, to variety programs such as Mad TV and Mad TV Syndication, to situation comedies such as Arrested Development/Fox and That '70s Show/Fox, to talk shows such as Daily Show and Howard Stern Show (The Center on Alcohol Marketing and Youth at Georgetown University, 2005).

Underage youth were more likely per capita than adults of legal drinking age to have seen 34,053 alcohol television ads during 2005 (down from 40,784 in 2004) in the Dallas market.

Ads overexposing youth represented 21.7% of all alcohol advertising in the Dallas market. This included 903 spot advertisements, 25.7% of the 3,511 spot advertisements placed directly on TV stations in the Dallas market by the alcohol industry. These overexposing spot advertisements cost a total of \$866,626. The number of overexposed ads in this market has decreased by approximately 5% from 2004(The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

Six brands of alcohol exposed youth to more alcohol advertising per capita than adults in 2005 (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

Youth exposure to alcohol advertising in the Dallas market was substantial and statistically significant. The six brands are:

- Lancer's Wines, 154.6% more
- Patron Silver Tequila, 32.5% more
- Absolut Raspberri Flavored Vodka, 22,1% more
- Malibu Passion Fruit Rum, 14.2% more
- Malibu Rum, 3.7% more

- Southern Comfort, 3.2% more

Five channels exposed youth to more alcohol advertising per capita than adults (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

Eight channels (with at least 100 alcohol advertisements in 2005) exposed youth to more alcohol advertising per capita than adults, including:

- BET, 176.1% more
- CMDY, 52.8% more
- VH-1, 126.7% more
- KDAF(WB), 21.4% more
- KUVN(UNI), 3.3% more

Four local television affiliates aired more than 100 alcohol spot advertisements in 2005 (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

- KTXA (UPN) \$324,338 spent on 136 ads
- KXTX (TEL) \$63,251 spent on 255 ads
- KDAF (WB) \$120,639 spent on 161 ads
- KUVN (UNI) \$214,928 spent on 194 ads

Youth were exposed to more alcohol advertising per capita than adults on many different programs (The Center on Alcohol Marketing and Youth at Georgetown University, 2006).

The top programs (and channels on which they appeared) that contained advertising that overexposed youth were:

- VH1 All Access (VH1), 153.4% more
- Driven (VH1), 160.3% more
- Fabulous Life Of (VH1), 172.9% more
- Hogan Knows Best (VH1), 173.4% more
- Kept (VH1), 176.1% more
- I Love the 90's Part Deux (VH1), 176.4% more
- Strip Search (VH1), 195.6% more
- 106 & Park (BET), 312.4% more
- American Latino KTXA (UPN), 314.0% more

Social Access and Community Norms

Definitions. Social Access, as used here, refers to the obtaining of alcohol through social sources, like friends, family and relatives. Community Norms refers to the acceptability or unacceptability of certain behaviors including substance abuse.

Why are we interested?

- Worldwide, it is estimated that 36% to 67% of drunk driving offenders had their last drink in some type of unlicensed premise, such as in a home or at a party (Birckmayer et al., 2004)
- Surveys and focus groups of persons under the legal purchase age of 21 have indicated that the majority of alcohol consumed by youth is obtained through social sources, such as parents and friends, at underage parties, and at home (Birckmayer et al., 2004)
- Surveys suggest that younger youth rely on social sources for alcohol more than older youth (Birckmayer et al., 2004)
- A large percent of college youth report that they do not pay for alcohol, often because they drink at parties where someone else has supplied the alcohol (Birckmayer et al., 2004)

Social Access and Norms Data. Data in this section come from the Texas Prevention Impact Index 2005 (TPII), the Texas Environmental Strategies Instrument 2008 (ESI) and from focus group research. The Texas Prevention Impact Index was administered to target area middle school and high school students in 2005. The survey examines community, school, family and individual risk and protective factors (Texas Prevention Impact Index, 2005). The Texas Environmental Strategies Instrument (ESI) was created by BAI and serves as the standardized data collection tool for all funded coalitions. It was administered by phone from September 8 through November 15 of 2008. The survey was administered to a random sample of 154 young adults in the defined target area ZIP codes in Dallas County of a possible 258,132 people. ZIP codes included 75001, 75080, 75081, 75205, 75225, 75230, 75240, 75244, 75248, 75251, and 75254. Data were also included from a focus group conducted with current college students from the Dallas area. The focus group was held in 2006, and consisted of nine men and one woman with ages ranging from 21 to 23. The focus group was organized to collect data for the Strategic Prevention Framework State Incentive Grant Regional Needs Assessment for Health and Human Services (HHS) Region 3 (Profile of Health and Human Services Region 3, 2006).

Respondents of the TPII survey said that their friends drink alcohol and it was easy to obtain.

Twenty-four percent of students said they had friends who used alcohol and 29 percent said alcohol was very easy or fairly easy to obtain. Nineteen percent of students said that alcohol was very hard to obtain (TPII, 2005).

Most respondents of the TPII survey thought they could stand up to peer pressure and have talked to their family about important issues.

Eighty-eight percent of students said they could say no to a friend about alcohol. Forty-seven percent reported that they had discussed alcohol with family members at least one time during the past month (TPII, 2005).

Minors who participated in the ESI phone survey reported that they felt it was easier to obtain alcohol from social sources than from retail establishment.

Most minor respondents felt it was very easy or pretty easy to obtain alcohol from someone who bought it for them (68.8%), from parties (63.9%), and from friends (62.3%). However, fewer felt it was very easy or pretty easy to obtain alcohol from a liquor store (26.3%) a bar or restaurant (24.6%), or a grocery store (21.3%) (ESI, 2008).

(ESI, 2008)

18-20 year olds	Very Easy	Pretty Easy	Pretty Hard	Very Hard	Don't Know/Refused
Friends	37.7%	24.6%	19.7%	18.0%	0.0%
Family members	24.6%	19.7%	31.1%	24.6%	0.0%
Parties	45.9%	18.0%	13.1%	23.0%	0.0%
Home	23.0%	18.0%	24.6%	34.4%	0.0%
Friend's home	34.4%	24.6%	24.6%	16.4%	0.0%
Someone who bought it for me	47.5%	21.3%	9.8%	19.7%	1.6%
A bar or restaurant	14.8%	9.8%	52.5%	21.3%	1.6%
Grocery store	18.0%	3.3%	50.8%	26.2%	1.6%
Liquor store	19.7%	6.6%	32.8%	41.0%	0.0%
Convenience store	21.3%	9.8%	37.7%	31.1%	0.0%
Sporting event or game	13.1%	19.7%	34.4%	32.8%	0.0%

For those minors who did obtain alcohol in the past 30 days, most obtained it from social sources (ESI).

Most minors (55.7%) said that they did not obtain any alcohol during the past 30 days. However, 32.8% did obtain alcohol from social sources while 1.6% obtained alcohol from retail sources and 9.8% did not answer the question (ESI, 2008).

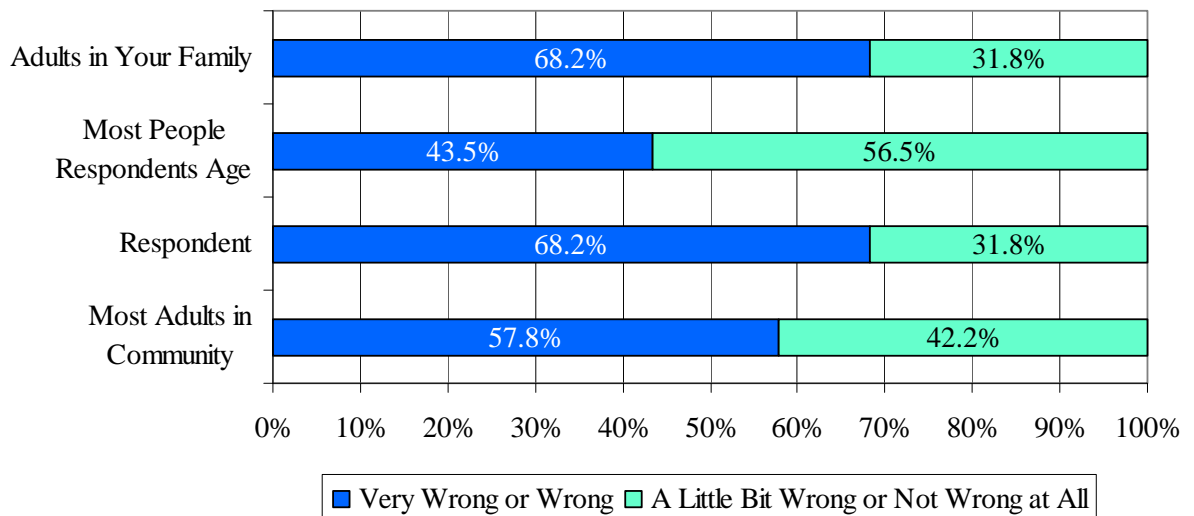
(ESI, 2008)

18-20 year olds	Percent
I did not drink alcohol during the past 30 days	55.7%
I got it from home with my parent's permission	3.3%
I got it from a friend or acquaintance of my mother or father	4.9%
I got it from a brother, sister or other relative who is 21	3.3%
I got it from a friend who is 21 years of age or older	14.8%
I got it from a friend who is under 21 years of age	6.6%
I bought it myself without using a fake ID	1.6%
Did not answer	8.2%

There is a disparity between what ESI respondents believe is wrong and what they perceive their peers believe is wrong regarding underage drinking.

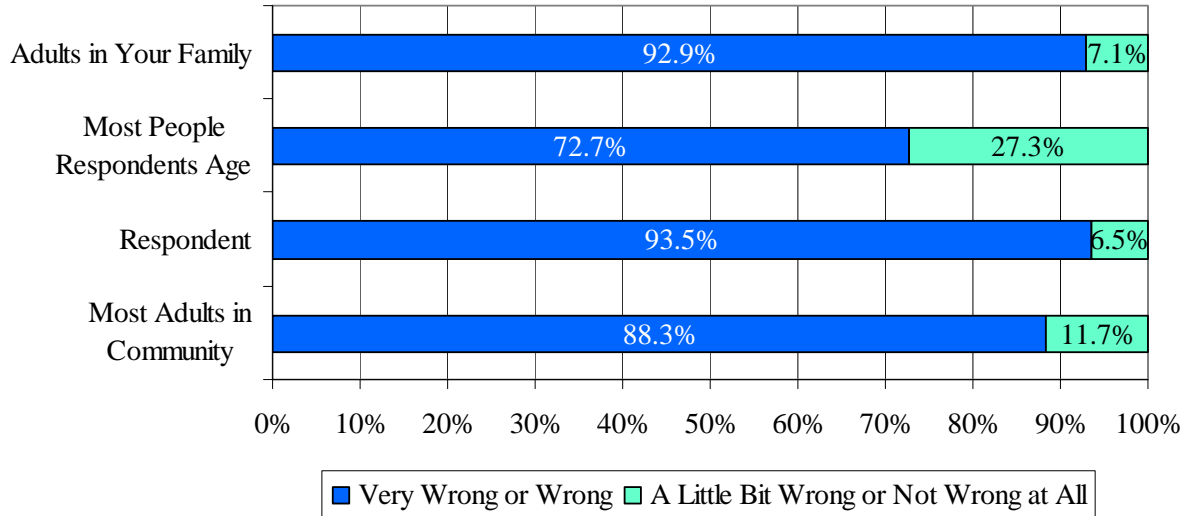
Forty-four percent of respondents believed that their peers thought it was very wrong or wrong for people under 21 to consume alcohol. Minors' beliefs appear closely aligned with what they perceive are those of the adults in their family (ESI, 2008).

How wrong would the following in your community think that alcohol use by persons under age 21 is ? (ESI, 2008)



Seventy-three percent of ESI respondents believed that their peers thought it was very wrong or wrong for people to drive while intoxicated. Also of note, the respondents' belief that driving while intoxicated was very wrong or wrong was greater than their perception of the beliefs of the adults in their community (ESI, 2008).

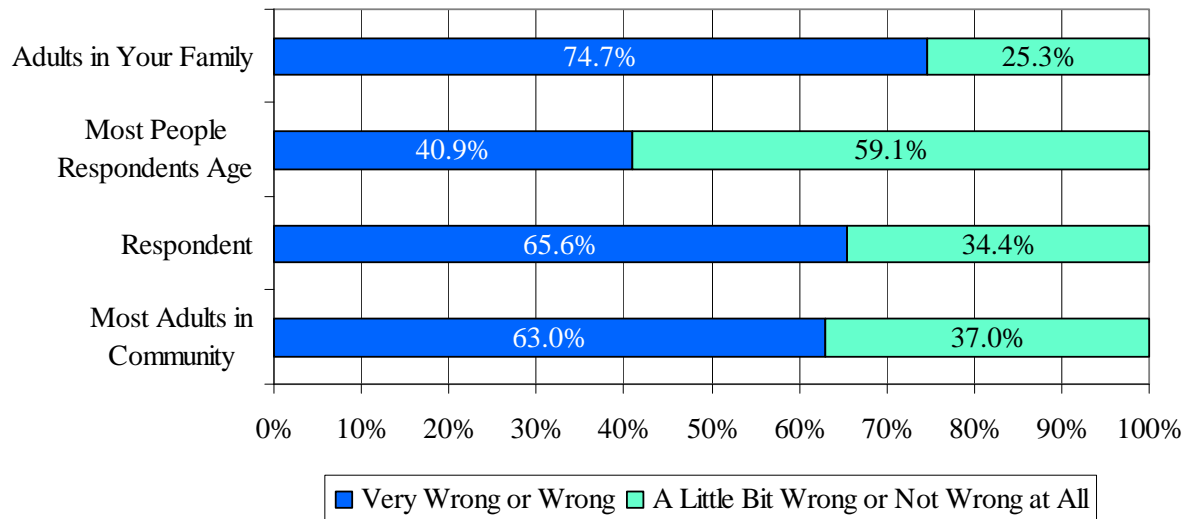
How wrong would the following in your community think that driving while intoxicated is? (ESI, 2008)



There is a disparity between what ESI respondents believe is wrong and what they perceive their peers believe is wrong regarding binge drinking.

