

REVENUE: No revenue impact

FISCAL: Fiscal statement issued

Action:	Without Recommendation as to Passage with amendments, Be Printed Engrossed and Be Referred to the Committee on Ways and Means
Vote:	3 - 1 - 1
Yeas:	Kruse, Monnes Anderson, Morrisette
Nays:	Telfer
Exc.:	Verger
Prepared By:	Jennifer Kellar, Administrator
Meeting Dates:	4/6, 4/22

WHAT THE MEASURE DOES: Directs the Department of Human Services to develop and implement a community outreach and media campaign regarding the problem of underage alcohol use. Beginning July 1, 2009, if other funds are available, designates \$6,300,000 dollars to the Department of Human Services for implementation of the community outreach campaign and \$1,000,000 to the Department of Human Services for implementation of the media campaign. The provisions for the development and implementation of the community outreach and media campaigns by the Department of Human Services are repealed on January 2, 2016.

ISSUES DISCUSSED:

- Discussion of two proven strategies included in measure – community outreach and public education
- Diminished used when community outreach and public education campaigns are utilized
- Campaigns most effective when they involve schools, public and private sectors
- Governor’s Council on Alcohol and Drug Abuse Programs and Attorney General’s Task Force on Underage Drinking to review problem of underage drinking and prevention strategies
- Oregon youth today drink alcohol at rates 94 percent above the national average
- Alcohol contributor to teen death, injury and violence
- Underage drinking at “safe” parties given by parents
- Fiscal impact of underage drinking cost citizens \$724 million in 2005 through medical care, work loss and pain and suffering
- Discussion regarding proposed amendment language to reduce or eliminate fiscal impact of measure

EFFECT OF COMMITTEE AMENDMENT: Removes requirement for Department of Human Services to appropriate money for carrying out campaigns. Removes all existing language of measure and provides less restrictive agency provisions relative to the campaign on underage alcohol use. Provides that outreach campaigns will be funded subject to the availability of funds dedicated to that purpose and requires State Board of Education, the Department of Education and the Department of Human Services to work collaboratively to develop methods for ensuring that district school boards and schools comply with applicable statutes and administrative rules adopted by the State Board of Education relating to underage alcohol use prevention and working with schools and their local communities to implement effective strategies for preventing underage alcohol use.

BACKGROUND: An American Medical Association report noted that adolescent drinkers perform worse in school, are more likely to fall behind and have an increased risk of social problems, depression, suicidal thoughts and violence. The report indicates that even occasional heavy drinking injures young brains and that one out of fifteen youth ages 12 to 17 suffers from alcohol abuse or dependence in Oregon, about 21,000 youth. Statistics indicate that nearly a third of eighth grade youth and 46 percent of eleventh grade youth surveyed drank alcohol on one or more occasions in the past month, slightly lower than 2007. Since 2001, eighth grade alcohol use increased, with higher rates for girls. Binge drinking involves consumption of five or more drinks within a couple of hours. In 2008, 25 percent of eleventh graders and 11 percent of eighth graders surveyed reported binge drinking on at least one day in the past month. In eighth grade, girls have slightly higher binge drinking rates; by eleventh grade boys have higher rates than girls.

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This summary has not been adopted or officially endorsed by action of the committee.