

# “So, What Can I Do About It?”

You have a powerful role to play in preventing underage drinking. Whether you have one minute or one hour, there are ways you can make a difference.

## If you have 1 minute...

► **SAY THANK YOU.** Encourage those who are already helping to make a difference. Thank parents for hosting alcohol-free parties for teens, business owners for removing alcohol ads that might appeal to kids, and clerks at your local stores when you see them carding somebody.

► **WATCH YOURSELF.** Pay attention to the way you talk about alcohol, or to the way you react to alcohol commercials on television. Sometimes, we send mixed messages without even thinking about it. Being a role model is one of your most important tasks.



## If you have 5 minutes...

► **SPEAK UP.** Give a voice to the silent majority by letting your peers know how you feel. That way we can all support each other—parent to parent, teen to teen, business owner to business owner.

► **SURF THE WEB.** Know the facts! Stay up to date on the latest research and strategies that work:

[www.surgeongeneral.gov/topics/underagedrinking/](http://www.surgeongeneral.gov/topics/underagedrinking/)

US Surgeon General's groundbreaking Call to Action to Prevent Underage Drinking

[www.jointogether.org](http://www.jointogether.org) Lots of research on alcohol & other drug prevention, policy, and treatment

[www.marininstitute.org](http://www.marininstitute.org) An alcohol industry watchdog

[www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov) A portal of Federal resources for information on underage drinking

[www.madd.org](http://www.madd.org) Mothers Against Drunk Driving website with statistics and tips

► **JOIN EMAIL LISTS.** Receive regular updates and stay informed about what's going on. Here are a few suggestions: [Join Together](http://www.jointogether.org) has a great newsletter available at [www.jointogether.org](http://www.jointogether.org). The [Marin Institute](http://www.marininstitute.org) also sends alerts; sign up at [www.marininstitute.org](http://www.marininstitute.org). To join the 21 Reasons e-news list, visit <http://www.21reasons.org/emailing.php>

► **TALK IT UP.** Share what you learn with friends, family, neighbors, and colleagues.

## If you have 30 minutes...



► **BE A WATCH DOG.** Be on the lookout for TV, radio, Internet, and magazine alcohol ads that might target young people. Visit [www.camy.org](http://www.camy.org) for the latest research on alcohol marketing to youth. If the ad is national, let your voice be heard through the Marin Institute's web-based complaint tool: [www.marininstitute.org/talkback](http://www.marininstitute.org/talkback). If the ad is local, speak up by contacting advertisers directly.

► **WRITE IT UP.** Whether it's a letter to the editor of a local newspaper, or an article for newsletters or bulletins, share your concerns and proposed solutions regarding underage drinking.

► **EDUCATE ADULTS.** Increase adult awareness about the harms and penalties associated with furnishing alcohol to minors and provide other adults with tips they can use to prevent underage drinking. Find Out More, Do More at [www.maineparents.net](http://www.maineparents.net)

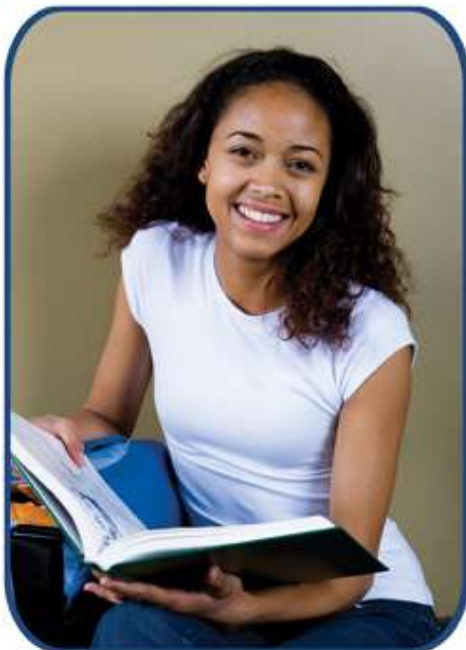
► **BE AN ACTIVIST.** Let decision-makers know how you feel! Check out the latest research-based policy recommendations: [www.cspinet.org/alcohol](http://www.cspinet.org/alcohol), [www.beawarenow.org](http://www.beawarenow.org), or [www.alcoholpolicymd.com](http://www.alcoholpolicymd.com).

**Local:** For resources on local-level policy change, contact MESAP: Maine's Environmental Substance Abuse Prevention Center, at [mesap@mcd.org](mailto:mesap@mcd.org), (207) 773-7737.

**State:** To receive e-mail updates on upcoming state legislation, contact MAPSA, the Maine Alliance to Prevent Substance Abuse, at [mboyd@mapsa.org](mailto:mboyd@mapsa.org).

For a list of Maine legislative contacts, visit: <http://janus.state.me.us/legis/>.

**Federal:** To contact your elected officials: [www.usa.gov/Contact/Elected.shtml](http://www.usa.gov/Contact/Elected.shtml)



## If you want to do even more...

► **JOIN A COALITION!** Even though you can accomplish a lot working on your own, there is strength in numbers. 21 Reasons needs your help.

**Are you part of the Portland community?** Please contact Jo Morrissey: [jmorrissey@mcd.org](mailto:jmorrissey@mcd.org) • (207) 773-7737.

**Are you part of the Casco Bay community?** (Falmouth, Freeport, Cumberland, North Yarmouth, Yarmouth, Gray, New Gloucester, Chebeague) Please contact Emily Wolff: [ewolff@mcd.org](mailto:ewolff@mcd.org) • (207) 773-7737.



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