



## Special Edition Alcohol Awareness Month April 14th, 2011

### 21 Reasons Launches PortlandPreventionTips.org!

21 Reasons launched its 2011 parent campaign, [PortlandPreventionTips.org](#), last Monday with a press conference at Portland's City Hall. This press conference featured 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.



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 okay for your child to drink alcohol?" The

April is full of events which celebrate Alcohol Awareness Month. Spread the word, and attend with friends and family! We hope to see you there.

#### April 5th: Enforcing Underage Drinking Laws

The Portland Police Department hosted a training on enforcing Maine's Liquor Laws. This training covered common criminal and civil Maine Liquor Laws, Administrative Laws and procedures, Licensee Relations, Fraudulent Identification Detection and Compliance Check protocols, as well as best practices for responding to an underage drinking party. Twenty-six officers from 12 towns -- including 7 from Portland -- attended. This training has been brought to our community with the support of the **Maine Office of Substance Abuse** with generous support from the **Portland Police Department**, in coordination with **21 Reasons**.

#### Upcoming Events

April 21st: Responsible

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 Parents surveyed keep track of their alcohol.

**All Maine youth are at risk for underage drinking, but parents have the power to prevent this and other risky behavior.**

Look and listen for our messages, and help us reach others in the community. To learn more, visit [PortlandPreventionTips.org](http://PortlandPreventionTips.org).

To watch video of the launch, [check out the great coverage by Portland's WCSH6](#).

## Mayor Mavodones declares April "Alcohol Awareness Month"

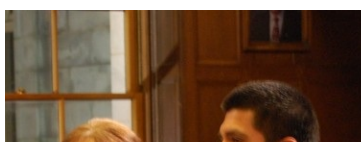
At the April 4th City Council meeting, Mayor Nicolas Mavodones and the Portland City Council unanimously declared April "Alcohol Awareness Month."

Alcohol Awareness Month is intended to recognize the role all adults play in reducing youth's access to alcohol as well as excessive consumption by adults.

All Maine youth are at risk for underage drinking. Luckily, Portland's City Council has been proactive in addressing these issues. They sought out **Responsible Beverage Service Training** legislation, later passed and then adopted as a Portland City ordinance, which allows the Council to consider if an establishment employs trained servers as a condition of licensing. The Council is not resting on their laurels, either. In partnership with Portland's Nightlight Oversight Committee (NLOC), the Council has submitted a series of bills this legislative session, each intended to strengthen the City's ability to enforce the law and encourage a healthy environment for Portland residents.

This resolution, **sponsored by Mayor Nicholas Mavodones**, is another example of our policy makers striving to create an environment with policies and practices which in turn support parent's efforts to raise alcohol free youth. Speaking in support of the Resolution and the work of 21 Reasons were our very own **Jo Morrissey**, Community Youth Outreach Worker **Mario Martinez**, and a Portland High School student who is a member of **Students Against Destructive Decisions**.

The Mayor's remarks included an invitation to the citizens of Portland to participate in the schedule of



## Beverage Server Training

21 Reasons, with the City of Portland's Public Health and Human Services Department and the Eastern Cumberland County Health Coalition (ECCHCO) and its Healthy Maine Partnerships, will offer a low-cost, state-approved Responsible Server training for on-premise retailers on the afternoon of Thursday, April 21st. Training will cover identifying minors and false IDs, identifying visibly intoxicated persons, and servers' responsibilities under the Maine Liquor Liability Act.

The course costs \$5, and will take place at Portland's City Hall. If you do plan to attend, please pre-register. Call 773-7737, or email [skinsler@mcd.org](mailto:skinsler@mcd.org). Space is running out; act quickly!

**April 29th: Portland's 30th Annual Take Back the Night Rally and March** will take place in Monument Square in downtown Portland, from 6 PM to around 8 PM. Take Back the Night is sponsored and organized by Sexual Assault Response Services of Southern Maine, a longtime community partner of 21 Reasons.

**April 30th: The 2nd National Prescription Drug Take Back Day** is a joint effort between the Drug Enforcement Agency (DEA) and state and local law enforcement. The event provides a safe, anonymous, no-questions-asked option to safely dispose of unwanted and unused prescription drugs.

**Keep an eye out for more news about these events offered by our partners, coming up later this month.**

events, and hereby pledge support for continued strategic efforts to reduce youth alcohol access and consumption in our city. For a list of Alcohol Awareness Month events, see sidebar. We hope you can join us in these and other activities!



[Click here to read the resolution.](#)

## Connect with 21 Reasons online!



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