

Resolution No. 2007-45

**IN SUPPORT OF RAISING AWARENESS OF UNDERAGE DRINKING IN NEW MEXICO
THROUGH MEDIA CAMPAIGNS AND PREVENTION ACTIVITIES**

WHEREAS, alcohol is the number one youth drug problem in the United States and the leading cause of death and injury among teenagers; and

WHEREAS, young people who begin drinking before age 15 are five times more likely to develop alcohol dependence or abuse later in life than those who begin drinking after 20 years of age according to the 2005 New Mexico Youth Risk & Resiliency Survey (2005 NM YRRS); and

WHEREAS, in New Mexico in 2005, 71.5% of students reported having had a drink of alcohol and 42.5% indicated that they had consumed alcohol during the previous 30 days (2005 NM YRRS); and

WHEREAS, in New Mexico in 2005, 30.0% of students reported having their first drink of alcohol other than a few sips before the age of 13 (2005 NM YRRS); and

WHEREAS, the Torrance County Commission recognizes community concerns to improve health and provide supportive environments for children and youth; and

WHEREAS, a crucial way to address the involvement of youth with alcohol is to ensure that our youth have activities that engage and involve them, and that demonstrate that we as a community value our youth and their place in our society; and

WHEREAS, currently, there are few effective media prevention campaigns, or comprehensive programs to educate the public, especially young people, about the dangers of underage drinking; and

WHEREAS, the Acting Surgeon General Kenneth Moritsugu, M.S., M.P.H., has issued a national Call to Action on underage drinking, which identifies six goals: 1) foster changes in society that facilitate healthy adolescent development and that help prevent and reduce underage drinking; 2) engage parents, schools, communities, all levels of government, all social systems that interface with youth, and youth themselves in a coordinated national effort to prevent and reduce underage drinking and its consequences; 3) promote an understanding of underage alcohol consumption in the context of human development and maturation that takes into account individual adolescent characteristics as well as environmental, ethnic, cultural, and gender differences; 4) conduct additional research on adolescent

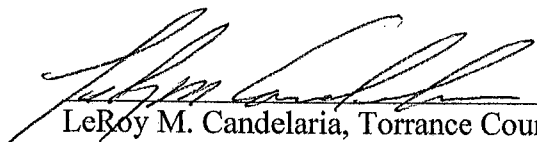
alcohol use and its relationship to development; 5) work to improve public health surveillance on underage drinking and on population-based risk factors for this behavior; and 6) work to ensure that policies at all levels are consistent with the national goal of preventing and reducing underage alcohol consumption; and

WHEREAS, the Acting Surgeon General Kenneth Moritsugu, M.S., M.P.H. will be visiting New Mexico on September 25-26, 2007 for media events and other activities to raise awareness on underage drinking;

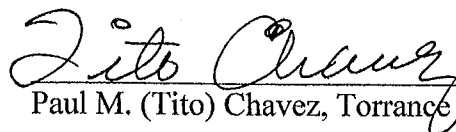
NOW, THEREFORE, BE IT RESOLVED that this Commission:

- 1) Declares that the week of September 24-30, 2007 be "Underage Drinking Awareness Week"; and
- 2) Endorses and supports creation of a local media campaign to reduce and prevent underage drinking; and
- 3) Supports education of youth, parents and the general public about alcohol minimum age purchase laws and consequences, the effects of alcohol on the growing brain through additional support of alcohol prevention programs in schools and community, and by informing Torrance County about commercial shop liability and social host liability; and
- 4) Supports a group of teens, parents and community members to travel to Santa Fe and Albuquerque on September 25-26 to attend events surrounding the Acting Surgeon General's visit to the State; and
- 5) Supports relevant organizations to offer alternative activities for youth such as alcohol and drug free music programs, sporting events, festivals, health fairs, and celebrations; and
- 6) Supports programs and projects that engage and involve youth, and supports activities that emphasize their value in the community.

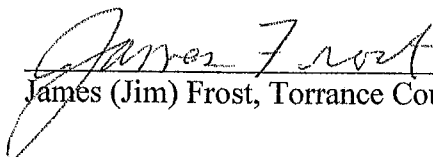
APPROVED, ADOPTED AND PASSED this 12th day of September 2007



LeRoy M. Candelaria, Torrance County Commission Chair



Paul M. (Tito) Chavez, Torrance County Commissioner



James (Jim) Frost, Torrance County Commissioner