

KEG TRACKING



Hard data showing statistics before and after Keg Registration is very limited because the initiative is so new; however, data from Massachusetts shows a **32% drop in drunk driving and an 18% decrease in fatal crashes since keg registration was implemented.**

WHAT DOES KEG TRACKING ACCOMPLISH?

Keg registration will provide a way to hold adults legally and financially responsible for providing alcohol to underage youth.

Keg registration will make adults think twice before allowing underage youth to drink from kegs they have purchased.

HOW EFFECTIVE IS KEG TRACKING?

Nationally, in 1999 there were 10.4 million drinkers between the ages of 12 and 20. Of this group, 6.8 million engaged in binge drinking. **Large quantities of cheap alcohol, which is what kegs provide, encourage binge drinking by those that can be most damaged by it — our youth.** (*1999 National Household Survey on Drug Abuse, U.S. Dept of Health and Human Services.*)

More teens die from an alcohol overdose or drunk driving crashes than from all other causes combined. **Keg registration is a proven way to reduce underage access to cheap alcohol.** (*Coate, D., Grossman, M.: The effect of alcoholic beverage prices and legal drinking ages on youth alcohol use. Journal of Law and Economics, 31(1):145-171, 1988*)

Easy access to alcohol at an early age (before age 18) is associated with higher rates of drinking later in life (ages 21 — 25). **Reducing underage access to alcohol will not only reduce injuries and other problems associated with drinking but may have beneficial effects for these individuals during adulthood and reduce the long-run costs of alcohol to society.** (*O'Malley, and Wagenaar, A.C.: The effects of minimum drinking age laws on alcohol use, related behaviors and traffic crash involvement among American youth 1976 to 1987. J. Stud Alcohol 52:478-491, 1991.*)

Kegs have been shown to be a major source of alcohol for underage drinkers. Also, the major factors in underage attendance at keg parties are low price of alcohol and the lack of adult monitoring. (*Wagenaar et al: Where and how adolescents obtain alcoholic beverages. Public Health Reports: v108 n4: 459-464, 1993*)

Keg registration policies are widely supported by the public. **More than four out of five Americans believe that registration of beer kegs should be required as a way to reduce underage drinking.** (*E. Harwood et al: Youth Access to Alcohol Survey Summary Report. University of Minnesota Alcohol Epidemiology Program, 1998*)

EFFECTIVENESS OF KEG TRACKING, cont.

In a recent Canadian study, a majority of youth who attended outdoor parties at which alcohol was present not only drank (71.5%), but also drank and drove (63.5%). Another 16.1% rode with a drinking-driver. **Reducing underage access to kegs, a major source of high-volume, low-price beer, will reduce underage consumption and drunk driving, making our community safer for all of us.** (Stoduto, G. et al: *Adolescents, bush parties and drinking-driving. J. Stud Alcohol* v59 n5: 544-49,1998)



Almost 20 percent of all traffic crashes involving a driver under age 21 involve alcohol. The costs of medical care, emergency services, work loss, and property damage for these crashes is more than \$7 billion nationally per year. **Reducing even a fraction of these costs will easily offset any administrative costs from keg registration.** (Levy, D et al: *Costs of Underage Drinking. Report prepared for the Office of Juvenile Justice and Delinquency Prevention by the Pacific Institute for Research and Evaluation. 1999.*)

In 1994, there were ten fatal and 40,000 nonfatal cases of alcohol poisoning among youth in the United States. In addition to the personal toll this takes on the youth and their families, **youth alcohol poisoning costs this country approximately \$10 million in medical care and \$16 million in lost work every year.** (Levy, D. et al: *Costs of Underage Drinking. Report prepared for the Office of Juvenile Justice and Delinquency Prevention by the Pacific Institute for Research and Evaluation. 1999.*)

Instituting keg regulations does not mean that we are eliminating the responsibility of underage drinkers for their own actions, but it does hold adults responsible for their actions when they break the law by selling or providing alcohol to those under 21. **Keg Registration makes it easier to enforce these existing laws, and sends a clear message that our community does not condone buying beer for minors.**

The alcohol industry has indicated that they want to be responsible providers of alcoholic beverages to those 21 and older.

Keg registration makes retailers a part of the solution to underage drinking. It also assists them in proving that their keg sales were done legally.

IMPLEMENTATION COSTS

• Keg Registration Forms Emerson Business Forms 350 Center Street P.O. Box 9513 Bowling Green, KY 42102	10,000 registration forms	\$77/1000	
	20,000 registration forms	\$68/1000	
	20,000 forms (for approx. 2 years) Shipping (approx.)		\$1,360.00 \$ 50.00
• Keg Labels Best Business Systems 93 Parker Ave. P.O. Box 1500 Bowling Green, KY 42102	20,000 labels	\$78.60/1000	
	30,000 labels	\$76.50/1000	
	40,000 labels	\$74.30/1000	
	20,000 labels (for approx. 2 years) One Time Plate charge		\$1,572.00 \$ 50.00
TOTAL:			\$3,032.00