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21 Reasons Launches Portland Prevention Tips.ORG

Portland, ME—21 Reasons is set to launch Portland Prevention Tips at Portland City Hall On Monday, April 4th, 10:00 a.m. This press conference will feature the **Maine Parents** who appear in our campaign materials: **Steve Rowe**, parent and attorney; **Regina Phillips**, parent and community organizer; **Gregory Kesich**, parent and editorial writer; and **Nelida Berke**, parent and community health outreach worker.

All Maine youth are at risk for underage drinking. This campaign is based on our findings from our 2010 Parent Phone Survey. Over 90% of Portland parents answered, “NO” to the question, “Is it ever ok for your child to drink alcohol?” The same survey also found 96% of parents would NOT allow their teen’s friends to drink in their home and 95% of parents feel it is very important for parents to try everything possible to prevent their teen from drinking.

Despite these and other great strides, few parents surveyed said why alcohol prevention is important or named concrete prevention actions. For instance, we know one of top sources of alcohol for youth is in their own homes, yet only 2% of Portland Parent’s surveyed keep track of their alcohol.

“Parents often feel helpless when it comes to influencing their maturing teen’s decisions. We want parents to know, research has shown parents are the number one influence in their teens lives, even if all they see are their teens eyes rolling.” states Jo Morrissey. “Better still, their influence stretches far beyond the high school years into their young adulthood and beyond. Parents are what matter most.”

21 Reasons is a youth substance abuse prevention coalition whose mission is to create an environment with policies, practices and attitudes that foster the drug-free development of all youth. Various organizations, agencies, or community members form 21 Reasons. **Coalition members include:** Boys and Girls Club, City of Portland Department of Health and Human Services, Community Television Network, Cumberland County District Attorney’s Office, Day One, health care providers, Learning Works, Latino Ministry, parents, Portland Police Department, Portland Public Schools, Nappi Distributors, Sexual Assault Services of Southern Maine, and youth.

Other **community partners** include, but are not limited to: Portland Downtown District, Nightlife Oversight Committee, and members of the Portland City Council.

To learn more, visit www.PortlandPrevention.org or visit www.21reasons.org