

News from 21 Reasons <http://www.21reasons.org/resources/newsletter.html>

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		<b>Spring 2009 Newsletter</b>	
<b>Dear 21 Reasons Supporters and Friends,</b>		<b>In This Issue</b>	
<p>The trend is clear: youth drinking is on the decline, both <a href="#">in Portland</a> and <a href="#">across the state of Maine</a>.</p> <p>Here at 21 Reasons, we believe the drop is the result of concerted efforts to reduce the acceptability and availability of alcohol to young people. Thanks to parents, law enforcement, schools, businesses, and the broader community, we're starting to see some big changes-not only in attitudes, but also in actions.</p> <p>We still have a lot of work to do, but we expect youth drinking rates to continue to decline as everyone begins to realize that teen drinking is not inevitable and we can do something about it.</p> <p>We have a busy spring ahead-including our second annual <a href="#">What's Your Reason contest</a> on April 16, and <a href="#">a very special event on May 21</a> with world-renowned psychologist, Dr. Dennis Embry. We hope that you can join us!</p> <p>All our best-- Erica, Jo, Emily, Jen, and Sue</p>		<p><b>April is Alcohol Awareness Month</b></p> <p><b>What's Your Reason Contest Deadlines</b></p> <p><b>Raising Healthy Kids: Strategies for the Whole Community</b></p> <p><b>Spring Seller-Server Trainings</b></p> <p><b>Wow, Times Have Changed!</b></p> <p><b>Free Training on Adolescent Development and Alcohol</b></p> <p><a href="#">Join Our Mailing List!</a></p>	
<b>April is Alcohol Awareness Month</b>		<b>Volunteers Needed!</b>	
<p>To recognize the serious problem of alcohol abuse, the <a href="#">Substance Abuse and Mental Health Services Administration (SAMHSA)</a> has designated April as "Alcohol Awareness Month."</p> <p>SAMHSA offers great links and resources on their website, including:</p> <ul style="list-style-type: none"><li>• <a href="#">Reach Out Now: Talk With Your Fifth Grader About Underage Drinking</a></li><li>• <a href="#">Alcohol Treatment and Adolescents</a></li><li>• <a href="#">The Role of Parents in Preventing and Addressing Underage Drinking</a></li></ul>		 <p>Do you have experience recording or editing video?</p> <p>21 Reasons is hosting a video booth at this year's <a href="#">Boys to Men Conference</a> on May 21.</p>	

- [Tips for Teens: The Truth About Alcohol](#)

And more... Check them out!

### What's Your Reason?...

...for choosing to be drug and alcohol free?



If you are a youth in the [CTN4 viewing area](#), we want to hear from YOU! Please tell us by April 2 in song, video, poem, essay, or whatever so moves you. For more information visit our [What's Your Reason page](#) or look for us on [Myspace](#) and [Facebook](#).

Finalists will compete for a \$250 gift certificate to the Maine Mall.

Watch the contest live on April 16, 7pm on local access Channel 4 and call in to vote!

### Casco Bay Coalition Community Forum

The [Casco Bay Coalition](#) invites all youth and adults in Casco Bay towns to attend a Community Forum on Underage Drinking, April 14th, 6:30-8:00pm @ Yarmouth Town Hall Meeting Room, 200 Main Street in Yarmouth.

This Forum will be a casual setting to provide tips, new research and best practices around underage drinking prevention.

Discussion will build awareness of underage drinking and how it affects the community; there will be opportunities for networking, sharing, and conversation with experts about this important issue.



- staff the booth
- record video
- edit the recordings

Student volunteers welcome!

If you have experience with any of these areas, and would like to help, contact [Jen Hodsdon](#).

### Tip of the Month

We send a monthly email with tips that you can use to help keep kids alcohol-free.

Great for newsletters and community publications too!

Visit our [Tip of the Month webpage](#) to sign up.

