



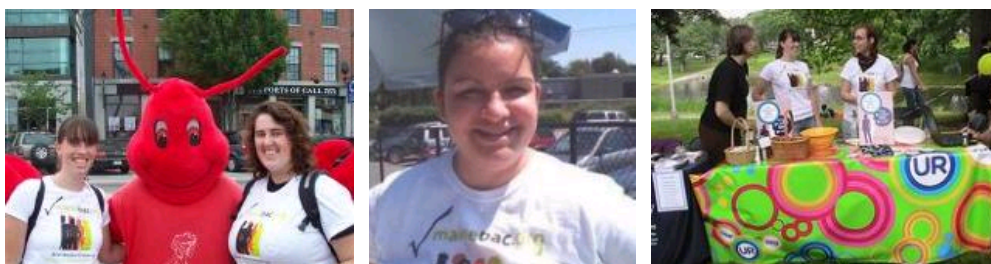
Dear Friends,

21 Reasons is busier than ever--and soon, we'll have a snazzy new website to show it. Be on the lookout during the next few weeks for the launch of our new-and-improved website at [www.21reasons.org](http://www.21reasons.org). Special thanks to [Alana Post](#) for helping us to re-envision our web presence and [JEG Design](#) for making our new vision a reality. You might also notice that our e-newsletter has a different look. We are testing out a new e-news service to cut costs. We'd love to hear what you think!

On a more serious note, Fall is an important transition time for young people, and a great opportunity for conversation-starters and extra support. Check out September's [Tip of the Month](#) and feel free to forward/post it far and wide.

Wishing everyone a happy and safe Fall season!

--Erica, Jo, Emily, Jen, Sue, and Laura



#### Summer Updates: Portland

This summer 21 Reasons staff and volunteers have been working hard to help get the word out about our programs, and to help community members learn what they can do to prevent underage drinking!

We tabled with some enthusiastic young adult volunteers at several community fairs and festivals, including the Festival of Nations and the Latino Soccer Tournament. We're also looking forward to some back to school outreach opportunities in the Fall.

21 Reasons staff has also been visiting Portland-based convenience stores and alcohol retailers to help them implement the Maine Office of Substance Abuse CardME program. CardME offers store managers some practical resources—like employee reminders, posters, and a best practices guide—to help them reduce their risk of selling to underage people.

-JH

#### Summer Updates: Casco Bay Coalition

The [Casco Bay community](#) continued to build their youth substance abuse prevention coalition throughout the summer months. They also worked to recruit local alcohol retailers to be part of CardME, a program offered by Maine OSA to support retailers in complying with laws and policies pertaining to alcohol. CardME also assists retailers in implementing best practices by providing free, useful materials for their business. So far, the program has been met with much enthusiasm, and we look forward to continuing to build relationships throughout the coming year.

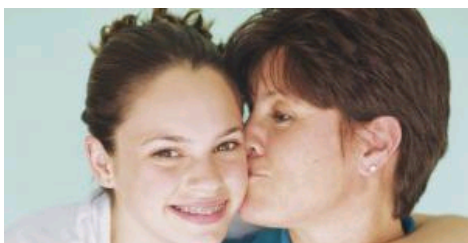
Over the summer, 21 Reasons helped the CB coalition compile a Community Needs & Resources Assessment for the Casco Bay region. This assessment, once finalized, will be a critical resource for the region to use in applying for future grant funding opportunities.

Lastly, the Freeport Action Team is going strong, and is excited to work in the towns of Freeport, Pownal and Durham on various underage drinking prevention efforts during the coming year.

Are you a member of the Casco Bay community and would like to get involved in our efforts? FMI: Please contact [Emily Wolff](#).

-EW

#### Connecting for Alcohol-Free Youth: A Parent Discussion Guide



During the summer, 21 Reasons and MESAP, along with the Maine Office of Substance Abuse, were busy putting the final touches on a new book: *Connecting for Alcohol-Free Youth: A Parent Discussion Guide*.

This guide provides instruction on how to hold parent discussions in your community. Held in a parent's living room or another community meeting space, these discussions provide parents with the opportunity to come together in a small, informal setting and discuss issues related to underage drinking.



