ALCOHOL CONSUMPTION TRENDS AND CONCEALMENT METHODS

Meeting of the Minds
April 9, 2016

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SESSION OVERVIEW

* You will learn:
  + Recent trends in drinking behaviors of both adults and youth
  + Popularity of alcohol products amongst youth
  + Products which draw the interest of youth
  + Both common and unusual concealment methods
  + Enforcement Policies to address these concerns
DO WE HAVE A DRINKING A PROBLEM?

- Partners in Prevention data
  - 76% of Missouri College Student drink
    - 79% to have fun with friends
    - 55% to relax
    - 39% like how it tastes
    - 32% like how it feels
    - 26% to get drunk
  - Binge drinking trends
    - Percentage of Binge drinking behaviors have dropped approximately 10% since 2009 and is 15% lower than the national average.
DO WE HAVE A DRINKING A PROBLEM?

- Partners in Prevention data
  - In the past year...% of students who have participated in:
    - Drinking games 60%
    - Drink Specials 40%
    - Beer Bong 26%
    - 21 birthday shots 8%
  - All of these are at or lower than data from 2013
DO WE HAVE A DRINKING PROBLEM?

Percentage of Binge Drinkers

Adult men having five or more drinks on one occasion and adult women having four or more drinks on one occasion from 2011 to 2013.

Top 5:
- Wisconsin: 24.00
- Washington, D.C.: 23.50
- North Dakota: 23.90
- Iowa: 22.17
- Illinois: 22.13

Bottom 5:
- Tennessee: 10.30
- West Virginia: 10.50
- Utah: 11.83
- Alabama: 12.40
- Arkansas: 12.83

Source: [http://www.cdc.gov/ncihs/annual_data/annual_data.htm](http://www.cdc.gov/ncihs/annual_data/annual_data.htm)

DETOX.NET
**Alcohol Use**

- In 2013, 56.4% of people 18 or older reported that they drank in the last month
- 24.6% reported that they engaged in binge drinking in the last month
- 6.8% reported they engaged in heavy drinking in the past month
Alcohol Use Disorders (AUD)

Alcohol Use Disorder’s are medical conditions that doctors diagnose when a patient’s drinking causes distress or harm.

- 16.6 million people 18 or older had an AUD in 2013 and 1.3 million received treatment at a specialized facility
- In 2013 an estimated 697,000 youth (ages 12-17) had an AUD
ALCOHOL FACTS AND STATISTICS

- Underage Drinking – National
  - 34.7% of 15-year-olds report that they have had at least 1 drink in their lifetime
  - About 8.7 million people ages 12-20 (22.8%) reported drinking alcohol in the last month
  - About 5.3 million (13.8%) were binge drinkers
  - 1.3 Million (3.4%) were heavy drinkers

2014 National Survey on Drug use and Health
ALCOHOL FACTS AND STATISTICS

• Alcohol and College Students (18-22 Years of Age)
  + Prevalence of Drinking
    × 59.8% of college students drank in the past month compared to 51.5% of same aged people who are not attending college
  + Prevalence of Binge Drinking
    Binge drinking is defined as 4 drinks for women and 5 drinks for men in about 2 hours.
    × 37.9% of college students drank in the past month compared to 33.5% of same aged people who are not attending college

2014 National Survey on Drug use and Health
ALCOHOL FACTS AND STATISTICS

- Consequences in General
  + 88,000 people die from alcohol related causes annually, making it the 3rd leading preventable cause of death
  + 4,358 people under age 21 die each year from alcohol related situations (car crashes, alcohol poisoning, suicides, etc)
  + Alcohol-impaired driving fatalities accounted for 10,076 deaths

- Consequences for College Students (18-24)
  + 1,825 college students die from alcohol-related unintentional injuries
  + 696,000 are assaulted by another student who has been drinking
  + 97,000 students report experiencing alcohol-related sexual assault or date rape

2013 National Survey on Drug use and Health / 2015 NIAAA
2015 MISSOURI REPORT TO CONGRESS
Prevention and Reduction of Underage Drinking

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Past-Month Alcohol Use</th>
<th>Past-Month Binge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 12-14</td>
<td>23.3</td>
<td>15.1</td>
</tr>
<tr>
<td>Ages 12-14</td>
<td>5.1</td>
<td>2.6</td>
</tr>
<tr>
<td>Ages 15-17</td>
<td>23.4</td>
<td>15.8</td>
</tr>
<tr>
<td>Ages 18-20</td>
<td>40.7</td>
<td>26.2</td>
</tr>
</tbody>
</table>

Alcohol-Attributable Deaths (Under 21) 116
Liquor remains the most commonly consumed type of alcohol for high school aged youth. Beer from bottles or cans is the second most commonly consumed by high school aged youth. Beer from a keg was the least often reported among youth who have used alcohol in the past 30 days.

