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## ARTICLES:

- Educational Intervention/Case Study: Implementing an Elementary-Level, Classroom-Based Media Literacy Education Program for Academically At-Risk Middle-School Students in the Non-Classroom Setting.....12-24  
*Michele Draper, Seymour Appregilio, Alaina Kramer, Miranda Ketcherside, Summer Campbell, Brandon Stewart, Darson Rhodes, Ph.D., MCHES & Carol Cox, Ph.D., MCHES*

### ABSTRACT

*Media literacy education teaches youth to critically examine the influence of media messages on health and substance use behavior. A small group of low-achieving middle school students at high risk for substance abuse attending an afterschool academic remediation program received a media literacy intervention intended for elementary students in a classroom setting. Participants significantly increased their: preferences for non-alcohol-related advertisements, ability to identify advertising techniques, media deconstruction skills, negative opinions about drinking and smoking behaviors, and significantly decreased their positive perceptions of cigarette and alcohol content in advertising. Results suggest that the Media Detective Program, an elementary-level, classroom-based intervention, can improve outcomes for at-risk middle school students in the afterschool setting.*

- A Cost Analysis of Web-Enhanced Training to Reduce Alcohol Sales to Intoxicated Bar Patrons.....25-42  
*Timothy F. Page, PhD, Associate Professor, Dawn M. Nederhoff, MPH, Coordinator, Alexandra M. Ecklund, MPH, Coordinator, Keith J. Horvath, PhD, Associate Professor, Toben F. Nelson, ScD, Associate Professor, Darin, J. Erickson, PhD, Associate Professor & Traci L. Toomey, PhD, Professor*

### ABSTRACT

*Objective: The purpose of this study was to document the development and testing costs of the Enhanced Alcohol Risk Management (eARM) intervention, a web enhanced training program to prevent alcohol sales to intoxicated bar patrons and to estimate its implementations costs in a “real world”, non-research setting.*

*Methods: Data for this study were obtained retrospectively from a randomized controlled trial of the eARM intervention, which was conducted across 15 communities in a Midwestern metropolitan area. Inputs and their costs were obtained from records maintained during the randomized controlled trial. Total development and testing costs were computed, and implementation costs were estimated with input from the research team. The average implementation cost per establishment was calculated by dividing the total estimated implementation cost by the number of establishments that participated in the study. This provides an estimate of the resources needed to support a broader dissemination of interventions such as eARM.*

*Results: Direct development and testing costs were \$484,904. Including the University’s overhead cost rate of 51 percent, total development and testing costs were \$732,205. Total estimated implementation costs were \$179,999 over a 12 month period. The average cost per establishment was \$1,588.*

*Conclusions: Given the large damage liability awards faced by establishments that serve alcohol to drunk drivers, establishments or their insurance companies may be willing to pay the \$1,588 estimated implementation cost in order to limit their exposure to these large damage awards. Therefore, making interventions such as eARM available could be an effective and sustainable policy for reducing alcohol-related incidents.*

The Impact of Standard Nutrition Labels on Alcoholic Beverages.....43-63

*Julia A. Martinez, Ph.D., Chelsea F. Dale, B.A.,  
Victoria C. Fontana, B.A., & Suzanne L. Collier, B.A.*

**ABSTRACT**

*Whether or not to mandate nutrition labels on alcoholic beverages is a topic of debate. We examined the effect of nutrition labels on (1) plans for drinking and (2) alcohol expectancies. Study 1, n=80 underage college drinkers responded to an image of a beer with or without a nutrition label. Study 2, n=98 community drinkers responded to either: an accurate label, none, enhanced vitamin C label, extreme low-calorie label. Study 3, n=191 community drinkers compared different labels across five beverages/foods. Results showed null effects for labels; however, 86.1% to 87.0% preferred having information. Though participants reported not believing labels would affect drinking, they largely preferred unrealistically low-calorie alcohol. This may apply toward decisional balance. Nutrition-related approaches offer fruitful directions.*

**Keywords:** *Nutrition labels, alcohol, policy, heavy drinking*

Adolescent Criminal Acts Committed and Substance Use with a Voluntary  
Sample Recruited from Post-Secondary Institutions.....64-91

*Tessa Collette, Sarah Pakzad, Ph.D. & Saïd Bergheul, Ph.D.*

**ABSTRACT**

*The current study focuses on exploring the relationships between various patterns of criminal acts committed, drug use, alcohol consumption, and adult personality traits in a sample with a low probability of life course persistent criminal behaviors. A retrospective questionnaire and the NEO-FFI (Five Factor Inventory) were administered to a volunteer sample (N=36). Three different frequencies of criminal acts committed (no-crimes, moderate-crimes, and substantial-crimes) were analyzed based on adult personality traits, adolescent drug use, and adolescent alcohol use. The results of a MANOVA and discriminant analysis support the likelihood of groupings based on criminal acts committed being significantly influenced by drug use and alcohol use. Furthermore, agreeableness personality traits were significantly lower in the moderate-crimes group compared to the no-crimes group.*

**Keywords:** *Delinquency, substance use, adolescents, criminal behaviors, life trajectories, personality*