



## Summer 2009 Newsletter

### Dear 21 Reasons Supporters and Friends,

Parties, picnics, cookouts, hikes, camping... Summer is a great season for prevention, with many opportunities to create healthier environments for our youth. At family celebrations, be sure to provide plenty of appealing non-alcoholic beverages. If you serve alcohol, make sure it's out of reach of young hands. Take advantage of opportunities to open dialogue about underage drinking, whether it's with your children, friends, or family members. These short months are a wonderful time for relaxing and bonding with our loved ones. Enjoy!



From the team at 21 Reasons: Erica, Jo, Emily, Jen, Suzanne, & Laura

### Wow, Times Have Changed! Campaign



This spring, just in time for prom season, almost 30 florists and tuxedo rental shops throughout Cumberland County distributed 5,000 cards with each bouquet, corsage, and tux rental. The message on the card read, "Wow, Times Have Changed! In fact, according to a [recent survey](#), most high school students actually don't drink." The card also outlined some of the things parents are now doing to make underage drinking a

thing of the past. Those things include setting clear rules and enforcing them, getting to know their kids' friends' families, calling party hosts, and more. To learn more about this campaign, and how it is being implemented during the summer, visit our website: [www.21reasons.org/wowtimeshavechanged.html](http://www.21reasons.org/wowtimeshavechanged.html).

**Dr. Dennis Embry - Raising Healthy Kids:  
Strategies for the Whole Community**

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### Save The Dates!

#### Seller-Server Trainings:

Find information about upcoming trainings [here](#).

**CCUDET, 9/2: 1-2PM**  
175 Lancaster St. Suite 220A

Portland, ME 04101  
Find more information [here](#).

### Tip of the Month

We send out a new tip every month! To register for our email list, please visit our [Tip of the Month website](#).

### Follow our blog!

21 Reasons has joined the blogosphere! You can follow our blog at [21](#)

Almost 200 people attended the lecture by Dr. Dennis Embry, "Raising Healthy Kids: Strategies for the Whole Community" on Thursday, May 21st at the South Portland Auditorium. Dr. Embry spoke about five simple gifts we can all give our children: A Future Goal Map, Recognition and Rewards, Good Sleep, Brain Food, and Sharing of these gifts with others in our community. These simple gifts can help protect our children, provide them with the tools needed to reach their fullest potential, and help prevent substance abuse on a community-wide scale. To learn more about Dr. Embry's work, visit [www.paxis.org](http://www.paxis.org) or [www.givesimplegifts.com](http://www.givesimplegifts.com) (launching soon!). You can also find a pdf describing five simple gifts on our website: <http://www.21reasons.org/events/dennisembryevent.html>



[Reasons Talk](#). We welcome comments and discussion!

Special thanks go out to the following organizations whose support made this event possible:

[Maine Office of Substance Abuse](#) (OSA) We urge you to visit their special website for parents, which includes many important tips and tools for preventing youth substance abuse: [www.Maineparents.net](http://www.Maineparents.net).

[City of Portland Public Health & Human Services](#), Health Promotion & Chronic Disease Prevention Programs

[People's Regional Opportunity Program](#), Communities Promoting Health

[Healthy Sebasticook Valley](#) Healthy Communities Coalition

Greater Waterville Communities for Children and Youth [for more info, email [nancy@gwc4cy.org](mailto:nancy@gwc4cy.org)]

[Boys to Men](#)

[Real Life. Real Talk.](#) (RLRT)

**What's Your Reason? Contest Winners!**



Huge congratulations go to Yarmouth High School sophomore Adrian Copeland, and Portland High School junior Meron Mekonen!

Here they are all smiles as they both accept their \$250 mall gift certificate grand prize. Their winning pieces, Adrian's poem, "This is Why," and Meron's essay, "Breakthrough: Above the Influence," can be found on our website, [http://www.21reasons.org/events/what\\_your\\_reasoncontest.html](http://www.21reasons.org/events/what_your_reasoncontest.html)

### Casco Bay Coalition Community Forums



The Casco Bay Coalition effectively planned and promoted an April Casco Bay Community Forum on Underage Drinking Prevention for community members. The coalition also collaborated with Freeport High School to create a short video in which community members responded to the question, "What concerns you most about underage drinking in your community?" In addition, the Freeport Action Team held a very successful Community Forum for the towns of Freeport, Pownal & Durham, with over 50 attendees and many youth participants.

### Welcome Laura Romanella, Summer Intern Extraordinaire



21 Reasons is pleased to welcome our 2009 summer intern, Laura Romanella. Laura is a Maine native and recent graduate of Duke University, where she received a B.S. with distinction in Psychology. While at Duke, Laura worked for several years as a peer educator for the Healthy Devils and as a student programmer for the Women's Center Sexual Assault Services program.

### MaineBAC Hits the Streets

Is that MaineBAC.org? It must be summer... The website is again being marketed by young adults to young adults at outdoor concerts such as the Alive at Five music series in Portland, and at sports events like the Portland United Soccer League Tournaments.

The free, anonymous, online questionnaire allows young adults to get personalized information about their own risk factors and behavior around alcohol. The MaineBAC program is modeled after San Diego State University's successful "e-CHUG" program, which is used at nearly 400 colleges and







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

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