

*The Board of Supervisors of
Contra Costa County, California*

In the matter of:

Resolution No. 2016/150

Declaring April as Alcohol Awareness Month.

WHEREAS, it takes a community approach to change the norms surrounding underage drinking and to reduce the access points to alcohol for our young people; and

WHEREAS, alcohol is a primary factor in the four leading causes of death for young people ages 10-21; and

WHEREAS, people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21; and

WHEREAS, each year, nearly 2000 persons who are under 21 die in motor vehicle crashes that involve underage drinking; and

WHEREAS, the County of Contra Costa acknowledges that the epidemic of underage drinking kills more youth than all other drugs combined; and

WHEREAS, alcohol is the number one drug of choice among America's youth. In fact, the results from the 2011-2013 California Healthy Kids Survey indicate that 1 in 5 11th grade students in California drink 5 or more alcoholic drinks in a row per month; and

WHEREAS, the alcohol industry overexposes young people to harmful advertising, encouraging alcohol consumption through unfettered promotion of products specifically appealing to youth such as soda-like popular beverages available at corner stores, and the newly introduced "Palcohol" or powdered alcohol; and

WHEREAS, alcopops for the purposes of this resolution are defined as youth oriented flavored malt beverages in single-serving containers as described under 27 C.F.R. § 25.55). Alcopops are the equivalent of 3-5 beers with as much as 12% alcohol in 24 ounces and are packaged in bottles or cans that are very colorful; and

WHEREAS, a plethora of youth-oriented flavored malt beverages, also known as alcopops, already exist on the market, available wherever beer is sold, and they are sweet, bubbly, colorful, much like Arizona tea containers, high alcohol content drinks that are often the first drink consumed by underage youth; and

WHEREAS, powdered alcohol also has a very high potential to attract youth with its convenience, fruity flavors and portability; and

WHEREAS, powdered alcohol could be readily used to spike other alcoholic beverages making them more dangerous for youth consumption, or added to sodas, energy drinks, juices or punch very easily, much more easily than adding liquid alcohol; and

WHEREAS, the Friday Night Live Program and the Office of Education work with the community, including students, parents, educators, local merchants, Contra Costa County, and local law enforcement to create an environment that decreases youth access to alcohol and changes the community norms in regard to underage drinking.

Now, Therefore, Be It Resolved that the Contra Costa County Board of Supervisors proclaim April as Alcohol Awareness Month in Contra Costa County.

CANDACE ANDERSEN

Chair,
District II Supervisor

JOHN GIOIA

District I Supervisor

MARY N. PIEPHO

District III Supervisor

KAREN MITCHOFF

District IV Supervisor

FEDERAL D. GLOVER

District V Supervisor

ATTESTED: April 12, 2016

David J. Twa,

By: _____, Deputy