


News from 21 Reasons <http://www.21reasons.org/resources/newsletter.html>

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		Winter 2009 Newsletter	
Dear 21 Reasons Supporters and Friends,		In This Issue	
<p>The last year brought some amazing milestones--from national beverage companies agreeing to terminate their dangerous caffeinated alcohol product lines, to a local court ruling that it is reasonable for police to enter a home where they suspect an underage drinking party is taking place.</p> <p>In our 2008 survey of Portland parents, we found that compared to just two years ago, many more parents are taking regular actions to prevent their teen from drinking alcohol-and parents are feeling more confident in their ability to influence their teens' choices about alcohol.</p> <p>We also saw exciting results from the 2008 Maine Youth Drug and Alcohol Use Survey, with decreases in youth drinking rates across the board--statewide, countywide, and citywide:</p> <ul style="list-style-type: none">• In Maine, 25.3% of youth in grades 6-12 reported drinking alcohol in the last 30 days--down from 28.9% in 2006.• In Cumberland County, 27% reported 30-day alcohol use--down from 29.7% in 2006.• In Portland, 29.2% reported 30-day alcohol use--down from 31.4% in 2006.• In the Casco Bay region, 24.4% reported 30-day alcohol use--down from 26.8% in 2006. <p>By working together, we've made great progress during the past few years, but we still have a lot of work to do. We have an exciting year ahead, with many opportunities for volunteers and collaborators. We can't do it without you.</p> <p>Please learn more by contacting us at 21reasons@mcd.org or visiting our website at www.21reasons.org.</p> <p>All our best-- Erica, Jo, Emily, Jen, and Sue</p>		<p>Observing Alcohol Awareness Day</p> <p>Underage Drinking Enforcement News</p> <p>CCUDETf Mini-Grants</p> <p>Portland Coalition on Track for 2010 Goals</p> <p>Casco Bay Coalition Provides Resources</p> <p>Youth Advisory Committee</p> <p>Join Our Mailing List!</p>	
		Online Calendar	
		<p>You can now keep tabs on all upcoming 21 Reasons events with our new on-line calendar.</p>	
		Quick Links	
		<p>www.21reasons.org</p> <p>www.maineparents.net</p> <p>www.maineBAC.org</p>	
		Hot off the Press!	
		<p>Recent coverage of underage drinking prevention:</p> <p>This year, taking away the</p>	

Observing Alcohol Awareness Day

According to [Maine Statute](#), Alcohol Awareness Day is held annually on the first Monday in December. This year 21 Reasons used the event to collaborate with Portland Public Schools, and schools throughout the Casco Bay region, to share information about Adult Modeling skills with school employees.

"Teachers are students' role models, and have an enormous influence over youth's opinions," says Jo Morrissey, Assistant Project Director at 21 Reasons.

The new handout, [Representing Responsibility](#), was distributed to faculty and staff throughout Portland and Casco Bay schools.



[car keys isn't enough.](#) Portland Press Herald, 12/31/08

[You can help curb underage drinking.](#) Bangor Daily News, 12/23/08

[Alcoholic energy drink to drop caffeine.](#) Portland Press Herald, 12/19/08

[University uses "social norming" to curb underage drinking.](#) National Public Radio, 10/23/08

Underage Drinking Enforcement News



Maine officials received a big boost in underage drinking enforcement when Maine's Law Court affirmed the conviction in the case of [State v. Blackburn](#) on December 4, 2008. In their ruling, the justices not only upheld the conviction, but

confirmed that officers can enter a home where they have probable cause to believe the home is being used to furnish a place for minors to possess or consume alcohol. It is important to note this Class D misdemeanor can be elevated to a Class C felony if serious bodily injury to or death of the minor or any other individual occurs.

CCUDEF Mini-Grants Awarded

We are pleased to announce that the following law enforcement agencies have been awarded [Cumberland County Underage Drinking Enforcement Task Force \(CCUDEF\)](#) mini-grants: Cape Elizabeth, Cumberland County Sheriff's Office, Freeport, South Portland, and Westbrook.

This funding is primarily used to address social access to alcohol such as enhanced enforcement of underage drinking/furnishing/hosting laws. Grant funds may also be used for retail compliance checks. The grant period runs from January 1st to June 30th.

