

[Click to view this email in a browser](#)



"The future depends on what we do in the present."—Mahatma Gandhi.

These words truly reflect the work we do in the prevention field. Often our efforts do not show results until weeks, months, and sometimes years later. However, we know we can shape our environment one step at a time—and we have some results to show for it.

Underage drinking rates are declining. Increasing numbers of parents are networking and talking about underage drinking. Businesses and law enforcement are teaming up to stem underage access to alcohol and increase the consequences for those who choose to ignore the law. The list goes on.

In this issue we will cover some of our successes, as well as invite you to take part in some of our upcoming efforts.

As always, thank you for all you do to prevent underage drinking,

Erica, Jo, Sue, Jen and Kelsie

## **Future Funding**

### **21 Reasons Secures Federal Funding**

Thanks to hard work by staff and coalition members, we are pleased to announce success in obtaining a second 5-year cycle of funding from Drug Free Communities (DFC), a program of the federal Substance Abuse and Mental Health Services Administration (SAMHSA).

This \$125,000 per year grant will allow 21 Reasons to continue efforts to prevent underage drinking and other drug use in the city of Portland.

21 Reasons is also one of just 16 DFC coalitions in the nation to receive this year's DFC Mentoring grant. This two-year award of \$75,000 per year will allow 21 Reasons to provide intensive technical assistance to a newly formed substance abuse prevention coalition in the Gray/New Gloucester region.

This is the second Mentoring grant that 21 Reasons has received; we recently assisted

the neighboring Casco Bay C.A.N. Coalition to build their capacity and apply successfully for their own 5-year DFC grant.

## Get Involved

### Call for Artists, Businesses, Galleries, Youth, Parents, YOU!



21 Reasons is hosting our first annual, "Chalk It Up to Prevention." On Friday, October 1 Portland's sidewalks will illustrate ways to prevent underage drinking.

Community members will draw on the sidewalk between Monument Square and Congress Square, from 11 -3, illustrating the many ways we all can prevent underage drinking. These chalk artworks will be visible throughout the First Friday Art Walk that evening.

Participants needed! We need artists, business participants, setup and cleanup help.

Rain date is October 8.

FMI call: 207-773-7737, email: [21reasons@mcd.org](mailto:21reasons@mcd.org), or visit: [www.21reasons.org/events.php](http://www.21reasons.org/events.php)

---

### Coalition Member Survey

Calling all friends, community members, and coalition partners: How do *you* think 21 Reasons is doing? Are there things you think could be improved upon? Are there things we should consider? Or, are there things we are doing very well and should keep up?

This is your chance to let us know your thoughts so that the staff of 21 Reasons may serve you and our community better.

Please take a moment to fill out our [Annual Coalition Member Survey](#) and let us know what you think. The survey will be open until Friday, October 8th. We value your opinion.

## Upcoming Initiatives

### Table Talks



We are looking for parents who would like to host a Table Talk discussion! Table Talks: Parents Connecting for Alcohol-Free Youth is a 21 Reasons and Casco Bay C.A.N. Coalition initiative.

The program allows parents to come together to discuss underage drinking in an informal setting. The discussions, usually held in a parent's home, are led by trained facilitators who will share some of the latest research around underage drinking, and will help the parents discuss underage drinking

and how to prevent it.

Parents who would like to get involved in Portland should [email Jo Morrissey](#). Parents in the Casco Bay community (Falmouth, Cumberland, Yarmouth, North Yarmouth, Freeport & Pownal) should email the [Casco Bay Coalition](#).

For more info, check out the [Table Talks: Parents Connecting for Alcohol-Free Youth How-to Guide](#).

---

### **New Initiative: Rental Properties and Alcohol**

For most young adults, their first independent living experience is in rental housing. 21 Reasons' 2009 community assessment revealed that this population is a major source of alcohol for teenagers, as older friends and relatives sometimes furnish for them. A housing situation with a large proportion of young adults can also quickly create an environment in which high risk drinking and furnishing is seen as normal behavior, instead of the illegal and dangerous activities that they are.



To begin to address this problem, 21 Reasons is planning to work with landlords and rental companies to establish stronger policies and oversight to foster an environment that does not allow underage and high risk drinking.

We have begun this process by surveying owners/managers of rental properties to get a sense of what challenges they're facing, what has worked for them, and what resources they would find helpful.

Landlords and building managers in Southern Maine seem to recognize that alcohol is related to many problems in residential apartment buildings. Noise, police calls, property damage, violence, and rent delays are some of the issues listed as concerns.

Repeatedly they report that the most successful way to address these issues is to have greater involvement with tenants, clearly setting the expectations of the building through lease language, and careful selection of tenants. A few respondents felt that better relationships between the police and landlords would also be beneficial.

We will be taking this information into account as we create our materials this Fall and Winter. Check the Landlords' web page at [www.21reasons.org/landlords.php](http://www.21reasons.org/landlords.php) for new materials as they arrive.

## **Summer Recap**

### **Goodie Bags for Young Adults**

On August 17, 2010, 21 Reasons distributed 200 gift bags for the residents of Bayside Village on Marginal Way in Portland. Bayside Village provides housing for students at many area colleges, but doesn't fall under the domain of any one school.

College students who live on campus get a lot of outreach from their residential programs: RA's provide assistance and advice, RD's arrange presentations and trainings. But students who live off-campus may get less support.

The bags included important information about Maine's laws and penalties against furnishing alcohol to minors, or providing a place for minors to consume alcohol. We also included materials promoting healthy behavior from several local non-profits, including [Healthy Portland](#), [Planned Parenthood Northern New England](#), [Frannie Peabody Center](#), [Day One](#), the [Office of Substance Abuse](#), [MaineBAC.org](#), and the [Portland Downtown District](#).

---

Thank you for all of your support this year!

21 Reasons is a project of Medical Care Development, Inc.  
Medical Care Development is an Equal Opportunity Organization.



---

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#)

21 Reasons  
Medical Care Development  
\*\*new address!\*\* 48 Free Street, Suite 208  
Portland, Maine 04101

[Read](#) the VerticalResponse marketing policy.