Forty-one percent of respondents believed that their peers believed it was very wrong or wrong for people to drink five or more drinks at once time. Respondents believed that adults in their family would be more likely to think binge drinking was very wrong or wrong (ESI, 2008).

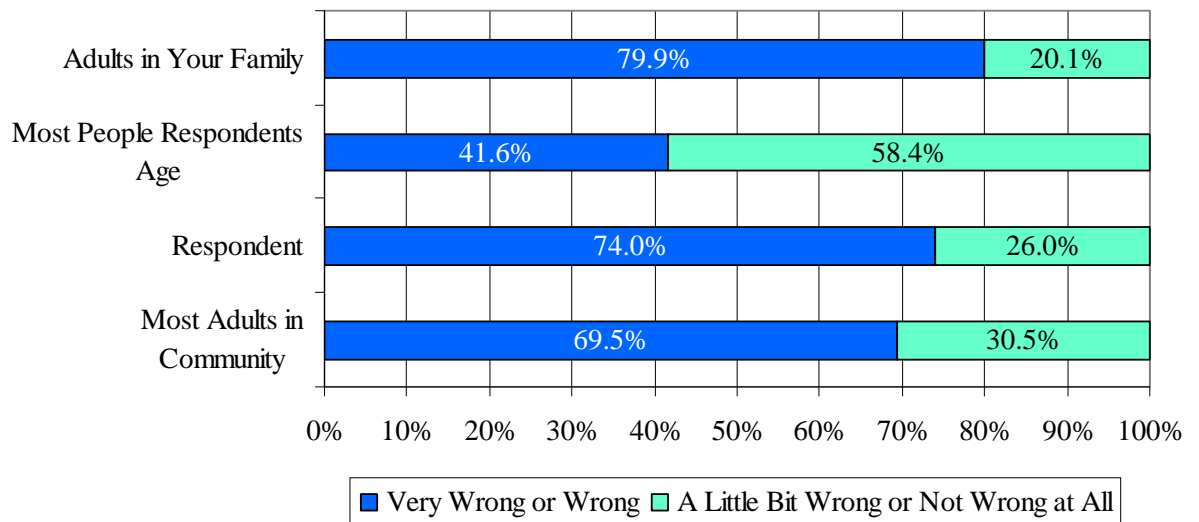
How wrong would the following in your community think that having five or more drinks at one time is? (ESI, 2008)



There is a disparity between what ESI respondents believe is wrong and what they perceive their peers believe is wrong regarding providing alcohol to minors.

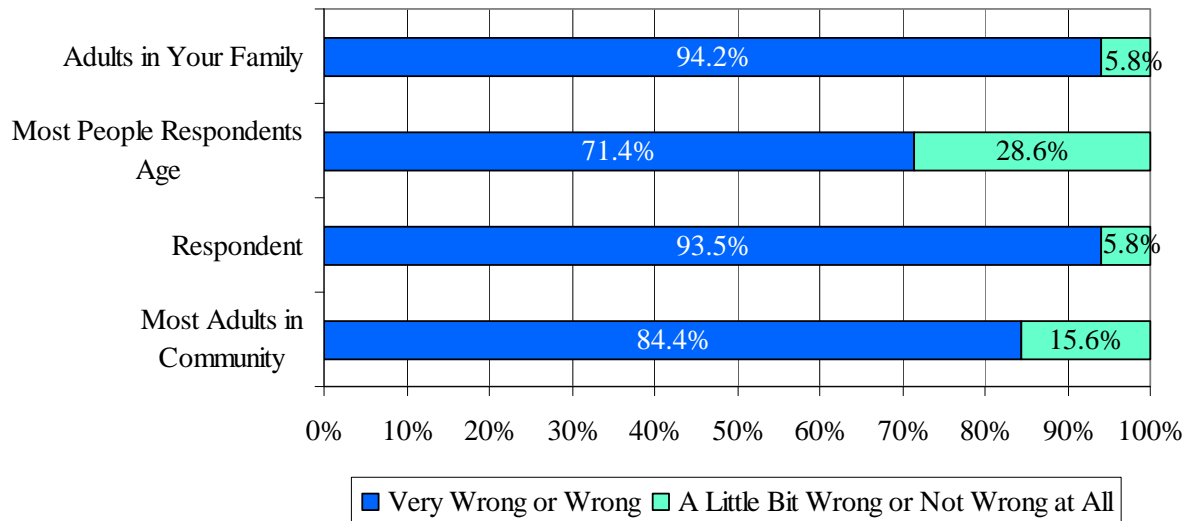
Forty-two percent of respondents believed that their peers thought it was very wrong or wrong for people to provide alcohol to minors. Respondents believed that adults in their family would be more likely to think providing alcohol to minors was very wrong or wrong; however, they said that they felt adults in their community would be slightly less likely than themselves to think that it was very wrong or wrong (ESI, 2008).

How wrong would the following in your community think that providing alcohol to persons under 21 is? (ESI, 2008)



There is a disparity between what ESI respondents believe is wrong and what they perceive their peers to believe is wrong regarding riding with an intoxicated driver. Seventy-one percent of respondents believed that their peers thought it was very wrong or wrong for people to ride with an intoxicated driver. Respondents felt that adults in their community would be slightly less likely than the respondents to think that it was very wrong or wrong (ESI, 2008).

How wrong would the following in your community think that riding with an intoxicated driver is? (ESI, 2008)



Focus group participants said it was normal to drink five or more drinks on one occasion.

Group members said that it was the norm to drink many drinks in one evening. They did not agree with the definition of binge drinking. They thought that five drinks was a conservative and vague estimate (Profile of HHS Region 3, 2006).

Focus group participants believed there were few social norms that discouraged drinking.

Group members could not think of any social norms that discouraged drinking. Most group members thought there was no peer pressure to drink and that people respected nondrinkers. However, one participant said people do not like to be left out and alcohol is a major part of socializing (Profile of HHS Region 3, 2006).

Focus group members said that alcohol was easy to obtain.

Participants said that alcohol was easy to get from peers if you are underage. They said that no one is checking identification at Greek parties (Profile of HHS Region 3, 2006).

Retail Access and Pricing

Definition. As a general rule, when a substance is inexpensive, convenient, and easily accessible, people are more likely to use it, which increases types and rates of associated problems. Conversely, when a substance is expensive, inconvenient, and inaccessible, people are less likely to use it, and problem types and rates are lower.

Why are we interested?

- Some studies show that youth are generally more price sensitive than adults, primarily because they have less disposable income, tend to discount the future, are more influenced by peer pressure, and are less likely to be addicted than adults (Birckmayer et al., 2004).
- There is considerable debate on whether non-abusive drinkers are more price sensitive than abusive ones. One study found that moderate drinkers were more price responsive than light and heavy drinkers, while another found heavier drinkers were more sensitive to price than lighter drinkers (Birckmayer et al., 2004).
- Some studies have shown that extended drinking hours have not increased DUI arrests or alcohol related crashes while other studies have found otherwise.

There are 449 locations in the Target Area that Sell Alcohol.

There are far more locations that sell alcohol for on-site consumption than there are locations that sell alcohol for off-site consumption of alcohol.

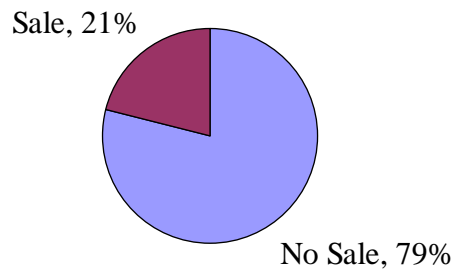
Zip Code	Number of On-Site Locations	Number of Off-Site Locations
75001	58	12
75080	42	21
75081	31	29
75205	55	6
76225	35	5
75230	32	0
75240	49	0
75244	17	1
75248	13	0
75251	3	0
75254	40	0
Total	375	74

Retail Alcohol Compliance Checks

The Dallas Police Department in partnership with the Alliance on Underage Drinking conducted Sting operations at area Dallas retailers in from 2005 through 2007. Minors were sent into Off-Site retail outlets and attempted to purchase alcohol.

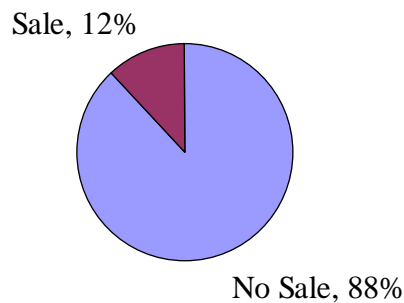
In 2005, 84 retailers were visited for a total of 113 compliance checks over the course of the year. Of those 84 retailers, 22 (26%) locations sold alcohol to the minor decoys. Over the 113 attempts to purchase, the minors were able to purchase alcohol 24 times (Greater Dallas Council on Alcohol and Drug Abuse, 2008).

2005 Dallas Retail Alcohol Compliance Rates per Attempted Purchase (GDCADA, 2008)



Sixteen sales persons were cited in 2006 during three separate sting operations in Dallas (Greater Dallas Council on Alcohol and Drug Abuse, 2008). In 2007, 110 retailers were visited for a total of 126 compliance checks over the course of the year. Of those retailers, 16 (15%) locations sold alcohol to the minor decoys. Over the 126 attempts to purchase, the minors were able to purchase alcohol 17 times (Greater Dallas Council on Alcohol and Drug Abuse, 2008).

2007 Dallas Retail Alcohol Compliance Rates per Attempted Purchase (GDCADA, 2008)



Behavior and Perceived Risk

Definitions. As defined here, Behavior refers to the current and binge drinking rates. Perceived Risk refers to the perception of the risks (physical, social, legal) associated with alcohol use.

Why are we interested?

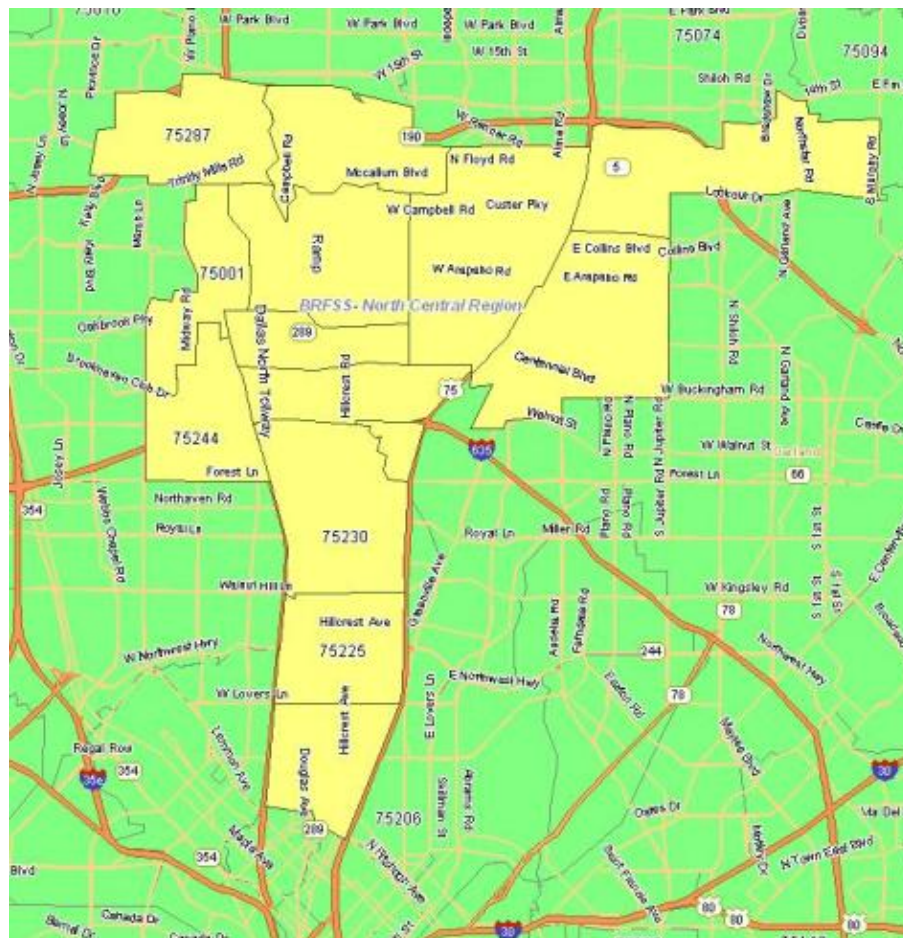
- According to the 1999 National Household Survey on Drug Abuse (NHSDA), there was a strong negative correlation at the State level between prevalence of past month use of alcohol and perceived risk of alcohol use. In other words, those states with the highest prevalence rate for past month alcohol use were the same states that had the lowest perceived risk of alcohol use.
- Similarly, states with high rates of reporting great risk in having five or more drinks of an alcoholic beverage once or twice a week tended to have low rates of alcohol use. Most of the states reporting high rates of perceived risk among youths were southern. Seven states that reported the highest rates of great risk were the same ones in the lowest category for past month alcohol use (NHSDA, 1999).
- We will use current and binge drinking rates as one of many indicators of the impact we are having on underage and high risk drinking.

