

PARENT RESOURCE CENTER BULLETIN

Anheuser-Busch Will Stop Selling Alcoholic Energy Drinks

Leading US brewer Anheuser-Busch has agreed to stop selling energy drinks containing alcohol. The company said it would stop making caffeinated versions of its Bud Extra and Tilt beverages and also remove the stimulant guarana from the products. Attorneys general from 11 states launched an investigation into alcoholic energy drinks produced by more than a dozen companies, including market leader Miller, which produces Sparks. The attorneys general praised Anheuser-Busch's decision but also noted that their investigation found that the company made false

and misleading statements about the health effects of Tilt and Bud Extra and that ads for the products were aimed at consumers under 21 years of age. The Center for Science in the Public Interest, which threatened to sue Anheuser-Busch and other manufacturers of alcoholic energy drinks, called on Miller to follow Anheuser-Busch's lead in dropping the products. "Failure to do so will signal Miller Brewing Company's callous indifference to youth alcohol problems and its insistence on profits at the expense of public health and safety," reads CSPI letter that the advo-

cacy group is urging supporters to send to Miller President and CEO Tom Long. "We are pleased that Anheuser-Busch has agreed to take the caffeine and other stimulants out of its alcoholic drinks, and that it was not necessary to formally proceed with litigation," said CSPI alcohol policies project director George A. Hacker. "We particularly appreciate the call that Anheuser-Busch is making to distillers and other brewers to likewise reformulate these ill-conceived products."

www.jointogether.org

Survey Examines 21st Birthday Binge Drinking

An online survey of college students found that more than 4 out of 5 consumed some alcohol on their 21st birthday; 34% male, and 24% female reported having 21 drinks or more. The study was conducted by researchers at the University of Missouri, and is the largest study of its kind. It was published in the June issue of the *Journal of Consulting and Clinical Psychology*. The ritual of 21 for 21 guarantees that the individual

with become intoxicated. Many of the individuals reported have a blood alcohol level 0.26 or higher, which can lead to coma or even death. To obtain a blood alcohol content of 0.26, a female must consume between seven and nine drinks in one hour and males, ten to twelve drinks in one hour. This study proves that 21st birthday drinking is a custom in which binge drinking is considered normal behavior. Patricia C.

Rutledge, lead author of the study says that this research should serve as evidence that there needs to be more public education about the dangers of 21st birthday binge drinking. There needs to be a strategy to address a custom that can lead to alcohol poisoning and possibly death.

To view the full article, go to www.apa.org/journals/releases/ccp76311.pdf.

July—August 2008



How Can You Help Prevent Your Child From Using Prescription Drugs??

1. Safeguard all drugs at home. Monitor quantities and control access.
2. Set clear rules about all drug use, including not sharing medicine and always following the medical provider's advice and dosages.
3. Be a good role model by following these same rules with your own medicines.
4. Properly conceal and dispose of old or unused medicines in the trash.
5. Ask friends and family to safeguard their medicines as well.

Mark your CALENDAR



July

28-Aug 1—NCFADS Summer School

August

September (Recovery Month)
24—Family Day: A Day to Eat Dinner with your Children
24—NC Parent Network Meeting

October

23-31—Red Ribbon Week

November

20-21—State of the Art Conference



2007-2008 Year in Review

- Conducted 4 regional meetings of the NC Parent Network, awarding 10 hours of NCSAPPB approved credit to 80 participants.
- Sponsored and hosted the 4th Annual NC Parent Network Conference, "Making Prevention a Priority, Get Involved – Get Results!", awarding 12 hours of NCSAPPB approved credit to 51 participants.
- Published 6 editions of the Parent Resource Center e-newsletter, the Parent Resource Center Bulletin.
- Logged 42,649 hits and 2,357 visits to the NC Parent Network website; an increase of 579% in visits over the last year.
- Served 400 subscribers to the moderated Listserv, a 16% increase in subscribers over the previous year.
- Transmitted 128 prevention messages (parent alerts, funding opportunities, legislative information, training opportunities, etc.) to NC Parent Network Listserv subscribers.
- Provided continuing consultation and technical assistance to 18 community-based substance abuse prevention coalitions.
- Exhibited at 8 professional conferences.
- Exhibited at 3 health fairs attended by approximately 2,000 participants.
- Conducted workshops on best practices with parents at 3 professional conferences with approximately 160 in attendance.
- Continued to serve as the North Carolina Affiliate to Community Anti-Drug Coalitions of America (CADCA).
- Participated on the Cooperative Agreement Advisory Board (CAAB) for the NC SPF-SIG, NC Attorney General's Meth Prevention Partners Council, NC Substance Abuse Federation, NC Substance Abuse Prevention Providers' Association, NC Department of Public Instruction's Dropout Prevention Council, NC Institute of Medicine's Substance Abuse Task Force, and the Western NC Coalition for Safe and Drug Free Communities.
- Participated in the US Surgeon General's Call to Action Conference, National Prevention Network Conference, NC Outer Banks Conference, and CADCA's National Leadership Forum.

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Prevention that works!

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