These mini-grants are administered by [21 Reasons](#) at Medical Care Development, Inc. through subcontracts with [People's Regional Opportunity Program](#) and the [City of Portland](#), with funding from the federal [Strategic Prevention Framework State Incentive Grant](#) administered by the [Maine Office of Substance Abuse](#). DHHS as part of the [Maine CDC Healthv](#)

SAVE THE DATE!

[Upcoming meetings:](#)

Portland Coalition Steering Committee Retreat, 1/21/09, 2-6 pm. Gulf of Maine Research Institute, Commercial Street, Portland.

Cumberland Task Force Meeting, 1/22/09, 6-7:30 pm. West Conference Room, Cumberland Town Hall.

Gray/New Gloucester Task Force Meeting, 1/29/09, 6-7:30 pm. Primetime Room, Pineland YMCA.

CCUDEF, 2/4/09, 1-2 pm. Conference Room B, Cumberland County Courthouse.

Casco Bay Coalition Steering Committee

[Maine Partnership](#) grant.

21 Reasons on Track for Portland 2010 Goals

The Maine Youth Drug and Alcohol Youth Survey (MYDAUS) results are in! We are very proud we have already attained or surpassed our 2010 Prevention Plan goal in several categories, including 30-day Use of Alcohol, 2-week Binge Drinking; 30-Day Marijuana Use, and 30-Day Cigarette Use among students in grades 6-12(see chart below). Unfortunately, we still have work to do, as Portland is still above the state average in past 30-day use and binge drinking rates.

	2010 Prevention Plan Goal	2008 Portland MYDAUS Result
30-day Use of Alcohol	29%	29%
2-week Binge Drinking	16.5%	16%
30-day Marijuana Use	16%	14.5%
30-day Cigarette Use	12%	10.2%

Keep updated on coalition happenings by [visiting our calendar](#) often!

Casco Bay Coalition Provides Resources, New Opportunities

Autumn was a busy time in the Casco Bay (CB) region, as coalition members continued their efforts to strengthen parental monitoring. They posted large ["Myths vs. Reality"](#) posters throughout Gray and New Gloucester, and presented to local PTO groups.

21 Reasons also conducted its first survey of CB Coalition members. In the survey, members articulated why they're involved. As one respondent put it, it's to "create change in my community which empowers parents and youth to lead healthier and successful lives."

This winter Assistant Project Director Emily Wolff and long-time coalition member and Falmouth parent Andrea Connor are going to Washington DC for a training on "Mentoring Coalitions to Greatness." They look forward to learning more about coalition building and returning with skills to share with CB Coalition members!

The Casco Bay Steering Committee is planning a regional community forum for the spring, and will also host a seller-server training for off-premise alcohol retailers in May.

Youth Advisory Committee

Meeting, 2/10/09, 7:15 pm. Cumberland Town Hall.

21 Reasons has joined the blogosphere!

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

Please add your comments. We appreciate your feedback!

The 21 Reasons Youth Advisory Committee is off to a strong start in 2009, with a big agenda and regular meetings scheduled.



The YAC is made up of 15-17 year olds who advise the 21 Reasons Steering Committee and some grant-funded projects, as well as helping to work on some public events. Two YAC members will also sit on the Portland Steering Committee.

The committee meets monthly and is always interested in new youth participation. For more information, contact [Jen Hodsdon](#), Project Assistant.

NEW! Tip of the Month

We're now distributing a monthly underage drinking prevention tip--simple suggestions of things you can do to improve the health of your community. Interested? Check out our [Tip of the Month webpage](#) and sign up to receive the monthly email.

Have suggestions of where else we should distribute the tips (for instance, your organization's newsletter, local cable stations, or community website)? Please email your region's coalition coordinator: [Emily Wolff](#) in the Casco Bay Region, and [Jo Morrissey](#) for the Portland Coalition.

21 REASONS Underage Drinking Prevention Tip of the Month JANUARY

• Did you know?

MYTH: "Kids are going to drink anyway—it's a rite of passage."

REALITY: Most kids don't drink. In Maine, a 2008 student survey shows that 67% of 10th graders and more than half of 12th graders have **not** consumed alcohol during the past 30 days.

Misperceptions that "everybody's doing it" make young people more likely to drink alcohol. On the other hand, when these misperceptions are corrected, and kids realize that "NOT everybody's doing it," they are less likely to drink.

• Do you have a minute this month? Ask your local stores and restaurants to keep displays of alcohol and alcohol ads above the eye level of younger children.

• Want to learn more? Visit our website at www.21reasons.org



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

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