University Data. The University of Texas at Dallas does not collect survey data regarding alcohol use by their students. The SMU Memorial Health Center houses the Center for Alcohol and Drug Abuse Prevention. The Center's primary functions include assessment, intervention, counseling, referrals, campus awareness, support groups, education & training, research and peer education. In 1997, they began conducting the Core Drug and Alcohol Survey created by the Core Institute at Southern Illinois University Carbondale. Based on research data, the Health Center launched its first Social Norms Campaign in 2003 (SMU, 2006). We were not able to obtain survey data from other local colleges and universities.

Behavior and Perceived Risk Survey Data. Data in this section come from four surveys: the Youth Risk Behavior Survey 2007 (YRBS), the Texas Prevention Impact Index 2005, the Texas Environmental Strategies Instrument 2008 (ESI), and the 2005 Behavioral Health Risk Factor Surveillance System (BRFSS) survey. The YRBS (developed by the Center for Disease Control) was completed by target area students from elementary through high school in 2007. The surveys were self-administered and designed to protect the privacy of the students. Survey trend data has been provided for the years 1993 – 2007 in two-year increments (YRBS, 2007). The BRFSS survey is conducted in the State of Texas by the Centers for Disease Control and Prevention and the Texas Department of State Health Services. This survey, administered to over 2,300 residents of Dallas County, covers a wide range of health topics. The survey size does allow for sub-county level analysis of data as 400 completed phone interviews were conducted in each of the five regions (defined by zip codes). The Target Area corresponds with the North Central Region (BRFSS, 2005).

The YRBS and TPII data sources examine youth from middle school through high school. The ESI examines adults ages 18-25 and the BRFSS examines responses from those 18 years and older.

BRFSS North Central Region



Alcohol Use

Lifetime alcohol use among YRBS student respondents has declined since 2005.

Seventy-five percent (78 percent statewide) of high school respondents reported consuming alcohol at least once during their lifetimes, down from 82% in 2005. Sixty-one percent of middle school respondents reported using alcohol at least once in their lifetimes, down from 66% in 2005 (YRBS, 2007).

A majority of ESI respondents reported having alcohol at least once in their lives.

Approximately 71 percent of respondents reported having a drink of alcohol, other than a few sips. Approximately 29% of respondents reported that they have never had alcohol other than a few sips (ESI, 2008).

Past month use among students of respondents of the YRBS and TPII.

Forty percent of YRBS high school student respondents said they had consumed alcohol in the past month (compared to 48% statewide), down from 44% in 2005 (YRBS, 2007). Sixteen percent of TPII student respondents reported consuming alcohol one or more times within the past 30 days as well as consuming five or more drinks at one time in the past 30 days (TPII, 2005).

Minors in the target area were most likely to report drinking in private homes, bars, and restaurants.

Those aged 21-25 were most likely to report drinking in bars, restaurants, private homes, public areas, and sporting events (ESI, 2008).

30 Day Past Alcohol Use by Adult Minors by Location of Consumption (ESI, 2008)

Age	Location	Never	Rarely	Often	Always	Don't Know/ Refused
18-20 year olds	My home	67.2%	19.7%	9.8%	3.3%	0.0%
	Friend's Home	67.2%	14.8%	13.1%	4.9%	0.0%
	School	82.0%	14.8%	3.3%	0.0%	0.0%
	Work	83.6%	16.4%	0.0%	0.0%	0.0%
	After school activity	80.3%	9.8%	6.6%	3.3%	0.0%
	Restaurant	72.1%	14.8%	11.5%	1.6%	0.0%
	Bar	77.0%	9.8%	8.2%	4.9%	0.0%
	Public areas (parks, tailgate parties, etc)	73.8%	18.0%	4.9%	3.3%	0.0%
	Sporting event	77.0%	14.8%	8.2%	0.0%	0.0%
	Other Location	*6.6%	-Frequency data was unavailable			
21-25 year olds	My home	62.4%	21.5%	10.8%	5.4%	0.0%
	Friend's Home	57.0%	20.4%	20.4%	2.2%	0.0%
	School	76.3%	22.6%	1.1%	0.0%	0.0%
	Work	75.3%	22.6%	2.2%	0.0%	0.0%
	After school activity	71.0%	24.7%	3.2%	1.1%	0.0%
	Restaurant	59.1%	19.4%	18.3%	3.2%	0.0%
	Bar	57.0%	17.2%	16.1%	9.7%	0.0%
	Public areas (parks, tailgate parties, etc)	64.5%	25.8%	7.5%	2.2%	0.0%
	Sporting event	63.4%	23.7%	8.6%	4.3%	0.0%
Other Location	*1.1%	- Frequency data was unavailable				

TPII student respondents are planning to use alcohol in the future.

Nineteen percent of students said they planned to use alcohol in the future, and 22% of students said they were unsure (TPII, 2005).

Age of First Use

YRBS respondent first use rates have been declining since 2005.

Between 2005 and 2007, fewer middle school and high school respondents have reported taking their first drink of alcohol before ages 11 and 13 respectively. The number of middle school respondents who reported taking their first drink before the age of 11 decreased from 26.3% in 2005 to 23.9% in 2007. The number of high school respondents who reported taking their first drink before the age of 13 decreased from 34.2% in 2005 to 29.2% in 2007 (YRBS, 2007).

Age of first usage of alcohol among TPII respondents.

Thirty-two percent of TPII respondents reported that at least one time in their life they have consumed alcohol (more than a few sips). The most frequent age given for first use of alcohol was 10 years. Students who reported that at least once in their lifetime they drank enough alcohol to feel drunk (15%) most often cited that this occurred at age 14 (TPII, 2005).

Age of first usage of alcohol among ESI respondents.

The average age of first use by ESI respondents was 16.3 years. The most frequent age cited as that of first use was 16. Eighty-nine percent of respondents said that they had their first drink before the legal drinking age of 21 (ESI, 2008).

Binge Drinking

The average number of drinks per occasion for the North Central Region was 2.86 drinks.

This is slightly higher than the average for Dallas County (2.84) (BRFSS, 2005).

There are a high percentage of binge drinkers in the North Central Region (BRFSS, 2005).

The survey found that 18% of North Central Region respondents to the survey reported having more than five drinks on one occasion in the past 30 days. This is higher than any other region of the county, and higher than the county average of 13.4%.

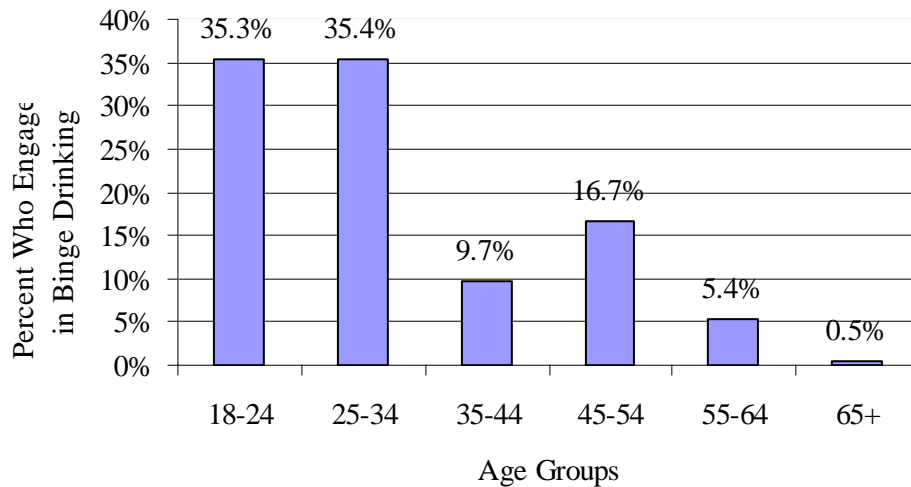
Male respondents of the BRFSS survey were more likely to engage in binge drinking than females.

The study found that 28.2% of males and 8.3% of females (ages 18 and up) engaged in binge drinking at least once in the past 30 days (BRFSS, 2005). Again, these were the highest percentages out of all the regions for both genders. The county average for males was 23.1% and for females was 4.0%.

Younger respondents of the BRFSS survey were more likely to engage in binge drinking.

Those aged 18-34 were most likely to engage in binge drinking. Younger males (ages 18-34) were more likely (53.3%) than females (16.0%) to engage in binge drinking (BRFSS, 2005).

Percent Who Admit to Binge Drinking by Age, 2005
(BRFSS)



Those respondents of the BRFSS survey who are employed are more likely to engage in binge drinking.

Over 24% of respondents who are employed engaged in binge drinking compared to none of those that are unemployed. However, those who earned less than \$15,000 per year (41.4%) were much more likely to binge drink than higher income brackets. The second most likely income group to binge drink was those who earned \$35,000 to \$49,999 (27.4%). Additionally, those with a K-11th grade education (40.9%) were most likely to binge drink (BRFSS, 2005).

A large percentage of YRBS student respondents engage in binge drinking.

"Binge drinking" is defined here as the consumption of five or more beers, wine coolers, servings of wine, or drinks with liquor at one time. Twenty percent of student respondents reported "binge drinking" alcohol one or more times during the past 30 days, down from 22% in 2005. The state reported level is 29% (YRBS, 2007).

ESI Respondents reported binge drinking with beer more than any other type of alcohol.

Also popular for both age groups was shots of liquor and mixed drinks. Less popular for both groups was wine. The 21-25 age group reported binge drinking more frequently than the 18-20 year old group (ESI, 2008).

Binge Drinking Over Past 30 Days by Alcohol Type (ESI, 2008)

Age	Binge Drinking	None	1-2 Times	3-4 Times	5-6 Times	Don't Know/Refused
18-20 year olds	Drank five or more beers	86.9%	11.5%	1.6%	0.0%	0.0%
	Drank five or more malt liquors	91.8%	6.6%	1.6%	0.0%	0.0%
	Drank five or more glasses of wine or wine coolers	96.7%	1.6%	0.0%	1.6%	0.0%
	Drank five or more mixed drinks	88.5%	8.2%	1.6%	1.6%	0.0%
	Drank five or more shots of liquor	85.2%	14.8%	0.0%	0.0%	0.0%
21-25 year olds	Drank five or more beers	79.6%	15.1%	2.2%	3.2%	0.0%
	Drank five or more malt liquors	90.3%	5.4%	2.2%	1.1%	1.1%
	Drank five or more glasses of wine or wine coolers	94.6%	5.4%	0.0%	0.0%	0.0%
	Drank five or more mixed drinks	88.2%	7.5%	2.2%	2.2%	0.0%
	Drank five or more shots of liquor	83.9%	12.9%	2.2%	0.0%	1.1%

Drinking and Driving

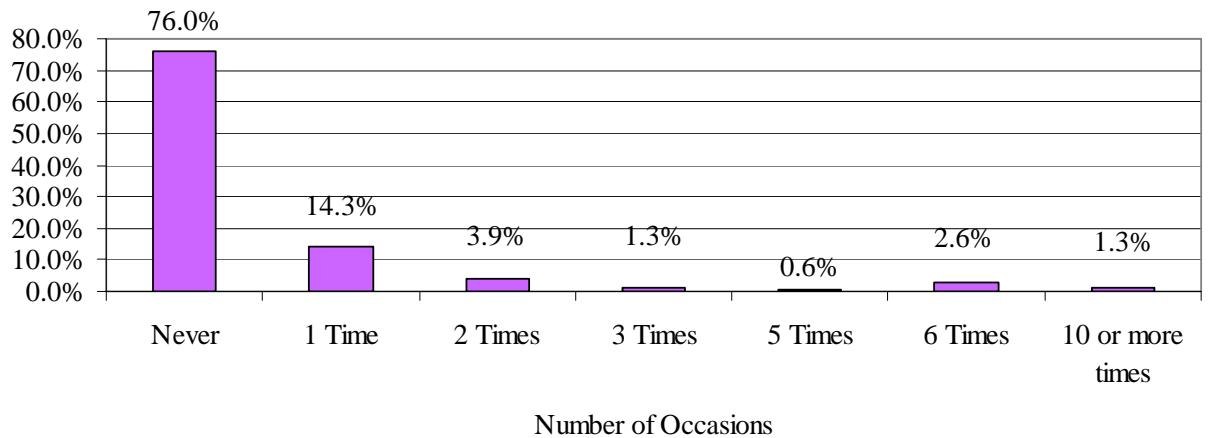
Many YRBS respondents are riding in cars with people who have been drinking alcohol.

In 2007, 48.8% of middle school respondents reported riding in a car during the past 30 days with someone who had been drinking alcohol, down from 53.8% in 2005. High school students reported a decrease from 42% in 2005 down to 38.4% in 2007 (YRBS, 2007).

Most (76 percent) of ESI respondents said that they have not ridden with someone who has been drinking alcohol.

However, almost one fourth of respondents reported riding in a car driven by someone who had been drinking alcohol in the past 30 days. Please note, the question does not ask how many drinks the driver had before driving.

