

**GOVERNOR'S TASK FORCE ON
PREVENTION OF UNDERAGE DRINKING
July 16, 2009
State Capitol
Room 104
Oklahoma City, OK 73105
Minutes**

Task Force Members Present: Jessica Hawkins
 Larry Olmstead
 Teresa Ryan
 Jim Hughes
 Lisa Smith

Awaiting Appointment: Stacy Potter

Others Present:
Denotria Davis – ODMHSAS
Jessica Davis – ODMHSAS

CALL TO ORDER

Ms. Jessica Hawkins called the July Governor's Task Force on the Prevention of Underage Drinking meeting to order at 9:00 a.m. and declared a quorum was not present.

WELCOME AND INTRODUCTIONS

Ms. Hawkins welcomed the members and continued with introductions.

APPROVAL OF MINUTES

The June meeting minutes were distributed. No action was taken.

**DISCUSSION AND POSSIBLE ACTION REGARDING THE PARTY BUS/LIMOUSINE
LEGISLATIVE PROPSAL**

Mr. Jim Hughes has been working on preparing information for legislation next year. ABLE noticed this issue last year but did not have enough time to address it. This issue could be incorporated with the Social Host law by adding a section on party buses; maybe we get an opinion on the definition "property". Another avenue is to have the party bus operators licensed (alcohol and beer).

The owners of the party buses actually use converted old school buses. The definition does not include converted school buses because there are no bathroom facilities. No action was taken.

DISCUSSION AND POSSIBLE ACTION REGARDING LEGASLITIVE ITEMS FOR 2010 SESSION

Title 37 pertains to alcohol advertising. Virginia has a good law (best practices). Oklahoma pertains to liquor stores; could possibly propose something for alcohol and beer retail. Research on the alcopops issues continues. Regarding the state social host law, the priority is to add low point beer law; the other issue is a youth should not have to die or be seriously injured before someone is held accountable. Ms. Teresa Ryan said the Injury Prevention Council would possibly be interested in supporting the Social Host Law.

Mr. Larry Olmstead informed the task force about the Turning Point Policy Day on October 9, 2009 at UCO in Edmond, Oklahoma. The process for suspending a beer license was discussed. Ms. Lisa Smith suggested contacting Mr. Mike Evans, with the Administrative Office of the Courts, about seeing if there's an association of judges or associate district judges. No action was taken.

DISCUSSION AND POSSIBLE ACTION REGARDING THE 2M2L MEDIA CAMPAIGN

An update was provided about the statewide media campaign. There will be advertisements via television, internet gaming, and radio, around the start of school time (September). Brothers and Company has been contracted to create and test the media messages. They have assembled a focus group (18-24 year old targeted audience). Brothers and Company has come up with 2 concepts; Rewind and Excuses. No action was taken.

DISCUSSION AND POSSIBLE ACTION REGARDING GRANT ANNOUNCEMENTS

ODMHSAS has submitted a grant proposal to the US Department of Education; the purpose of the project will be to start a statewide coalition on underage drinking in colleges, which will be connected with the Task Force. UCO will do a bulk of the work for the grant.

ODMHSAS received a Justice Assistance Grant (JAG) which is an ABLE Commission and ODMHSAS partnership. OPPA has completed the RBSS curriculum and OUHSC will be evaluating the program.

ODMHSAS received SPF-SIG grant which started July 1, 2009. ODMHSAS still needs to hire for the open positions on this grant and revise the budget which is due at the end of July. There will be an Advisory Council for the grant. No action was taken.

NEW BUSINESS

OICA Forum – October 13-14, 2009; Turning Point Policy Day – October 9, 2009 at UCO – task force was encouraged to be present to get underage drinking on the agenda; Turning Point Annual Conference on December 3 at UCO. PPA is going to try to do a membership drive.

The 2009 Oklahoma Substance Abuse Profile is available online at the ODMHSAS Prevention Resource Center); it is an updated document to 2008 profile.

ADJOURNMENT

The meeting was dismissed at 10:20am. The next meeting will be held on August 20, 2009.