



A handbook for Operation Snowball chapters for implementation of the ***YOUR ACTIONS MATTER!*** program (formerly Project Sticker Shock)



You can also view this document on the web at:
www.DontBeSorry.org/NewManual.htm

YOUR ACTIONS MATTER! is sponsored by the Illinois Liquor Control Commission

YOUR ACTIONS MATTER!
Preventing underage drinking
is *everyone's* responsibility

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Purpose & History

Surveys continually show that many underage drinkers access alcohol by adults who purchase it legally. Illinois law prohibits both providing alcohol to minors (other than your own child in your home) and allowing minors to consume in a place that is under an adult's control, (i.e. your home or car) even if the adult did not supply the alcohol.

The new “*YOUR ACTIONS MATTER!*” campaign is designed to reach adults who might purchase alcohol legally and provide it to minors. This effort is led by teenagers and adult volunteers who will place educational materials during visits to businesses which sell or serve alcohol.

The goal of this newly developed activity is to change the behavior of adults who think it is “okay” to give alcohol to minors. In a unique twist, teenagers were asked to create the campaign's logo and slogan. That's right, YOUTH will be educating the ADULTS!

The youth-designed campaign materials will replace those created for the “Project Sticker Shock” campaign, a popular spring activity in communities throughout the state over the past four years (see www.DontBeSorry.org/DontStickerShock.htm for more details).

The impact of these materials is increased by media coverage of the event. The project represents a partnership between youth, retailers (and their suppliers), concerned parents, community members, prevention professionals, and law enforcement with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.

Beginning this April, Operation Snowball, Inc. and the Illinois Liquor Control Commission (ILCC) will collaborate with a variety of groups— at both the state and local levels—on this new campaign

As part of *YOUR ACTIONS MATTER!*, bottlenecks (or “neck-tags”) will be placed over the top of bottles. Reusable grocery tote bags, drink coasters, bottoms, window decals, posters, and proof of age signs will also be posted in liquor establishments (NOTE: a limited supply of lifesize cardboard cutout silhouettes are also available by special order, but ONLY after confirming locations and developing a list of appropriate prevention messages to be posted on the cutouts).

This is the fifth annual statewide educational event conducted by the ILCC. During last year's event, thousands of participants – including mayors and police chiefs – fanned out across the state. “We expect participation to be even greater for this year's event,” says ILCC Education Manager Ted Penesis. “This new *social norming* campaign

Taking responsibility...

*The following statewide organizations have signed on to the new “**YOUR ACTIONS MATTER!**” campaign:*

- Operation Snowball (state and local chapters);
- Illinois Alcoholism and Drug Dependence Association (IADDA);
- *Don't Be Sorry* (ILCC public awareness campaign);
- Associated Beer Distributors of Illinois (ABDI);
- Wine & Spirits Distributors of Illinois (WSDI);
- Illinois Retail Merchants Association (IRMA);
- Illinois Restaurant Association (IRA);
- Illinois Petroleum Marketers Association (IPMA);
- Illinois Licensed Beverage Association (ILBA);
- Mothers Against Drunk Driving (MADD);
- Illinois Municipal League;
- Alliance Against Intoxicated Motorists (AAIM);
- Students Against Destructive Decisions (SADD);
- Illinois Drug Education Alliance (IDEA);
- Illinois Association of Convenience Stores (IACS);
- Illinois Association of Chiefs of Police;
- Illinois Sheriffs' Association;
- Illinois Food Retailers Assoc;
- Prevention First, Inc;
- Community Behavioral Health-care Association of IL (CBHA).

is designed to reinforce positive behavior. The vast majority of adults in Illinois do NOT give alcohol to minors nor do the majority of teens drink alcohol. By posting these positive messaging materials in liquor establishments throughout the state, adults will be reminded that giving alcohol to minors – and underage drinking – is NOT the “norm.”

Partners in prevention

Participating in **YOUR ACTIONS MATTER!** will be Operation Snowball chapters, students, their parents, local elected officials, law enforcement personnel, and liquor licensees from throughout the state. Additionally, a wide-ranging partnership of statewide organizations has signed on to this effort (see box on page 3).