During the past 30 days, how many times did you ride in a car or vehicle driven by someone who had been drinking alcohol? (ESI, 2008)



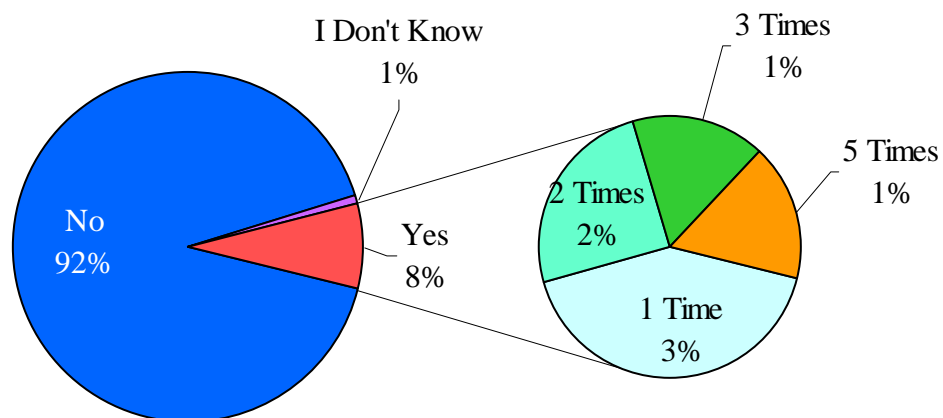
Fewer students who completed the YRBS are admitting to drinking and driving.

Between 2001 and 2005, the number of students surveyed that admitted to driving after drinking alcohol one or more times in the past 30 days increased from 11.4% to 13.6%. However, in 2007 the number of students admitting the same went down to 10.5% (YRBS, 2007).

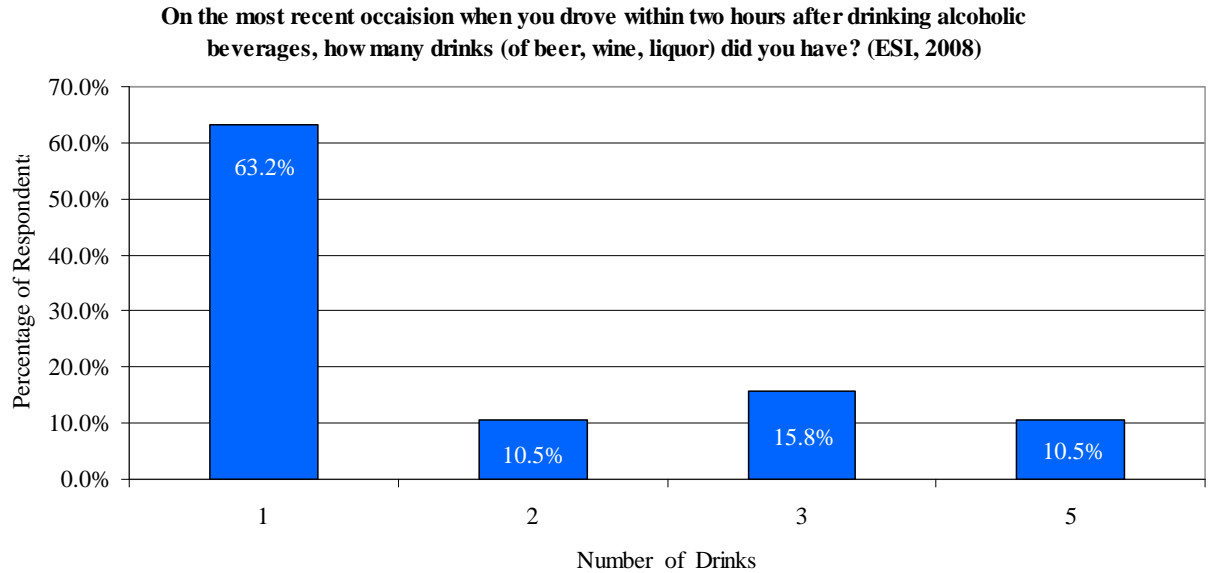
A majority of ESI respondents did NOT drive after drinking in the past 30 days.

Approximately 92 percent of respondents reported not driving after drinking alcohol in the past 30 days, one percent did not know or did not answer the question, and 8% said that they did drive after drinking alcohol. Of those that said that they did drive after drinking, most said that they did it one to three times in the past 30 days. Please note that the question did not ask how many drinks they had before driving.

During the past 30 days, how many times did you drive a car or other vehicle when you had been drinking alcohol? (ESI, 2008)



Of those that reported drinking before driving, most said that they had one drink. The range of drinks was one to five with a majority of respondents reporting one drink. However, 10.5 percent did report drinking five drinks within two hours of driving (ESI, 2008).



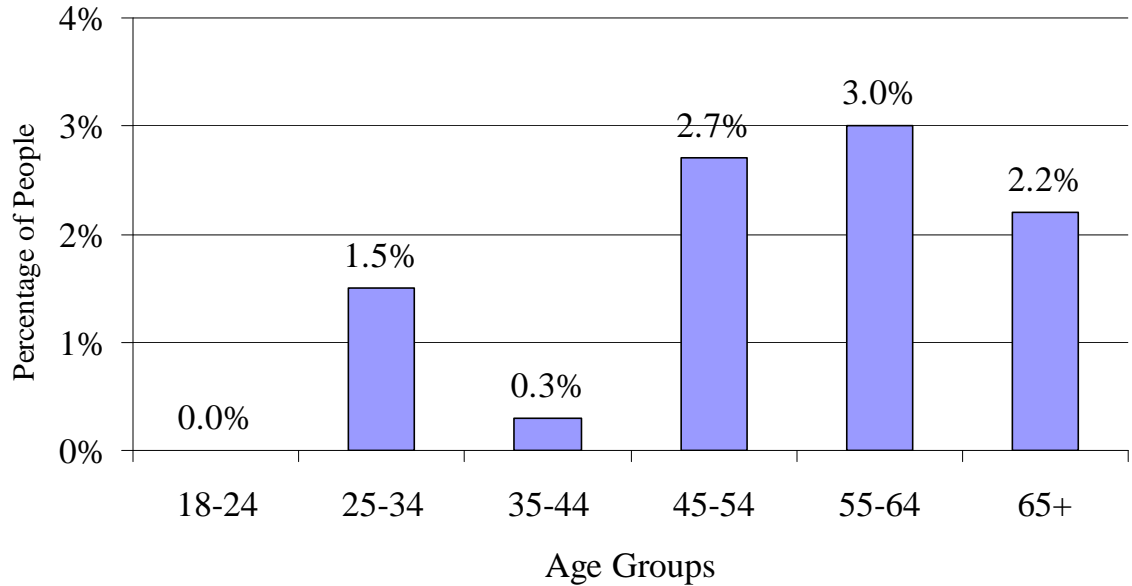
Similar numbers of male and female respondents of the BRFSS survey admitted to driving after having perhaps too much to drink in the last 30 days.

The study found that 1.7% of males admitted to driving after having too much to drink compared to 1.2% of females (BRFSS, 2005). Of the ESI respondents, 0.6% of male respondents admitted to driving after having too much to drink compared to 0.3% of females (ESI, 2008).

Older respondents of the BRFSS survey admitted to driving after having too much to drink.

More people aged 55 and over admitted to driving after having too much to drink than in the other age groups. Older males (age 55+) were more likely (3.6%) than females (1.7%) to admit to doing so (BRFSS, 2005).

Percent Who Admit to Driving After Having Too Much to Drink by Age, 2005 (BRFSS)



Those respondents of the BRFSS survey who are employed are more likely to admit to driving after having too much to drink

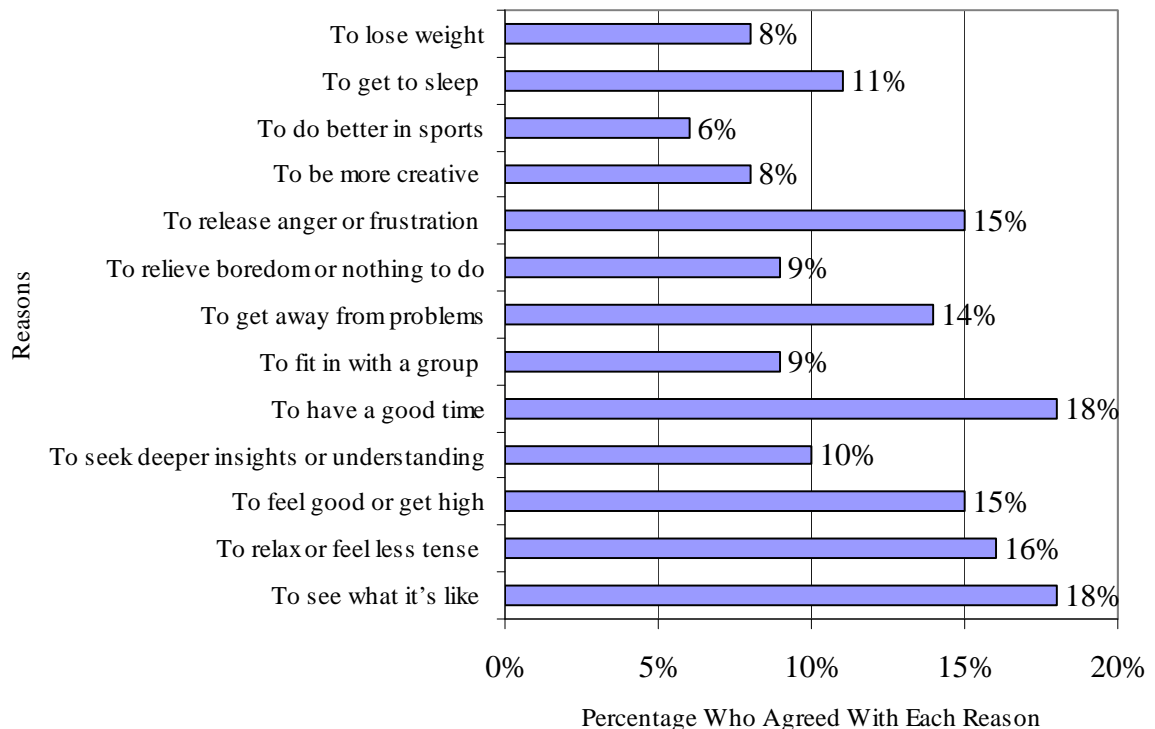
More people who are employed than those who are not employed admitted to driving after having too much to drink, as did those with a college degree or higher (BRFSS, 2005).

Perceived Risk

TPII student respondents are most likely to use drugs and alcohol because they are curious or want to have a good time.

Students agreed that there are many different reasons for using drugs and alcohol. The most common were to have a good time and to see what it is like (both 18%). Relaxing or to feel less tense (16%), relieving anger and frustration (15%), and to feel good or get high (15%) were the next most common reasons. (TPII, 2005).

Reasons for Using Drugs and Alcohol
(Percentage of students who agreed) (TPII, 2005)



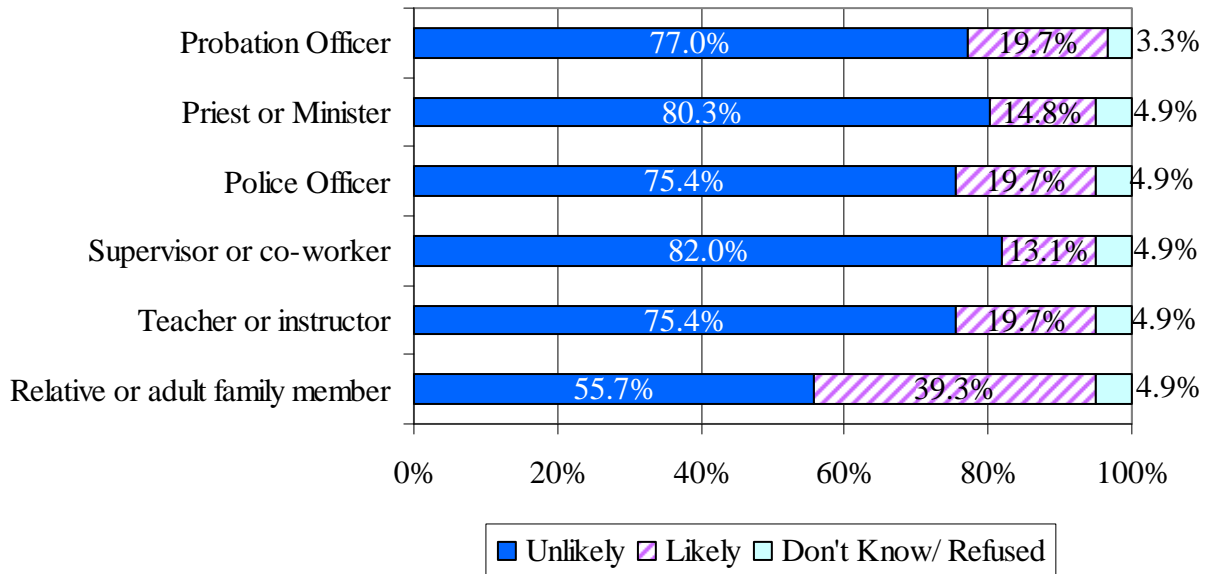
TPII student respondents have conflicting beliefs about alcohol and its effects (TPII, 2005).

