



October 2007



21 Reasons

Fall Newsletter

Congratulations on your efforts to prevent underage drinking. As the Acting Sugeon Gneral Kenneth P. Moritsugu has said, "Adolescent alcohol use is not an acceptable rite of passage but a serious threat to adolscent development and health. . . ." Alcohol is everywhere. In order to limit access and create a culture change we need more like-minded folks like you who are committed to healthy communities with policies, practices, and attitudes that support drug-free development of all youth. So please, forward this newsletter and urge others to get involved: join our mailing list, visit 21reasons.org, or contact us at 773-7737.

Welcome, Jo!



21 Reasons welcomes Jo Morrissey as our new Assistant Project Director for Portland.

Jo brings 18 years of experience in communications and public relations. She has worked as Business and Communications Coordinator with the Cumberland County District Attorney's office, owned Java Joe's in the Old Port and in the now defunct Portland Public Market, and as a freelance writer and researcher in textbook publishing. You can contact Jo at jmorrissey@mcd.org or 773-7737.

Welcome, Emily!



Emily Wolff, MPH joins 21 Reasons as our Project Coordinator for the Casco Bay

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www.realliferealtalk.org
www.portlandmaine.gov/hhs/phsubstanceabuse.asp
www.maineparents.net (OSA)

Would your organization like to be listed on our quick links? Contact [21 Reasons](http://21reasons.org)

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region. Emily recently completed her Master's in Public Health from Boston University and brings several years experience in research and communications. She joins us here just in time for her first Maine winter. You can contact Emily at ewolff@mcd.org or 773-7737.

Casco Bay expansion

21 Reasons has received funding from the City of Portland's Healthy Maine Partnership grant to expand our substance abuse prevention efforts in the Casco Bay region, which includes Falmouth, Cumberland, Freeport, Yarmouth, North Yarmouth, Pownal, Gray, and New Gloucester. Our work will focus on preventing underage drinking and high risk drinking among young adults (25 and below) by bringing together organizations, businesses, and individuals who want to create lasting change in community policies, practices, and attitudes. A Casco Bay Steering Committee will be assembled to guide projects on a regional level, and grassroots task forces will carry out projects on a local level. A kick-off meeting is scheduled for October 18, 2:30 p.m. at Cumberland Town Hall. All interested community members are invited to participate. For more information, please contact Emily Wolff, Project Coordinator, at 773-7737 or ewolff@mcd.org.

Membership Survey Results



Thank you for completing our first annual 21 Reasons membership survey! The results were very positive. Our coalition members believe strongly that as a result of our work, the message regarding the dangers of underage drinking is getting out; policies are being strengthened; and relationships with law enforcement and City Council are stronger. Members feel they have input regarding the goals and strategies of the coalition, and they have confidence in coalition leadership. Members are sharing coalition updates and information with peers and co-workers on a regular basis. As for how we can improve and strengthen the coalition, suggestions included recruiting more diverse members, looking for more opportunities to network and partner with other community groups, and building more member leadership of coalition committees and projects. The Steering Committee reviewed the results of the survey at their September meeting, and will be working with staff to build on our strengths and address member suggestions. For a complete report of the survey results, contact 21reasons@mcd.org.

Project Updates: Portland

21 Reasons had a busy summer in Portland, and we have exciting plans for the year ahead. Please let us know if you'd like to become involved as a committee member or project advisor by contacting Jo Morrissey, jmorrissey@mcd.org.

 -The newly coined **Enforcement and Policy Team**, together with City of Portland's Epidemiologist, Toho Soma, analyzed crime rate data and reviewed best practices with respect to bar dispersal policy. Since redistributing the current number of bars over the entire city is logistically and politically not feasible, the group has decided to stick with our original 100 ft. bar dispersal recommendation. This group meets at noon at the Preble Street Teen Center, 343 Congress Street on November 16th and December 14th.

-The **Community Norms Team** assessed alcohol advertising and placement at local festivals and sporting events. The group was very happy to find that, overall, organizers and managers are doing a great job maintaining a family-friendly environment. The team's suggestions include: take "Last Call" out of ballparks and other sporting events, replace alcohol sponsorships at sports and family events with non-alcohol sponsorships, add non-alcoholic vendors, and create refreshment seating for families away from alcohol vendors. The group also came up with some areas to explore such as slipping 21 Reasons guidelines in with alcohol permit applications and reaching out to organizers of smaller neighborhood events with tips for safe community celebrations.

 - Our federal ***Drug Free Communities*** grant was approved for year three. The goal of this grant is to continue to strengthen collaboration to reduce substance abuse among youth. Our objectives are to increase the percentage of youth who believe that our community disapproves of underage drinking, that teens will get caught by both their parents and the police if they drink alcohol, and that alcohol is hard to get for someone underage. We are also working to increase the percentage of parents who believe that they have the power to prevent underage drinking, and who are taking specific, concrete actions to do so.

-We piloted the ***CardMe Program***, reaching out to 15 local off-premise alcohol retailers with materials developed by the Maine Office of Substance Abuse to promote responsible alcohol sales. Materials included posters, liquor law booklets, and employee tip sheets. Overall, the retailers were very positive about the program and appreciated the tools and support. A state-wide meeting is scheduled for later this month to discuss findings and develop recommendations for expanding the program throughout Maine.

-We partnered with the ***Portland Police Department*** to provide ***Certified Seller-Server Trainings*** by former liquor enforcement officer, Frank Lyons. More than sixty people were trained, representing several bars and restaurants and one convenience store. This win-win effort helps to reduce retailers' risk while improving public safety by reducing access to alcohol for those who are underage and those who are visibly intoxicated.

-Our ***marketing efforts*** were fine tuned thanks to a free consultation compliments of ***United Way's*** "Day of Caring." Our brochure has been streamlined and a tag line, "to prevent underage drinking...what's your reason?" has been added to our logo. This effort also suggested some ideas now being explored by our Community Norms team such as raising our website visibiliy and raising our profile at middle and high school events, cable access tv, and local sporting events. Thank you, United Way! We also thank Portland graphic designer ***Arielle Walrath*** for our beautiful new logo.

Project Updates: Cumberland County

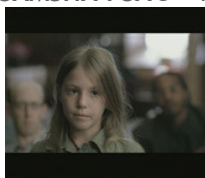
The ***Cumberland County Underage Drinking Enforcement Task Force*** (CCUDETf for short...sort of) received ***Maine Office of Substance Abuse*** (OSA) funding (through subcontracts with ***PROP*** and the ***City of Portland Healthy Maine Partnerships***) to continue convening the Task Force and distributing mini-grants to PD's. The mini-grants will support law enforcement efforts to reduce youth access to alcohol from social and retail sources. Five CCUDETf members attended the national Underage Drinking Enforcement Leadership Conference in Orlando this August.

In the (local) news. . .

21 Reasons supported the recent Portland Police Department compliance checks of local liquor licensees through an op-ed printed in the Portland Press Herald on July 10 ("Police effort vital to stemming teen drinking"). Several positive stories and editorials have been printed in the PPH, including "After Stings, some stores take a harder line on alcohol sales" (7/19/2007, front page) and two editorials: "Bar licenses a privilege that should always be at risk" (6/6/2007) and "Checking everyone's ids may well save some lives" (7/20/07). Visit the news section of www.21reasons.org for more information.

National news

SAMSHA PSA's - The "Start Talking Before They Start Drinking Campaign" has compelling new public service announcements. Getting a lot of attention are Emily's Story, Brandon's Story, David's Story, and Lisa's Story. To view the PSA's, visit <http://www.family.samhsa.gov/stop/>.



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