"By bringing all stakeholders into the fold, our effectiveness at combating society's underage drinking problem is multiplied," says Penesis. "I strongly believe the impact and success of our message increases exponentially when we work together as a team."

"Hopefully, through this effort, all parties will realize we are fighting a common cause, which can ultimately lead to a better understanding of how to solve this issue."

Why do **YOUR ACTIONS MATTER?**

Studies show that the majority of alcohol consumed by underage drinkers is purchased by those over the legal drinking age—oftentimes by parents, other family members, and friends. **YOUR ACTIONS MATTER!** is designed to raise awareness about this issue as well as remind minors that it is illegal to use a fake ID.

YOUR ACTIONS MATTER! materials were created through the ILCC's public education arm—the *Don't Be Sorry* campaign—whose mission is to reduce youth access to alcohol by educating all members of the community.

And the **YOUR ACTIONS MATTER! campaign is no different!**

Guidelines for Implementation of the **YOUR ACTIONS MATTER!** campaign

Groups implementing this campaign should follow these guidelines:

- Place necktags (or “bottleneckers”) only where directed by liquor establishment owner or representative.
- Necktags should be placed on bottles only.
- Place either a Spanish or English necktag over the bottle opening—NOT BOTH.
- Youth **MUST** be supervised by adults (chaperones and store staff) at all times in the store.
- Ask the store staff if they have any specific requests, expectations, or restrictions about where materials will be placed.
- If packages must be moved to post materials, only adults over age 21 and/or store employees should handle the alcohol.
- Place DECALS on inside of door entry and each glass refrigerator door containing alcohol. If merchant allows, place both Spanish and English decals on each door.
- POSTERS and PROOF OF AGE signs can be placed at the discretion of the liquor establishment. At least one “proof of age” sign should be placed near the point of sale.
- All participants should wear **BUTTONS** while conducting their rounds. You can suggest to participating stores that they wear these buttons as well.
- If visiting restaurants, you should provide the representative with **DRINK COASTERS** (and not the neck-tags).
- Reusable **GROCERY TOTE BAGS** should be distributed first to grocery stores that sell alcohol. If you not visiting any grocery stores, you may distribute to convenience stores if you so desire.
- For youth groups implementing **YOUR ACTIONS MATTER!**, adult coordinators/teachers should ensure that youth under 18 have parental permission to participate in the project (see page 9 for waiver form).

Other suggestions:

1. **Encourage local law enforcement to partner in your effort.** This is especially true at any media events where youth will be handling alcohol. Not only is this good policy, it will demonstrate the value of youth and law enforcement working together. The local sheriff, police chief, and/or mayor can assist in getting approval from liquor stores owners. Additionally, media personnel will be more likely to attend your event when local leaders are in attendance.
2. **Please be fair to ALL alcohol retailers by offering them equal opportunity to participate.** If you live in a large town, it may be difficult to visit all retailers personally to invite their participation. In that case, send a letter to all alcohol retailers inviting their participation (see sample letter on page 12). Then, follow-up with a personal visit (youth are most effective in this role!) to those whose participation is most important to you.
3. **Media coverage and posting of the other **YOUR ACTIONS MATTER!** materials (ie, “proof of age” signs, posters, and decals) will have more impact than the actual placing of necktags on the liquor bottles.** Once the alcohol is all sold, the necktags will be gone, but the other materials will remain. Further, the real impact of the **YOUR ACTIONS MATTER!** campaign is not in the materials themselves, but in raising awareness of the furnishing laws on a larger scale, particularly through media coverage of your activities. So plan how to maximize these impacts.