- 12% of students agreed that “Downers can be safely taken with alcohol”
- 17% of students agreed that “ People can stay healthy even if they abuse alcohol”
- 37% of students agreed that “Drinking coffee is a good way to sober up”
- 18% agreed that “Everyone should try alcohol at least once to find out what it is like”
- 91% agreed that “Pregnant women who have two drinks a day may harm their unborn babies”
- 87% agreed that “It is harmful to have five or more drinks close together”
- 90% of students agreed that “Heavy alcohol use hurts the family”
- 92% of students agreed that “Heavy drinking kills brain cells”

ESI Respondents aged 18 to 20 felt that relatives or family members would be most likely to find out they were drinking alcohol.

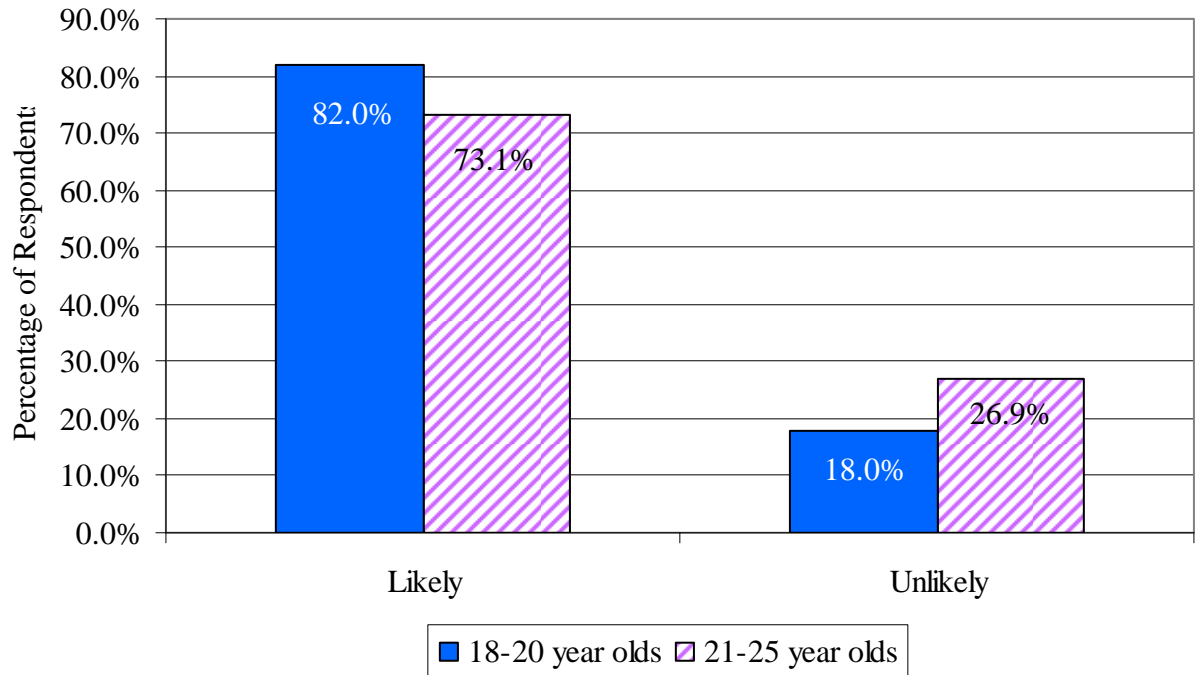
In general, respondents felt it was not likely that the adults in their community would find out they were drinking alcohol (ESI, 2008)

If you were to use alcohol how likely do you think one or more of the following would find out? (ages 18-20) (ESI, 2008)



Most ESI respondents, regardless of age, felt that there would be a likely chance that they would be stopped by the police if they were driving while intoxicated (ESI, 2008).

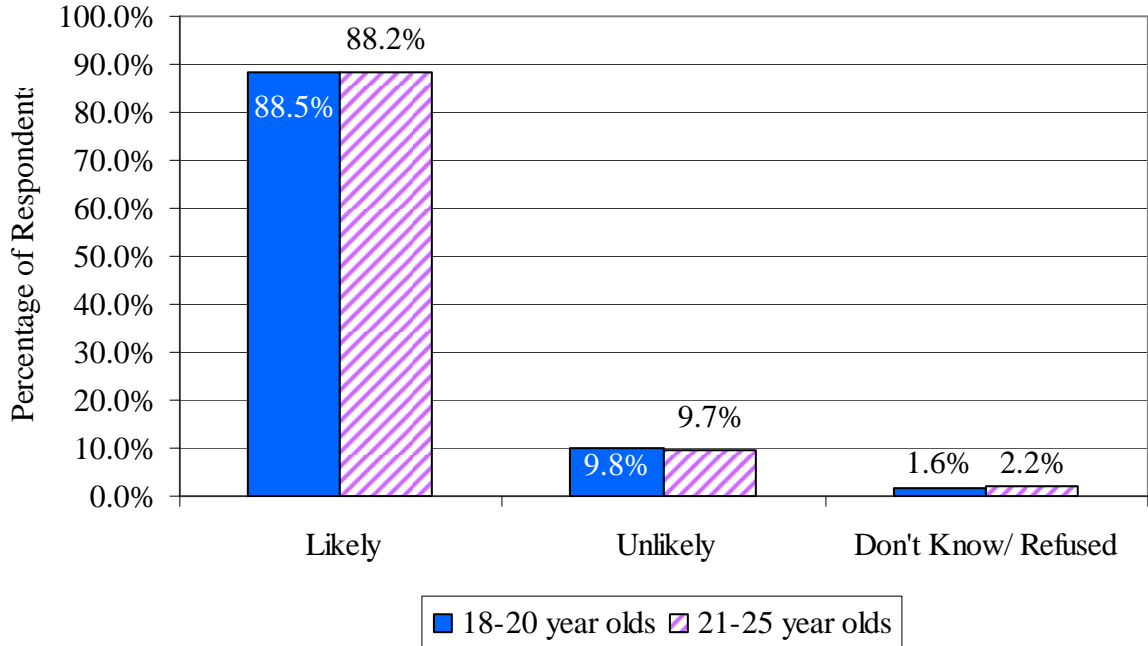
Perceived Risk of Being Stopped by Police if Driving Intoxicated, (ESI, 2008)



Most ESI respondents, regardless of age, believed they would be convicted if they were charged with DWI.

Still, ten percent of minors and respondents aged 21 to 25 said it was somewhat unlikely or very unlikely that they would be convicted if charged (ESI, 2008).

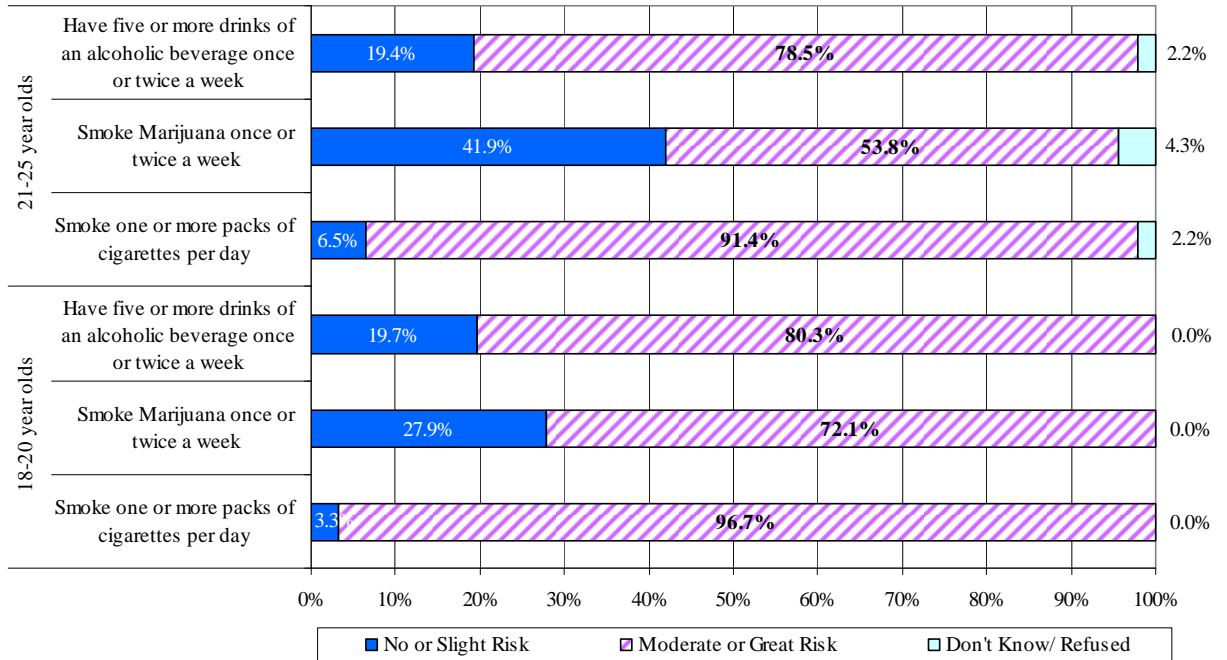
Perceived Risk of Being Convicted if Stopped and Charged with DWI (ESI, 2008)



ESI Respondents are most likely to think that smoking one or more packs of cigarettes a day poses the greatest risk.

Younger respondents are slightly more likely to rate binge drinking as risky but are less likely to rate weekly marijuana use as so (ESI, 2008).

Perceived Risk of Various Behaviors by Age Group (ESI, 2008)



Enforcement

Definition. The implementation of formal alcohol policies.

Why are we interested?

- The mere existence of regulations, laws, and administrative restrictions can influence alcohol use and associated problems. However, known consequences tend to increase the magnitude of effect (Birckmayer, et al., 2004).
- Consistent enforcement of underage drinking laws, combined with penalties for sales, has been found to reduce youth drinking and associated problems, including alcohol-related crashes (Birckmayer, et al., 2004).
- We will use the enforcement and alcohol related motor vehicle fatalities rates as one of many indicators of the impact we are having on underage and high risk drinking.

The Target Area.

The North Central sector of Dallas County includes all or portions of the following cities: Addison, Dallas, Farmers Branch, Highland Park, Richardson and University Park. We have received data from the police departments of Highland Park, Richardson and Dallas and are in the process of getting data from the other areas. Richardson and Highland Park both had data records on citations that included the ZIP codes of the incident/arrest and the residential ZIP codes of the offender. The Dallas Police Department was able to provide us with citation data that included arrest addresses and some ZIP codes.

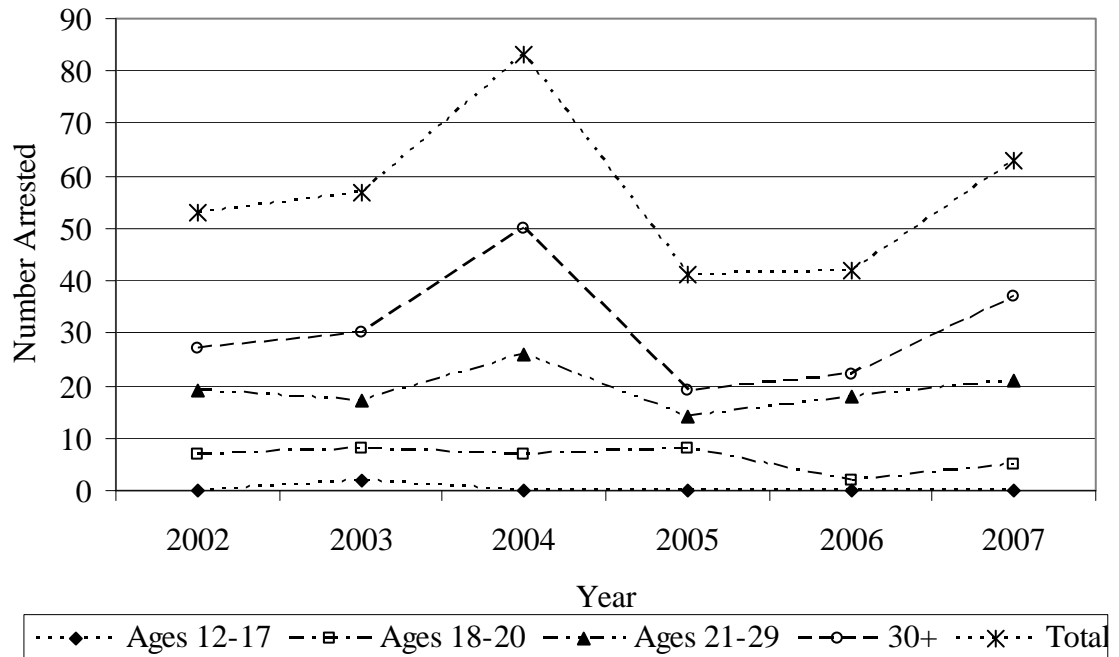
We have also collected data from several of the police departments in Dallas County outside of the target area. Our goal is to create a complete enforcement picture of the county. This level of data will allow us to map location differences and determine patterns in offender behavior. However, not all police departments in Dallas County document citations the same way. Many police departments have been working with hard copies for many years and have only recently begun transferring data management to electronic systems. Until the majority of police departments are collecting the same categories of information and storing them in readily accessible formats, obtaining equivalent data across the county will be very difficult and time-consuming.

Highland Park, TX

Twenty-two percent of all 2007 arrests for Public Intoxication in Highland Park involved people who reside outside of the target area.

Arrest levels for public intoxication had held fairly steady across all age groups except for a substantial increase in 2004. Age groups 21-29 and those over 30 both showed an increase in 2004. Between 2003 and 2006 only one out of 276 offenders resided outside of Highland Park, and that residence was still within the target area. However, 2007 brought another small increase in Public Intoxication arrests. (Highland Park Police Department, 2008).

