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From: 21 Reasons
To: {EMAIL_ADDRESS}
Subject: Winter 2009 Newsletter

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Ahhh... Winter Break!

Not just a time of celebration and giving, but also another great opportunity to boost our efforts to prevent underage drinking. ...Planning a holiday event? For some safe party tips, check out the [resources section on our website](#). ...Older friends home for the holidays? Young adults are a common source of alcohol for teens—Help keep them safe by monitoring and checking in often. ... Volunteering with the kids? When youth enjoy positive behaviors like giving and helping others, it may reduce their risk for underage drinking. ...Wanting to donate to a good cause? Check out the [new donations page on our website](#).

Thank you all for everything you do every day to make our community such a great place for young people to live, learn, and grow.

Wishing you a joyous and safe holiday season,
The team at 21 Reasons: Erica, Jo, Emily, Jen, Sue, and Laura

Your Feedback Needed

Portland Community Opinion Survey:

Are you curious about Portlander's opinions regarding youth's access to alcohol and other drugs? Well, so are we! We are collecting opinions from all youth, parents, teachers/school administrators, social workers, business community, law enforcement, and other members of the Portland community. We will then use this information to update our Strategic Plan for the next 5 years.



So please take a moment to complete our [Portland Community Opinion survey](#).

Non-Profit Events Guide

We're currently in the process of developing a guide that will help non-profits navigate the tricky waters of fundraising and alcohol. The guide will give real-life ideas and resources, a summary of Maine laws, and will address some common concerns. We're looking for several non-profits who might be interested in taking a look at the draft Non-Profit Events Guide to give us some feedback, or who would be interested in receiving a copy of the Guide when it is complete. Contact [Jen Hodsdon](#) for more info.

Casco Bay Coalition

The [Casco Bay Coalition](#) has completed a new document: "Casco Bay Community Needs & Resources Assessment for Youth Substance Abuse Prevention."

We are eager to hear feedback from Casco Bay community members regarding this assessment. Please click [here](#) to read the document and then follow survey monkey link (on the same page) to provide us with your thoughts.

The assessment was created as a stepping stone towards a larger regional strategic plan, but the report can also be used as a resource document itself. The assessment is still in draft form, and will not be finalized until after we hear feedback from community members—so please tell us what you think! FMI: Please contact [Emily Wolff](#), Coalition Coordinator.

New Resources



'Tis the Season... to start thinking about Project Graduation!

The holiday season is a great time to hold fundraisers for Project Graduation, and 21 Reasons has put together [a brochure of hints and tips](#) to get the most out of your Project Grad fundraiser. The publication includes non-alcoholic fundraising ideas as well as suggestions to keep your fundraiser safe and on-mission.

Please share this information with the person or committee who organizes for Project Graduation

in your community.

FMI, or for questions or concerns, please email [Jo Morrissey \(Portland\)](#) or [Emily Wolff \(Casco Bay\)](#).

Connecting for Alcohol-Free Youth: A Parent Discussion Guide

Connecting for Alcohol-Free Youth: A Parent Discussion Guide has been finalized and distributed statewide! This guide, created as a joint effort of MESAP, 21 Reasons and the Maine Office of Substance Abuse, describes how to hold parent discussions in your community. Suzanne DiBella-Olson and Emily Wolff led a workshop at the OSA Prevention Provider Day in Bangor on November 5th; additional workshops are scheduled for January and March. The parent discussion model has just been approved as the official format for the upcoming Underage Drinking Prevention Town Hall Meetings here in Maine.

[SAMHSA](#), who funds the meetings nationally, was so impressed with the discussion guide and this concept that they asked for permission to post the guide as a national resource!

Held in a parent's living room or another community meeting space, these discussions provide parents with the opportunity to come together in a small, informal setting and discuss issues related to underage drinking.

You can find the Parent Discussion Guide on [OSA's website](#), at the bottom of the page

under "Materials for Educators." If you would like to get involved or would like more information, please [email Suzanne DiBella-Olson](mailto:Suzanne.DiBella-Olson).

Straight Up: A Youth Activity Guide to Prevent Underage Drinking

21 Reasons is looking for youth groups that are interested in piloting one or more activities in *Straight Up: A Youth Activity Guide to Prevent Underage Drinking*.

Straight Up has easy-to-use activities that help youth address the environmental factors that contribute to underage drinking—such as adult attitudes, alcohol availability, and advertising. The guide suggests projects varying in length from 45 minutes to one month and activities in worksheet format.

The activities in *Straight Up* aim to engage youth in creating permanent community change, rather than focusing on youth behavior.

Please contact [Jen Hodsdon](mailto:Jen.Hodsdon) if you are interested in piloting one or more activities in the guide; or if you are interested in applying for one of the \$200 minigrants available to support pilot activities.

Program News

21 Reasons Launches New Website

If you've visited our website recently, you may have noticed some major changes. While we have kept most of the content from our original site, we have also updated and reorganized our menus. Below are some highlights that we hope will help to make navigating our new site a breeze!

- A "[Happenings](#)" section on the home page lets you quickly scan upcoming events and new resources as they become available.
- Our "[News](#)" section has links to events, research, recent headlines, and news archives, which include past newsletters and press releases.
- "[Resources](#)" are readily available and organized by audience – we have sections for teens, young adults, and parents, as well as educators, law enforcement, business owners, LGBT, and treatment resources.
- It's easy to "[Get Involved](#)"! Join our mailing lists, learn about volunteer opportunities, or find contact information for city councilors or your representative in Congress.



Cumberland County Underage Drinking Task Force Mini-Grants

Congratulations to the nine local law enforcement agencies that have been chosen to receive Cumberland County Underage Drinking Enforcement Task Force ([CCUDEF](#)) mini-grants: Bridgton, Cape Elizabeth, Freeport, Scarborough Police Department, South Portland, Westbrook, Windham, and Yarmouth Police Departments and the Cumberland County Sheriff's Office.

The \$2,000 grants fund officer overtime to conduct party patrols and retail compliance checks.

"More than ever before your local law enforcement agency is answering the call to reduce youth's access to alcohol," says Jo Morrissey, Assistant Project Director of 21 Reasons and chair of the CCUDEF. "Whether this means enforcing furnishing violations or doing surveillance at your local mini-mart, these funds are intended to extend those efforts."

Upcoming Events



Free the Bowl

The Marin Institute launched its second annual, nationwide anti-alcohol-advertising contest, FREE the BOWL. This year's theme is "Free the Bowl from Big Al" (a.k.a. Big Alcohol).

The contest, for youth and young adults ages 10 to 25, seeks original ads 30 to 60 seconds long to counter excessive alcohol advertising. The alcohol industry watchdog launched the contest at www.FreeTheBowl.com and will use YouTube to showcase entries.

The contest deadline is January 26, 2010, two weeks before the Super Bowl, the biggest alcohol advertising and intoxication day of the year.

[click here FMI](#)

Thank you for all of your support this year!

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