Suggestions for Successful Implementation

Ideas to ensure a successful event:

1. **Youth should take lead roles whenever possible.** The message of the **YOUR ACTIONS MATTER!** Campaign is most effective when it is delivered by youth.
2. **Don't be afraid to ask stores to participate.** Most retailers want to sell alcohol responsibly and be upstanding members of the community, and most will want to participate. Assume the best and be confident that you are offering them an opportunity to partner with you to meet a mutual goal. Most of them will be happy to participate.
3. **Keep a camera handy and take lots of pictures.** Take a picture of youth putting stickers on in every store that participates. Invest in some disposable cameras if you have multiple teams so that each team can take pictures. Create a brag book to be able to show others the work your team did and the partnerships you developed.
4. **Figure out a way to get participating retail partners some positive recognition, as well as other partners, such as your local law enforcement.** Possible ideas include:
 - Take out an ad in your local paper, naming them and thanking them for their participation.
 - Create a thank you certificate for them to hang up.
 - Send them a personalized thank you letter signed by your whole group.
5. **The adults involved should also plan to celebrate and recognize the work of the youth who guide and carry out this initiative.** Get pizza after the stickering is completed, encourage recognition for their efforts from the school board, etc.
6. **Have fun and be proud of yourself for doing something good.** Through this effort, you may save lives and make your community a healthier, happier, and safer place to live! Know that your hard work is appreciated!

YOUR ACTIONS MATTER! Action Plan: Step-by-Step

STEP 1: Meet as a group and develop a local implementation plan

- Identify the alcohol retailers in your community.
- Visit the retailers personally and invite them to participate. If not possible to visit all the stores, send them an invitation letter (see sample letter on page 12) with your contact info.
- Distribute permission slips to each participating youth and adult volunteer (necessary for all, because it can serve as the media release form as well).
- Assign responsibilities and deadlines (you may want to use the Action Plan Form on page 10).
- Establish future meeting dates/times.

STEP 2: Contact alcohol retailers and line up participating stores

- Send letters/make visits to each store to invite them to participate. Decide how you will follow up if they can't give you an immediate answer.
- Develop a schedule for visiting each store. Please try to avoid busier times of the day; specifically, after work hours of 5:00-7:00pm. If your school will allow it, before school or during your lunch hour is a good time to visit the stores, especially for the media and your law enforcement partners.
- Make sure each store is aware of when you will be visiting. If you are visiting many stores and you have many teen and adult volunteers, set up several teams and divide up the stores.
- Find out how many pieces of each material you will need for each store (see Store Information Form on page 11). For example, will the store allow you to post neck-tags on bottles? If so, 500 neck-tags are more than sufficient to cover virtually any size liquor section or store. Other questions to ask: How many glass refrigerator doors are stocked with alcohol? How many posters and "proof of age" signs would each store wish to receive?

STEP 3: Develop a media plan

- Hosting a media event at one of the stores is a great way to publicize your efforts. On page 14, a sample agenda is included to help you think about special guests to invite, talking points, etc. Send out a media advisory to all local newspapers and television stations a week or two in advance inviting them to the media event; follow-up with phone calls if possible. Send out a detailed press release the morning of (or before) the media event.
- A big media event is not the only option. You might choose to call one reporter who has written a story on your activities in the past and invite them to accompany your group on your rounds (be sure to tell them it will be a great photo op!) and write a story about the campaign. If you know a reporter is joining you, be sure to have a local law enforcement representative along, and think about whether it might be advantageous to invite other officials, such as the mayor and city trustees (who grant liquor licenses), and your local legislative representatives.
- Other options include sending an Op-Ed piece to your local paper, and/or having different people write Letters to the Editor to encourage adults to think twice before providing alcohol to youth, encourage parents not to allow youth to drink at graduation parties, recognize the youth for taking action on this issue, praise the retailers for participating, etc.
- Once you have identified the pieces of your media plan, assign responsibilities and deadlines.

STEP 4: Do It!

- Be sure all youth and adults involved have turned in a permission slip/media release (see page 9).
- If useful to your group, fill out the tracking form listing each retailer so you can track your progress.
- Have fun and take pictures!
- Avoid liability issues – youth should not be in the coolers, back rooms, or storage areas of the establishments. Plan to place neck-tags (or “bottleneckers”) on alcohol **only if allowed by the store owner** and only if the alcohol is easily accessible.
- Offer to leave any leftover materials with the store manager if they wish to place more educational materials on their own. Also, don’t forget to provide one or more signs and posters to display.
- All materials should be placed in a way that **does not** cover any text or graphic items listed on alcohol containers or advertising.
- Videotape the news coverage and clip newspaper articles.