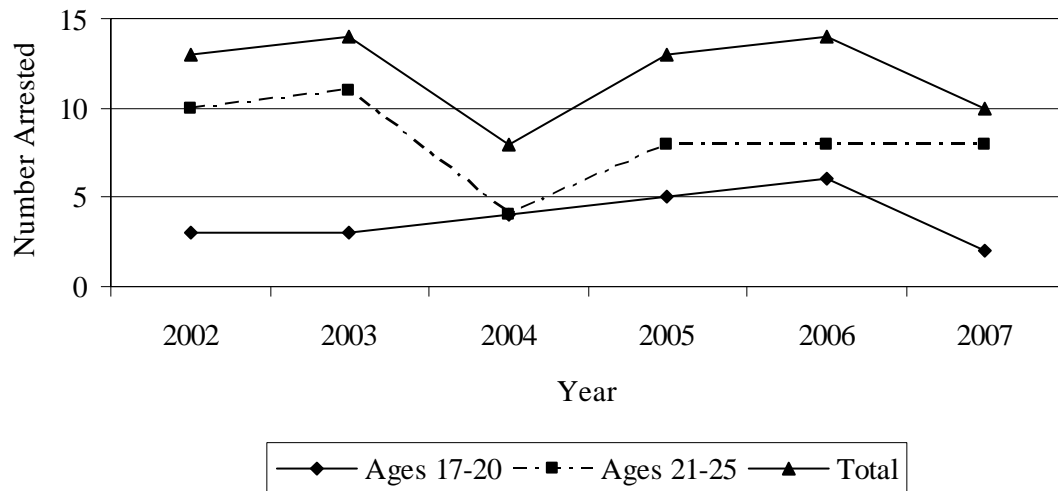
Arrests for Public Intoxication by Age, 2003-2007
(Highland Park PD)



In 2007, 80 percent of arrests for Driving While Intoxicated in Highland Park among those ages 17-25 involved people who reside in Highland Park.

The arrest levels for DWI in Highland Park from 2002-2007 have remained relatively steady (Highland Park PD, 2008).

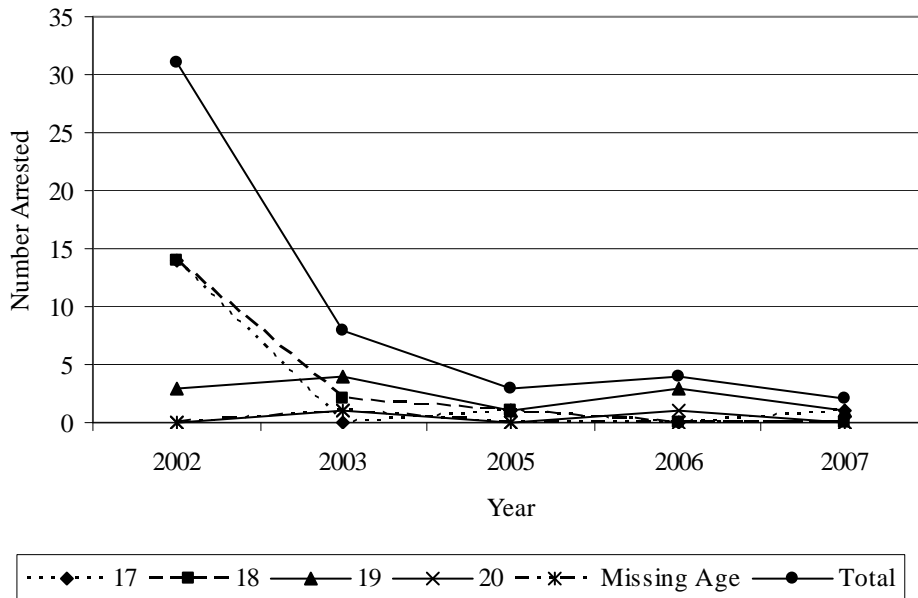
Arrests for Driving While Intoxicated by Age, 2002-2007 (Highland Park PD)



In 2002, there were a high number of arrests for Consumption by a Minor in Highland Park.

Thirty of the 31 arrests made in 2002 were on the same date and at the same location. None of the arrests in 2002 involved residents of Highland Park, and only 32 percent of those arrested lived in the target area. Since 2003, the arrest rate for this offense has remained steady in Highland Park (Highland Park PD, 2007).

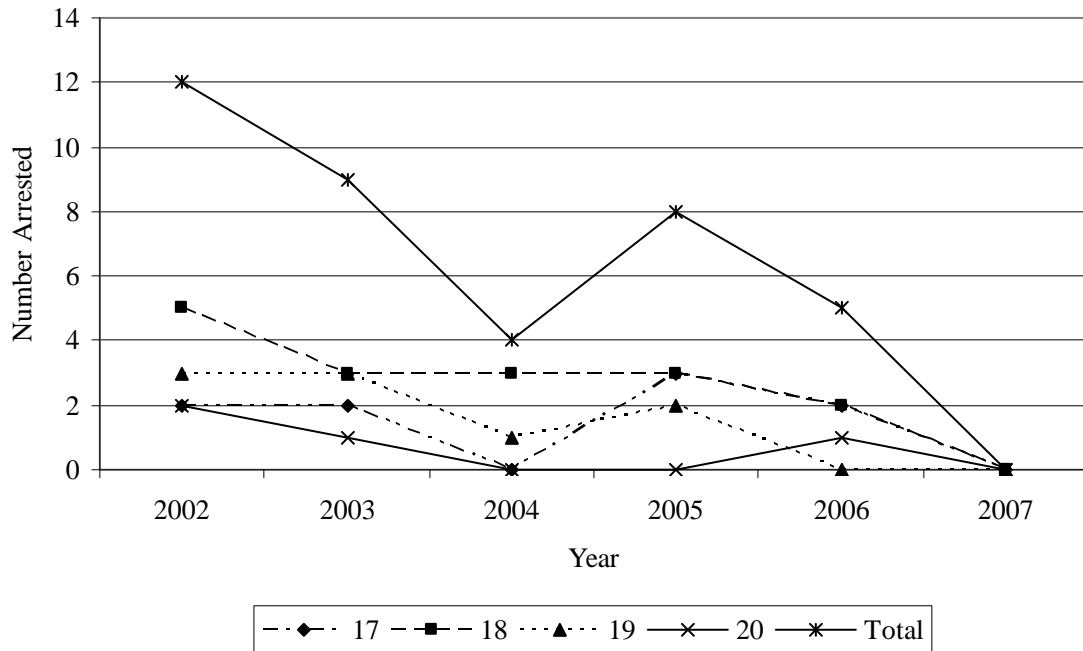
Arrests for consumption by a Minor by Age, 2002-2007 (No Data Available for 2004) (Highland Park PD)



Most minors arrested for Minor in Possession from 2002-2006 in Highland Park (61%) were not residents.

However, 58 percent of the total number arrested from 2002-2006 did reside within the target area. Five of the 38 arrested were arrested at the same date and location as the large group arrested for Consumption by a Minor in 2002. Only one of these minors was a resident of Highland Park. Since 2002, the arrest rate for this offense has remained fairly steady in Highland Park. There were no arrests for Minor in Possession in 2007 (Highland Park PD, 2007).

Arrests for Minor in Possession by Age, 2002-2007
(Highland Park PD)



Few minors were arrested in Highland Park for Driving Under the Influence from 2004-2007.

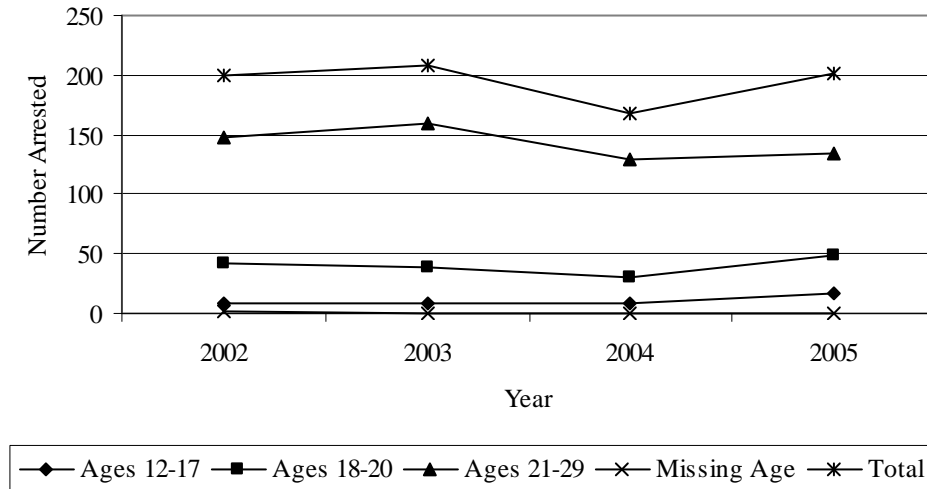
Six minors have been arrested for Driving Under the Influence from the years 2004-2007. There were two arrests each year except for 2007 where there were zero, and the ages ranged from age 17 to age 19. All of those arrested were residents of either Highland Park or the target area (Highland Park PD, 2007).

Richardson, TX

Arrest rates for Public Intoxication in Richardson have been fluctuating.

In 2004, all age groups saw a 19 percent total reduction in Public Intoxication citations. However, the next year, the number of citations returned to the previous rate. Richardson had been a “dry” community until legislation passed in the fall of 2006 that allows for alcohol sales within the city limits (Richardson Police Department, 2006).

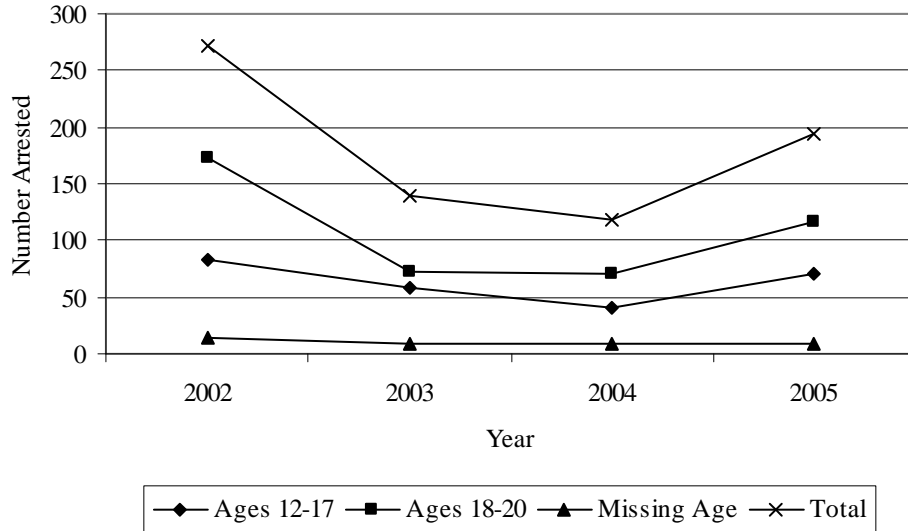
Arrests for Public Intoxication by Age, 2002-2005
(Richardson PD)



After a significant decrease in between 2002 and 2004, arrests for Consumption by a Minor in Richardson are increasing.

Those between the ages of 18 and 20 saw the biggest drop (-58%) in arrests in 2003. However, since 2004, arrest numbers in all age groups have been increasing (Richardson PD, 2006).

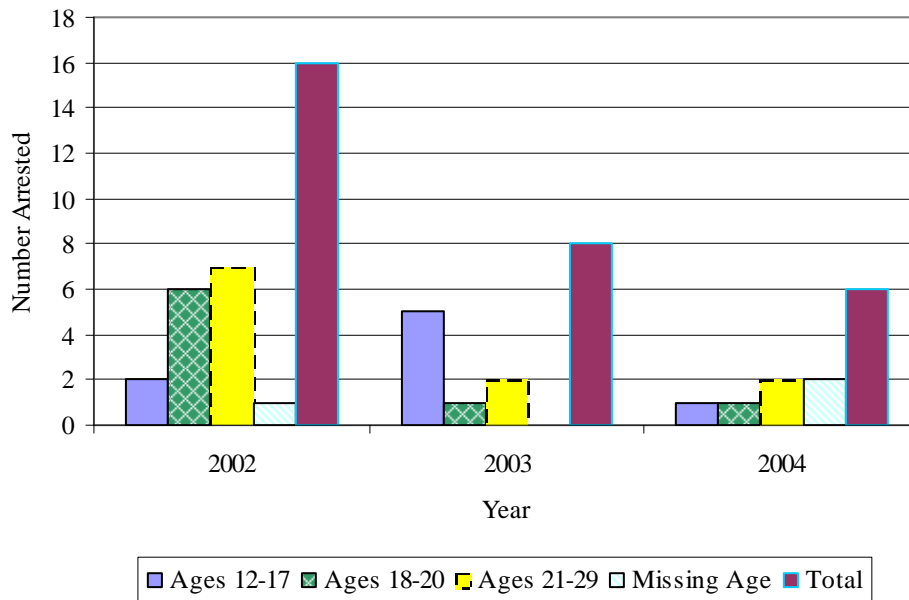
Arrests for Consumption by a Minor by Age, 2002-2005
(Richardson PD)



The total number of arrests for Providing Alcohol to a Minor for those ages 12-29 has been decreasing in Richardson.