2014 Illinois Youth survey data
THE INFLUENCES ON HOW WE THINK ABOUT ALCOHOL
CURRENT TRENDS IN ALCOHOL SALES

- Beverage Alcohol (beer, wine and spirits) is the 2nd largest beverage category amounting to 19% of all beverages consumed. (Second only to soft drinks 27%)

- Retail sales amounted to $197.8 Billion

- Between 2007 and 2012, beer consumption declined 4.3% and both wine and spirits grew, 9% and 13.3% respectively.

Source: 2012 Beverage Information Group Handbook (US Data)
Current Trends in Alcohol Sales
Flavored Vodka
Current Trends in Alcohol Sales
Flavored Rum
Current Trends in Alcohol Sales
Flavored Gin, Tequila, & Whisky Bourbon
Current Trends in Alcohol Sales

The Bizarre

Alaska Distillery
Purgatory Hemp Seed Spirits
Current Trends in Alcohol Sales
Malt Beverages
THE PRODUCTS

2014 ILLINOIS YOUTH SURVEY DATA

TYPE OF ALCOHOL CONSUMED IN THE PAST 30 DAYS

- Hard Liquor
- Beer from bottles or cans
- Alcopops
- Liquor with energy drinks

8TH
- Hard Liquor: 41.7%
- Beer from bottles or cans: 39.3%
- Alcopops: 33%
- Liquor with energy drinks: 38.1%

10TH
- Hard Liquor: 68.7%
- Beer from bottles or cans: 48.7%
- Alcopops: 43.2%
- Liquor with energy drinks: 29.4%

12TH
- Hard Liquor: 79.2%
- Beer from bottles or cans: 66%
- Alcopops: 42.7%
- Liquor with energy drinks: 31.6%
DRINKING BEHAVIORS
ADULTS VS. TEENS

- What are the differences in the way minors drink as compared to adults?
- What influences adults as compared to minors?
- Are there differences in when consumption occurs?
THE PRODUCTS

- Alcohol energy drinks
  + Four Loko
  + Sparks
  + Juice
- Spykes
- Tattoo
- Powered Alcohol

Photo Source: Google
POPULAR DRINKING GAMES

Source: Google / Amazon
HOMEMADE ALCOHOL TREATS

Source: Google
CONCEALMENT METHODS FOR MEN

Hidden Flask Clip-On Neck Tie

Source: Amazon
CONCEALMENT METHODS FOR WOMEN

Source: Amazon
CONCEALMENT METHODS IN PLAIN SIGHT

Source: Amazon / Scott Friedlein
ALCOHOL PACKAGING MADE FOR CONCEALMENT

Source: Scott Friedlein
ADDRESSING THE ISSUES

- High Strength Alcohol
  + Ban on high proof grain spirits
  + Single serving cans with high percent alcohol by volume
ADDRESSING THE ISSUES

- Marketing Tactics
  + Sex Sells
  + Cartoon References
  + Violence

Source; Google / Scott Friedlein
ENFORCEMENT OPTIONS

- Home Rule authority
- Compliance Checks
  - Identify businesses that are marketing their products to minors
  - Focus on purchasing products minors are drawn to
  - Site selection based on business that sell questionable products
- Liquor Control Inspections
  - Meet with business ownership/management and discuss concerns related to products being sold
  - Regulatory enforcement by state and/or local authority
Special Events - Posted rules for entry and conduct.
SPECIAL EVENTS

- Increased awareness of underage drinking issues and concealment methods.
- Training of event staff that work entrances and throughout the venue.
- Active enforcement at special events with specific attention to minors.
- Monitored Video Surveillance of venue.

Source: Google