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March 2008

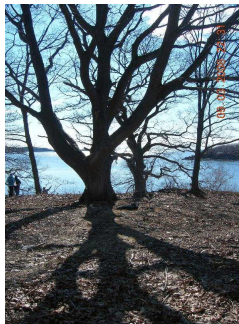


Winter 2008 Newsletter

Dear Supporter,

April is national Alcohol Awareness month. The timing is not accidental. It comes on the brink of proms, graduations, and general spring fever.

What follows are some activities that are geared to help our community come together to prevent underage and high-risk drinking. If you are not already involved and would like to learn more, email 21reasons@mcd.org or visit our website at www.21reasons.org.



Thank you for helping to create a community environment that supports youth to be alcohol-free. Because when all of us--parents, teens, law enforcement, schools, businesses, and community organizations--make a stand together, we can make a difference.

All our best--
Erica, Jo, and Emily

What's your reason? Contest!

Calling all local high schoolers! You can win a grand prize of a \$250 Maine Mall gift certificate by telling us what keeps you drug and alcohol-free in our "What's your reason?" Contest. Finalists will perform in a LIVE BROADCAST ON CNT 4, Thursday, April 17, 2008, 7:00-8:00 p.m. and winners will be selected by a panel of celebrity judges. The contest is open to all high school aged youth in the CTN 4 viewing area.

Deadline for submissions is Friday, April 4th. FMI and contest guidelines, visit www.21reasons.org.

Mail submissions (words, song, or video) to 21 Reasons, 107 Elm Street, Suite 300, Portland, ME 04101 or email 21reasons@mcd.org. This event is co-sponsored by the City of Portland Public Health Division's One Maine One Portland Coalition, and held in conjunction with national Town Hall

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Quick Links

www.21reasons.org

Meetings on Underage Drinking.

Casco Bay Community Forum on Underage Drinking Prevention

"21 Reasons: A Community Forum on Underage Drinking Prevention," Tuesday, May 6, 2008, 6:30-8 p.m. in the Cumberland Town Hall, Council Chambers. All are welcome and encouraged to attend. FMI email ewolff@mcd.org or visit www.21reasons.org.



Gray-New Gloucester Community Forum on Underage Drinking Prevention

"21 Reasons: A Community Forum on Underage Drinking Prevention," for Gray-New Gloucester is yet to be scheduled as of this writing. Look for updates in your in box. FMI email ewolff@mcd.org or visit www.21reasons.org.

Upcoming Seller-Server Trainings for Liquor Licensees



21 Reasons is hosting FREE state-certified trainings to help prevent costly, tragic and unlawful sales to minors and visibly intoxicated individuals. Participation can help protect servers, managers and owners against lawsuits, possibly reduce insurance rates, and help in liquor license renewal process. The program is geared to promote sustainable business with sound policy and practice. Training will be held at the following times and locations:

May 13th, On-Premise Training, The Stadium, Portland. FMI: jmorrissey@mcd.org or May 20th, Off-Premise Training, Cumberland Town Hall. FMI: ewolff@mcd.org

You can also go to: www.21reasons.org

Help us Reach 18-25 y.o.'s!

Are you between the ages of 18 and 25? Are you interested in helping to reduce high-risk drinking among your peers? We need your help! 21 Reasons and Communities Promoting Health are convening a Young Adult Advisory Group to help oversee outreach and marketing efforts this spring and summer. If you are interested, please email us at 21reasons@mcd.org. OR take a moment to answer this very quick survey by clicking on the link below:

[18-25 y.o.'s Outreach Mini-Survey](#)

Tips for Parents

Prevention efforts work. Here are just a few things you can do to prevent your child from drinking:



- "Have me check in."
- "Hug me when I come home at night."
- "Be a role model."
- "Set clear rules and consistently enforce them."
- "Keep track of your alcohol."
- "Get to know my friends and their families."

To learn more about alcohol prevention and download our parent PSAs, go to:

www.21reasons.org

News from our Partners

- May 4th, AIDS Walk, Portland FMI: www.maineaids.org
- April 1st, Developmental Assets Training, Hilton Garden Inn, Freeport, FMI: cliffm@portlandschools.org or call Mike Clifford at 874-8100.
- Now on-line: www.timetotalk.org, from City Portland Public Health Division, H&HSD.

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