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Summer 2008 Newsletter

Dear 21 Reasons Supporters and Friends,

Ahhh...summertime--Maine's most precious but fleeting season!

As the lazy days of summer roll by, we'd like to take this opportunity to acknowledge that in summer, many teens are at higher risk for alcohol abuse as unstructured time and endless temptations take center stage. But take heart and remember that your words and actions *do* make a difference. We all have a role to play. In fact, according to a recent survey, Maine youth are *half as likely to drink alcohol* if they believe adults in their community would disapprove. And they're *five times less likely to drink alcohol* if they feel they will be caught by their parents.

Learn more by contacting us at 21reasons@mcd.org or visiting our website at www.21reasons.org. Then share your thoughts by posting comments on our blog.

All our best--
Erica, Jo, and Emily

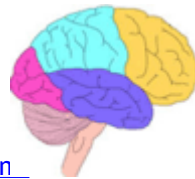
News You Can Use

New Website:

From our friends at Partnership for a Drug Free America comes this incredible web site called, "A Parent's Guide to the Teen Brain."

Go to:

www.drugfree.org/teenbrain/tools/index.htm



New Study: Over 40% of underage drinkers get their alcohol from adults. See full SAMHSA report here: <http://oas.samhsa.gov/underage2k8/toc.htm>

Energy Drinks Success:

Anheuser-Busch Co. has agreed to stop selling alcoholic energy drinks in the United States. Maine's Attorney General Steve Rowe, along with 10 other state attorneys general alleged that the brewer was marketing the products to underage drinkers, and that they made false and misleading

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Quick Links

www.21reasons.org

www.maineparents.net

www.maineBAC.org

Hot off the Press!

The City of Portland is now distributing the "Best Practices & Resources" Brochure to all liquor license applicants. The city also mailed a copy to all existing licensees! A copy of the brochure can be found on our website.

statements about the health effects of their energy drinks. Anheuser-Busch controls nearly half of the U.S. beer market- so this is a significant step in the right direction! Now we just need Miller Brewing Company to follow suit. [Click here to take action.](#)

Introducing: MaineBAC.org!

This summer, 21 Reasons is partnering with PROP and the City of Portland to launch an exciting new project: [MaineBAC.org](#), an online "Brief Alcohol Check-up" for young adults to get immediate feedback about their personal drinking habits. Beth Deeran, 22, a recent Colby graduate and summer intern for 21 Reasons, is helping to design



marketing materials and distribute them to young adults at outdoor concerts such as the Alive at Five music series in Portland. "We're an age group that can drink legally, but often doesn't know how to do it in a way that reduces risk," says Beth. "The alcohol industry says to 'drink responsibly,' but what does that really mean?"

Because alcohol affects everyone differently, "drinking responsibly" depends on a variety of factors including age, weight, gender, and family history. The [MaineBAC.org](#) assessment asks a series of questions to produce a customized blood-alcohol content (BAC) chart, personal risk analysis, estimate of health and financial costs, and recommendations for reducing these risks and costs.



The program aims to reach young adults under the age of 25 because they are the highest-risk age group for causing alcohol-related harm. The online tool was developed by counselors and psychologists at San Diego State University.

School Policy Guide Now Available

The new publication, "Your Substance Abuse Policy: A Comprehensive Guide for Schools" is now available from the Maine Office of Substance Abuse. The guide was developed by OSA in partnership with MESAP, Maine's Environmental Substance Abuse Prevention Center. To access the guide online, click here: [School Policy Guide](#).

What's Your Reason? Contest!

The grand prize winner of the April 17th "What's Your Reason?" contest was Lexi Pelletier from Yarmouth High School. Lexi used her magnificent voice to sing her original song, "The Reason" and was awarded a \$250 Maine Mall gift



Pictured here are Alex Murphy, Business License Administrator (left), and Amanda Edgar, Community Health Promotion Specialist, both are with the City of Portland.

21 Reasons has joined the blogosphere!

Check out the latest at: www.21reasons.org

Please add your comments. We appreciate your feedback!

SAVE THE DATE!

The 2008 Maine Prevention Convention will be held on Friday, November 14th in Bangor. We hope you can join us!

[Click here](#) for more info.

card.

For event photos visit www.21reasons.org.

Casco Bay Community Forum on Underage Drinking Prevention

On May 6th, 21 Reasons held a Community Forum at the Cumberland Town Hall. The towns of Cumberland, North Yarmouth, Falmouth, Freeport, Yarmouth and Chebeague Island were all represented. Over 60 community members attended. Participants met in small groups to discuss the many issues surrounding underage drinking, and brainstormed possible community solutions. Many attendees learned about 21 Reasons for the first time, and are excited to continue collaborating with us in the future.



FMI and more event photos visit www.21reasons.org.

Gray-New Gloucester Community Forum on Underage Drinking Prevention

On May 12th, 21 Reasons held a Community Forum at the Gray-New Gloucester High School for the towns of Gray and New Gloucester. Local community members and experts in the field provided a panel presentation of local MYDAUS data, law enforcement underage drinking trends, medical concerns around underage drinking, alcohol industry information, and much more. This event was covered by local cable and will be rebroadcast for anyone who missed the event.

FMI and event photos visit www.21reasons.org.

Seller-Server Trainings for Liquor Licensees

Our May 13th training for on-premise alcohol sellers and servers, held at the Stadium on Congress Street in Portland, was a huge success thanks to trainer Frank Lyons of BC Consultants. To see Frank's interview with Susan Kimbal of WCSH6, along with other attendees, go to www.21reasons.org. Pictured here are Frank Lyons and son Joel.



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

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