Although the total number of arrests has decreased every year from 2002 to 2004, there are fluctuations within the different age groups. In 2003, those ages 12-17 saw a short-term increase, and those ages 18-20 and 21-29 both saw a decrease that has lasted into 2004 (Richardson PD, 2006).

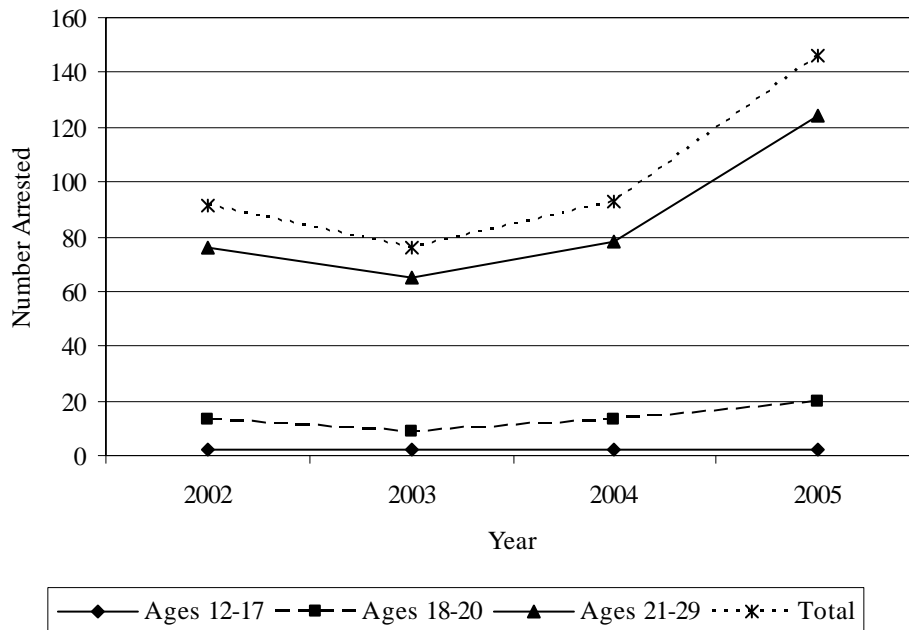
Arrests for Proving Alcohol to a Minor by Age, 2002-2004
(Richardson PD)



Most individuals between ages 12-25 who were arrested for Driving While Intoxicated in Richardson reside outside of the city.

From 2002-2005 only 17 percent of arrests for Driving While Intoxicated in Richardson, among those ages 12-25, involved people who resided in Richardson (when ZIP codes were reported). Seventy-five percent of those arrested in this age group with reported ZIP codes resided outside of the target area. Sixteen percent of those arrested had no ZIP code reported. Since 2003, arrests for Driving While Intoxicated in Richardson have been increasing (Richardson PD, 2006).

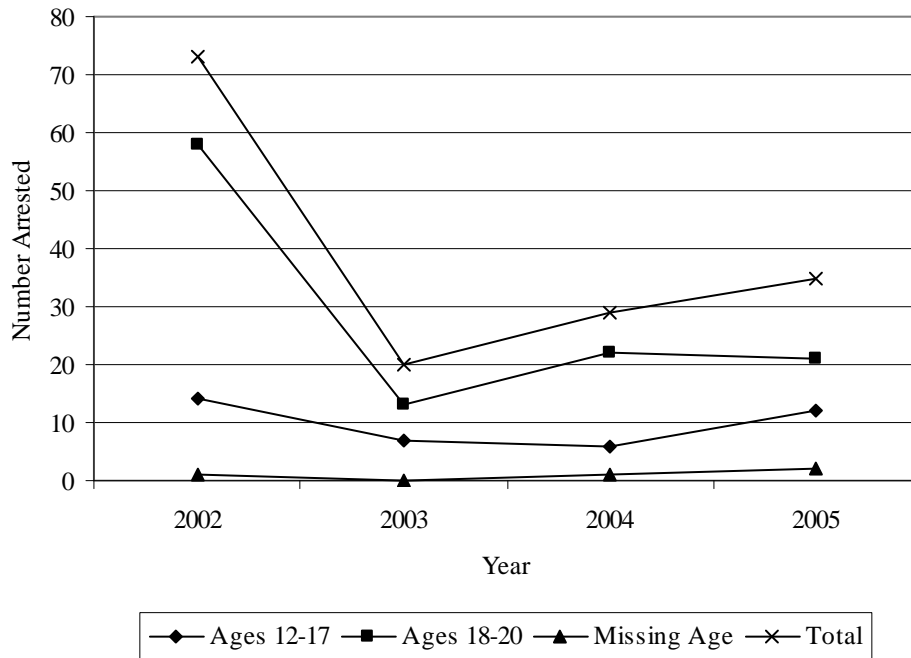
Arrests for Driving While Intoxicated by Age, 2002-2005
(Richardson PD)



After a sharp drop in 2003 (73%), the number of minors arrested in Richardson for Driving Under the Influence is increasing.

Those between the ages of 18 and 20 saw the biggest drop (-76%) in arrests in 2003. However, since 2004, total arrest numbers have been increasing. Only 29 percent of those arrested during 2002 through 2005 were residents of Richardson, and only 43 percent of the total arrested were residents of the target area (when ZIP codes were reported). Twenty-six percent of those arrested had no reported ZIP codes (Richardson PD, 2006).

Arrests for Driving Under the Influence by a Minor, by Age,
2002-2005 (Richardson PD)

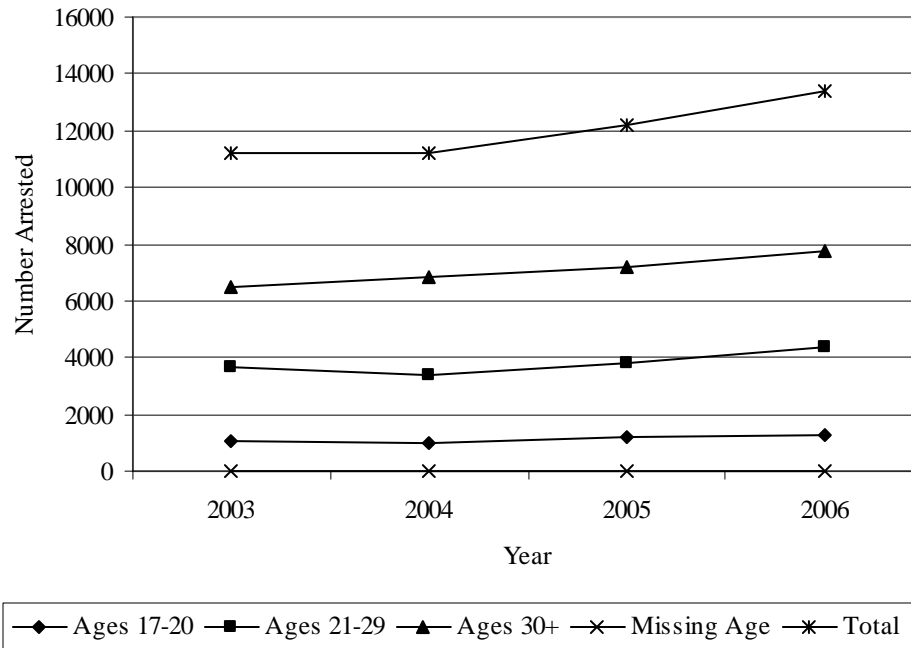


Dallas, TX

Arrests for Public Intoxication in Dallas

From 2004 through 2006, the total number of people arrested in the City of Dallas for Public Intoxication has increased by 19 percent. There was no net increase in arrest numbers between 2003 and 2004. These numbers represent the entire City of Dallas and include an area larger than our target area (Dallas PD, 2006).

Arrests for Public Intoxication by Age, 2003-2006 (Dallas PD)



Starting in 2007, we have separate data regarding citations and arrests for Public Intoxication. In 2007, there were 19,395 citations given for Public Intoxication in the City of Dallas. Approximately 2.3% of those citations were given to people who live in the target area, however, no ZIP Code was given for over 46% percent of all citation records, so that number is likely much larger (DPD, 2007). There were 2,435 arrests for Public Intoxication in Dallas in 2007.

Citations & Arrests for Public Intoxications by Age, 2007 (Dallas PD)

	2007 Citations	2007 Arrests
Ages 12-20	1,793	230
Ages 21-29	6,174	801
Ages 30+	11,388	1,403
Missing	40	1
Total	19,395	2,435

Few people have been arrested in Dallas for Providing Alcohol to a Minor.

From 2003 through 2006, only six people have been arrested for Providing Alcohol to a Minor (Dallas PD, 2006).

Arrests for Providing Alcohol to a Minor by
Age, 2003-2006
(Dallas PD)

	2003	2004	2005	2006
Ages 17-20	0	0	1	0
Ages 21-29	2	1	1	0
Ages 30+	0	0	1	0
Total	2	1	3	0

Citations for Minor in Possession in Dallas

Citations for Minor in Possession by Age,
2005-2007
(Dallas PD)

	2005	2006	2007
Ages 12-17	280	191	218
Ages 18-20	520	414	508
Missing Age	50	37	18
Total	850	642	745

Minors arrested for Driving While Intoxicated in Dallas.

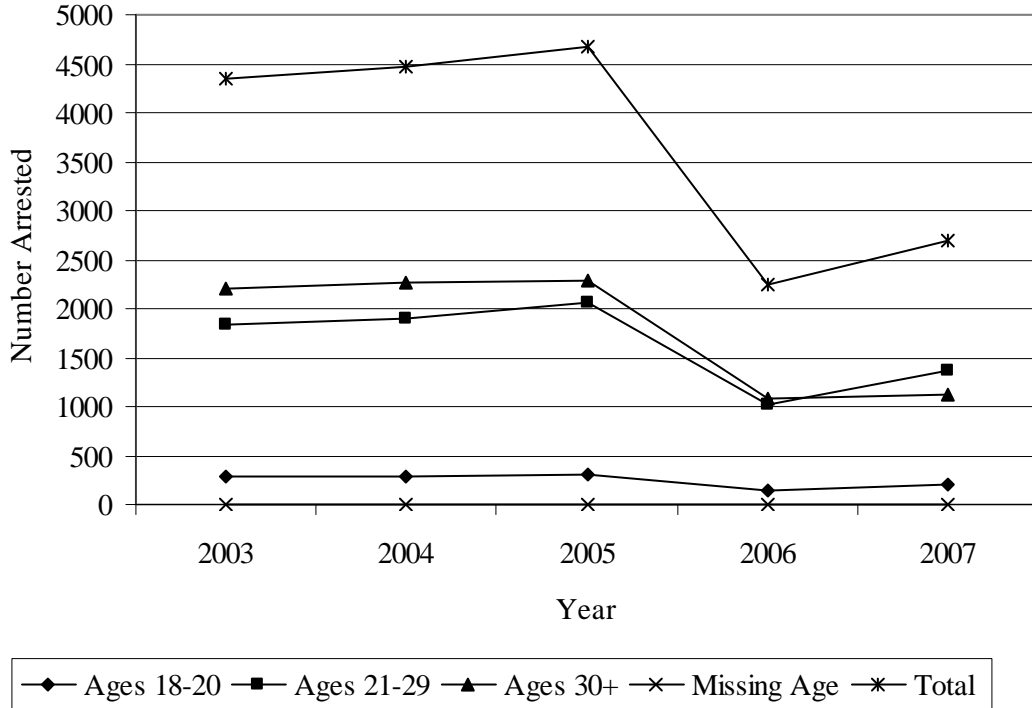
Arrests of Minors for Driving While Intoxicated (Dallas PD, 2007)

	2003	2004	2005	2006	2007
Age 16	1	0	0	1	0
Age 17	29	16	17	11	17
Total	30	16	17	12	17

Arrests in Dallas for Driving While Intoxicated have decreased sharply since 2005.

From 2003-2005, the number of people arrested in Dallas for Driving While Intoxicated increased slightly (8%). However, in 2006 there was a sharp decrease in arrests across all age groups (-52%) (Dallas PD, 2007). In 2007, arrests of those ages 21-29 surpassed those aged 30 and over.

Arrests for Driving While Intoxicated by Age, 2003-2007 (Dallas PD)



Prosecution Rates. According to S. Bragg with the MADD Metroplex Chapter, DWI cases can be tried by either judge or jury. If a person is charged with a DWI and they are assigned to a judge who is considered lenient on DWI cases, they frequently request a Trial By Court (TBC-judge). A DWI can be either a misdemeanor or felony. Felonies are typically heard by a jury, which changes with every case. Evaluating prosecution rates when juries are used can be difficult. Previous district attorneys and justices of the peace were reportedly strong on alcohol offenses; however, with the election and resulting turnover last November, MADD recommends we wait another 30-60 days to review.

According to the Assistant City Attorney of Dallas, as of March 24, 2005 the majority of juvenile/minor alcohol violation cases were still pending. Of those cases disposed of during fiscal year 2003/2004, 199 were paid, 216 performed work release, one was Not Guilty, and 523 were dismissed. As of March 24, 2005 5,458 total cases (regardless of offense date) were still pending.

ESI Respondents are not knowledgeable about alcohol related legal consequences.

Knowledge of the legal age for drinking and social host laws for both groups was relatively high, but knowledge of legal consequences was poor. The penalty for repeated DWI arrests (felony) was chosen correctly the most often.

