

21 Reasons: What, Who, Why & How?



WHAT is 21 Reasons?

21 Reasons is a coalition of individuals, organizations, and businesses with a common goal: to build a healthy community environment with policies, practices, and attitudes that support the drug-free development of our youth.



“Holding youth solely responsible for underage drinking is like blaming fish for dying in a polluted stream” -Laurie Lieber, Marin Institute

WHO is 21 Reasons?

21 Reasons is made up of all of us:

- Parents, youth, and young adults
- School administrators, teachers, and staff
- Law enforcement and government officials
- Health professionals, faith organizations, and media
- Business owners and managers, including alcohol retailers
- Local leaders and community members



WHY focus on community environment?

Alcohol is everywhere, and it is far too easy for youth to access. To achieve lasting change, we need to create an environment that fosters healthy choices. This includes reducing youth access to alcohol and changing community culture to support alcohol-free expectations for our young people.

HOW can I help?

- ✓ Be a role model for youth
- ✓ Join with others to collaboratively create change
- ✓ Increase recognition and support for substance abuse prevention efforts in your community
- ✓ Visit our website to learn more



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