### SAVE THE DATE!

[Upcoming meetings:](#)

**Cumberland County Underage Drinking Enforcement Task Force (CCUDEF),** 4/1/09, 1-2 pm. Law Enforcement Center, County Way, Portland.

**Portland Coalition Steering Committee Meeting,** 4/29/09, 3-4:30 pm. 175 Lancaster Street, Suite 220A.

**Casco Bay Coalition Steering Committee Meeting,** 5/19/09, 7:15 am. Cumberland Town Hall.

**Plus:** Join us as we unveil a short video, produced by local students, on underage drinking in Casco Bay. It is sure to be an informative evening!

Food and childcare will be provided. FMI: [Emily Wolff](#)

### Raising Healthy Kids: Strategies for the Whole Community

Dr. Embry is coming to Maine! **Save the Date!**



Thursday, May 21, 2008, 7:00-8:30 p.m. South Portland High School Auditorium.

Presenter Dr. Dennis Embry will outline how many of our current policies and practices can be harmful to youth, and how we can use just four simple, scientifically proven strategies to better the futures of all children.

Dr. Embry is a nationally acclaimed child psychologist whose work has taken him from Sesame Street to the Secretary of Defense with stops in between. He is a National Research Advisory Council Senior Fellow and a scientist at the Johns Hopkins Center for Prevention and Intervention and the national Center on Early Adolescence, an author of evidence-based prevention programs, and an advocate raising healthy kids using community-wide support.

For pre-registration, details on childcare, and information on contact hours, check the [21 Reasons website](#).

### Free Seller-Server Trainings

For alcohol retailers within the Portland and Casco Bay Regions, we will be holding FREE Seller-Server Trainings for On- and Off-Premise Licensees.

**Casco Bay Region:** Off-premise. Tuesday, May 12th, 2009, 9:30am-1:30pm @ Cumberland Town Hall. To register, or FMI, please contact Emily Wolff, [ewolff@mcd.org](mailto:ewolff@mcd.org), 773-7737.



**Portland area:** On-premise, June 10th, time and location to be determined.

**Portland area:** on-premise, June 30th, time and location to be determined.

**Portland Coalition Steering Committee Meeting, 5/20/09, 3-4:30 pm.** 175 Lancaster Street, Suite 220A.

**CCUDEF, 5/27/09, 1-2 pm.** Feeney Conference Room, Cumberland County Courthouse.

21 Reasons has joined the blogosphere!

Check out the latest at [21 Reasons Talk](#).

Please feel free to comment and discuss. We appreciate your feedback!

### Quick Links

[www.21reasons.org](http://www.21reasons.org)

[www.maineparents.net](http://www.maineparents.net)

[www.maineBAC.org](http://www.maineBAC.org)

Wow, Times Have Changed!



21 Reasons will tell you how--Look for an email in May!

### "Adolescent Development and Alcohol"--Free Webinar

The Underage Drinking Enforcement Training Center (UDET) is offering an interesting webinar on "Adolescent Development and Alcohol: Brain, Body, Behavior and Cultural Context"

April 23, 2009 3:00 - 4:15 p.m. Eastern Time

Course description from the UDET website:

#### **Adolescent Development and Alcohol: Brain, Body, Behavior and Cultural Context**

In part two of our look at the interaction between alcohol and the developing adolescent brain, we will discuss not only the latest research on the pre-adolescent and adolescent brain, but also other aspects of adolescent physiology and psychosocial development and how they interact in response to alcohol exposure. This information can help enhance work with law enforcement, parents, communities and decision makers. Given developmental determinants, the question of how teens would be expected to interpret conflicting environmental messages underscores the need to be even more focused on environmental strategies. Join us on the cutting edge of research as it applies to your prevention and enforcement efforts.

To register: [National Electronic Seminars Registration](#)

The full list of trainings: [National Electronic Seminars Schedule](#).



21 Reasons is part of [MESAP: Maine's Environmental Substance Abuse Prevention Center](#) at [Medical Care Development, Inc.](#)

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