Indicate if you think the following statements about Texas laws and regulations are true or false (correct answers are highlighted). (ESI, 2008)

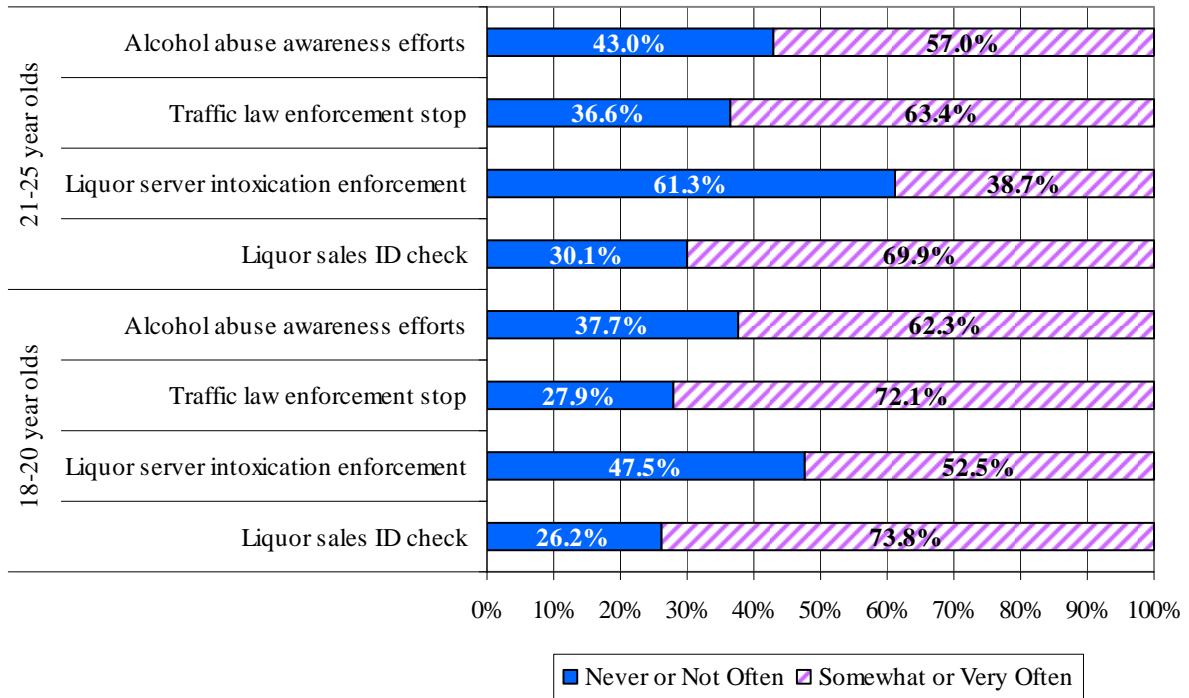
Age	Statement	True	False	Don't Know/Refused
18-20 year olds	The legal age for drinking alcohol in TX is 21	90.2%	9.8%	0.0%
	Texas has social host laws related to underage drinking	82.0%	18.0%	0.0%
	It's a felony to provide alcohol to a person under age 21	91.8%	8.2%	0.0%
21-25 year olds	The legal age for drinking alcohol in TX is 21	95.7%	4.3%	0.0%
	Texas has social host laws related to underage drinking	75.3%	24.7%	0.0%
	It's a felony to provide alcohol to a person under age 21	89.2%	10.8%	0.0%

Q.20a-d Identify the legal consequences of the following activities (correct answers are listed below).

Age	Activity	Identified Correctly	Identified Incorrectly	Don't Know/Refused
18-20 year olds	Providing alcohol to to a person under age 21	52.5%	47.5%	0.0%
	Driving while intoxicated	39.3%	60.7%	0.0%
	Exceeding the legal blood alcohol level	34.4%	65.6%	0.0%
	Repeated DWI arrests	91.8%	8.2%	0.0%
21-25 year olds	Providing alcohol to to a person under age 21	53.8%	45.2%	1.1%
	Driving while intoxicated	28.0%	72.0%	0.0%
	Exceeding the legal blood alcohol level	28.0%	72.0%	0.0%
	Repeated DWI arrests	87.1%	12.9%	0.0%

<i>Providing alcohol to to a person under age 21</i>	<i>Misdemeanor</i>
<i>Driving while intoxicated</i>	<i>Misdemeanor</i>
<i>Exceeding the legal blood alcohol level</i>	<i>Misdemeanor</i>
<i>Repeated DWI arrests</i>	<i>Felony</i>

Respondents report seeing alcohol enforcement in their community (ESI, 2008).

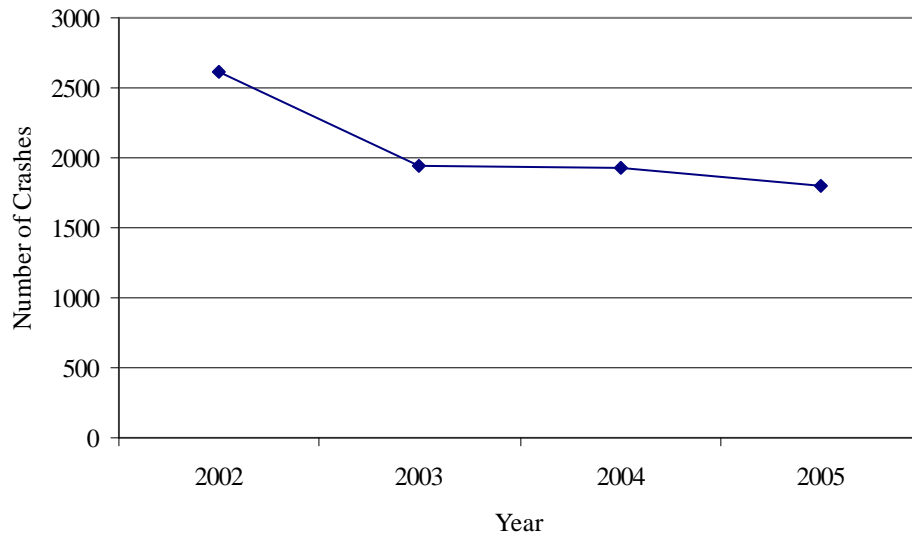


Crash Data & Motor Vehicle Fatalities

Motor vehicle crashes in Dallas that have Alcohol/Illicit Drugs listed as a factor are decreasing.

Between 2002 and 2003, the number of accidents where alcohol/illicit drugs were cited as a factor decreased by 25 percent. Since 2003, the amount has decreased only by eight percent (Dallas PD, 2006). Further work needs to be done to secure data that will identify crash locations, resident ZIP codes and differentiate between drug and alcohol involvement.

Number of Reported Alcohol/Illicit Drug Involved Crashes in Dallas by Year, 2002-2005 (Dallas PD)



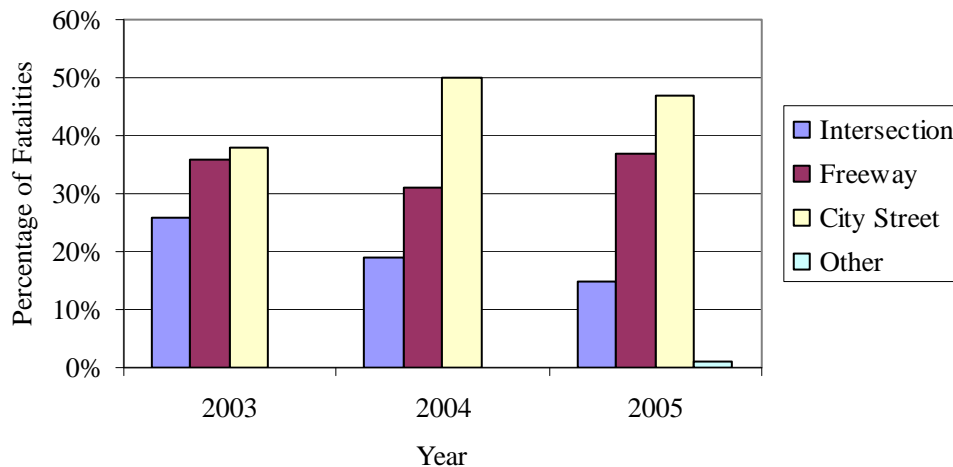
Motor Vehicle Fatalities

The target area is surrounded and intersected by several major highways: Interstates 75 and 635, the George Bush Freeway (190) and the Dallas North Tollway. The target area is also immediately north of the main intersection of Interstates 30 and 35E. There are also a number of lesser-known arteries with high concentrations of traffic such as the Northwest Highway, Preston Road and Coit Road. All have the propensity to increase the potential for DWIs, which is a serious concern for target area police.

The majority of Traffic Fatalities in Dallas occur from accidents on city streets.

The driver was the most likely person to die in these crashes: twice as likely as passengers for all three years reported. Almost 60 percent of all traffic fatalities in Dallas from 2003-2005 occurred on Fridays, Saturdays and Sundays. On days Monday through Friday, fatalities were most likely to occur between 4pm and 8am of the next day. On Saturday and Sundays, fatalities occurred more frequently between Midnight and 8am (Dallas PD, 2006).

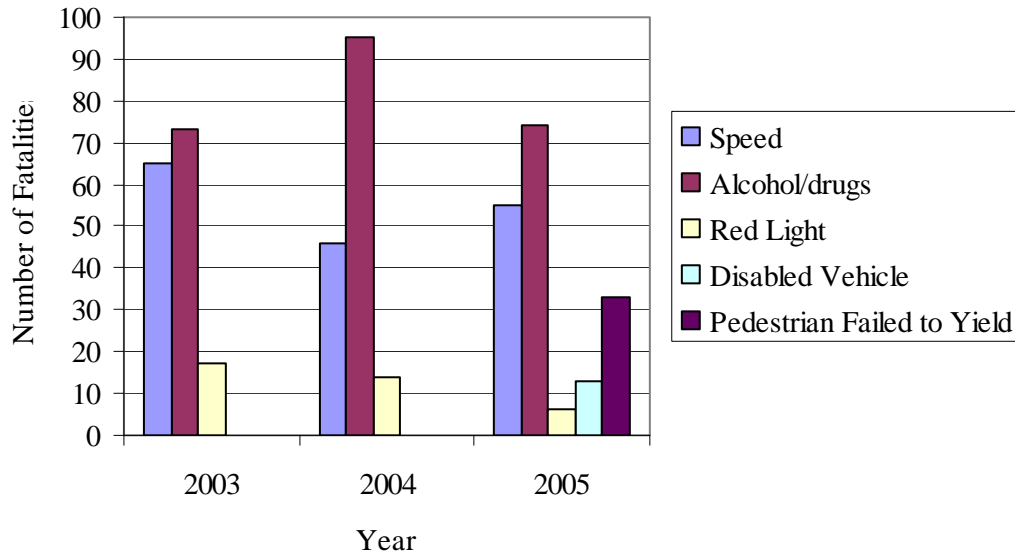
Percent of Total Traffic Fatalities for Dallas by Location, 2003-2005 (Dallas PD)



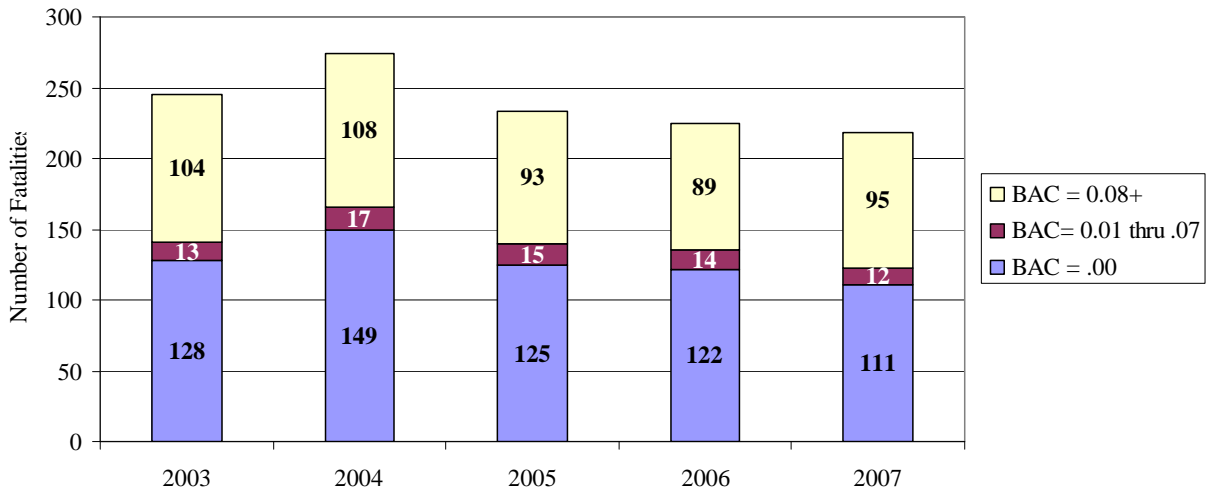
Alcohol Related Traffic Fatalities in Dallas

In 2005, 52 percent of Pedestrian or Pedal Cyclist fatalities in Dallas involved alcohol and/or drugs. This is an increase of 160 percent from the number of fatalities in 2003. Alcohol/drugs were listed as a factor in approximately half of all traffic fatalities each year from 2003-2005 (Dallas PD, 2006). The coalition is working with police departments in Dallas County to obtain alcohol related traffic fatality data for additional municipalities.

Traffic Fatalities by Factor Listed, 2003-2005 (Dallas PD)



Dallas County Traffic Fatalities by Blood Alcohol Level (FARS, 2008)



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