So far, parent discussions have been piloted in three communities: Cumberland, Raymond, and Waterville, thanks to help from PROP's Communities Promoting Health Coalition and Greater Waterville Communities for Children and Youth. Much was learned from the piloting process, and we have since revised the Parent Discussion Guide to make it less formal and allow more time for discussion of tough subjects.

Keep an eye out—the Parent Discussion Guide will be available through OSA this fall! For more information, please email [Suzanne DiBella-Olson](mailto:Suzanne.DiBella-Olson).

-EW & SDO

### Youth Minigrants

In October 2009, 21 Reasons is releasing an RFP for Portland teachers and youth-serving organizations who are interested in piloting our new Youth Activity Guide. The YAG offers environmental prevention activities for youth in an easy-to-use format. Youth participants will learn how to prevent underage drinking by making positive community change.

If you'd like more information about the minigrants or are interested in applying, please contact [Jen Hodsdon](mailto:Jen.Hodsdon) before October 15.



-JH

### 2009 Portland Coalition Member Survey

Portland residents, business owners, parents, school workers, and all others concerned about the safe and drug-free development of our youth:

You are one of the 68+ member organizations and 132+ individuals who help us do our work, and we need to hear from you!

Please let us know how we are doing; take a moment and give us your feedback on how the 21 Reasons Portland coalition is operating so that we may better serve your needs!

[Click here](#) to access the survey. Thank you for your time and passion!

-JM

### CCUDETf Mini-Grant News



Once again 21 Reasons will be awarding mini grants to law enforcement agencies to support enhanced enforcement of underage drinking/furnishing laws, with a focus on social access to alcohol (furnishers & hosts of underage drinking parties). Grant funds may also be used for retail compliance checks. Grant funded activity spans from December 1, 2009 through June 30th, 2010, with a strong focus during the prom and graduation season. The mini-grant RFP will be released in October.

Seven municipalities received mini-grants for 2009. They included Bridgton, Cape Elizabeth, Freeport, Scarborough, South Portland, Westbrook, and Yarmouth. Combined, these agencies issued more than 40 citations for possession of alcohol by a minor, furnishing alcohol to a minor, selling liquor to a minor, illegal transportation of alcohol, serving a visibly intoxicated person, illegal purchase of alcohol, and operating under the influence, as well as administrative retail violations. Thanks to the vigilance of those officers, each one of these avoided a potential tragedy.

These mini-grants are part of the Cumberland County Underage Drinking Enforcement Task Force (CCUDETf) administered by [21 Reasons](#), a project of Medical Care Development through subcontracts with [People's Regional Opportunity Program](#) and the [City of Portland](#), with funding from the federal Strategic Prevention Framework State Incentive Grant administered by the [Maine Office of Substance Abuse](#), DHHS as part of the Maine CDC healthy Maine Partnerships grant.

For more information about the CCUDETf, please contact [Jo Morrissey](mailto:Jo.Morrissey).

-JM

### Wow, Times Have Changed Campaign



21 Reasons continued the [Wow campaign](#) over the summer months with the help of WGME and DayOne. WGME graciously produced and aired a PSA ([click here](#) to see it on YouTube!). DayOne's Long Creek Youth Development Center students helped us create Camping Cards modeled after our tux and florist cards that are being distributed to participating campgrounds throughout Cumberland County.

The Wow campaign is designed to reinforce the positive message that in fact the majority of today's youth don't drink. The campaign also emphasizes the many things parents are doing to keep it that way, such as bonding with their kids through fun and healthy activities (like camping!), making sure that any alcohol is not accessible to youth, reinforcing the rules and consequences of underage drinking, checking in with their kids often, and knowing where they are going, when they will be back, and who they will be with.

-JM

Volunteer in Focus: ServiceWorks



[ServiceWorks](#) is a program of [LearningWorks](#) (formerly Portland West) that provides positive community service opportunities to youth who need to make amends for non-violent offenses. We asked the LearningWorks youth for help labeling and assembling a huge pile of Maine BAC materials—and they did a stellar job.

Thanks to Service Works and the good work they do!

-JH

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