STEP 5: Celebrate and recognize participants / evaluate your efforts

- Recognize all participants and find a way to publicly thank them: youth, adult volunteers, law enforcement, retailers, etc.
- Have a post-campaign debriefing to talk about what you accomplished and identify anything that could be improved next time.

***YOUR ACTIONS MATTER!* Permission Slip / Media Release Form**

Adult participants should sign this form as well, to serve as a media release.

Name: _____ Age (if under 21): _____

Address: _____

Phone: _____

Group Name: _____ Contact person: _____

Dear parent/guardian/participant:

YOUR ACTIONS MATTER! is a statewide campaign that our group, _____, is participating in. This activity aims to reduce underage drinking by limiting youth access to alcohol. The goal is to educate adults who might provide alcohol to youth about the law that prohibits furnishing alcohol to minors. Youth will post educational materials at participating local stores. These materials included neck-tags (or “bottleneckers”), decals, signs, and posters with the message that it is “*everyone’s* responsibility to prevent underage drinking.” It is important that your child has your permission to participate in this activity because it entails visiting the liquor section in each store. An adult chaperone will be present at all times. If you have any questions, please feel free to call the contact person listed above at the following phone #: _____ .

Terms:

1. I give permission for my child to participate in the ***YOUR ACTIONS MATTER!*** Campaign.
2. I understand that the activity involves participants placing educational materials at local retail liquor stores.
3. I understand that there will be adult supervision at the site to assure that reasonable and foreseeable safety precautions are taken.
4. This event may involve local and statewide media. I give my permission and release for my/my child’s (if under 21) photograph or electronic image to be captured and associated with the ***YOUR ACTIONS MATTER!*** Campaign.
5. I have read and understand this authorization consent form and agree to all terms outlined here.

_____ Date: _____

Signature of parent or legal guardian (or self if participant is 21+ years of age)

***YOUR ACTIONS MATTER!* Store Information Form**

Date of campaign: _____ Youth/Community Group: _____

Return this form to: _____ By date: _____

Contact: _____

<p>_____ Name of store</p> <p>_____ Contact person</p> <p>_____ Mailing address</p> <p>_____ Street address (if different)</p> <p>_____ City, state & zip code</p> <p>_____ Phone</p> <p>_____ Email</p> <p>_____ Fax</p>	<p>Participating store information:</p> <ol style="list-style-type: none">1. Can 5x5 decals be posted on your glass refrigerator/exit doors? Yes ___ No ___ <i>If yes, how many glass doors/windows?</i> _____2. How many 8x11 "proof of age" signs do you wish to display in your store? _____3. How many 8x17 posters do you wish to display in your store? _____4. Is your store frequented by Spanish-speaking customers? Yes ___ No ___5. Can neck-tags be placed on bottles? Yes ___ No ___ <i>If yes, approx. how many alcohol bottles are displayed in your store?</i> _____6. Are you willing to post additional materials yourself? Yes ___ No ___7. How many coasters (restaurants) or tote bags? _____
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For group use:

Person(s) who requested store's commitment to participate: _____

Date/time planned for store visit: _____ Visit completed: _____

Thank you sent/delivered (after campaign): _____ Additional Comments: _____

SAMPLE LETTER WITH GROUP/CHAPTER LETTERHEAD

It is preferred that you pay a personal visit to retailer along with this letter.

LIST OF POTENTIAL PARTNERS LISTED IN HIGHLIGHTED TEXT

Dear Licensee:

On < **ENTER DATE OF YOUR EVENT HERE** >, the Illinois Liquor Control Commission, **AREA CHAPTER OF** Operation Snowball, **AREA SUBSTANCE ABUSE** Coalition, **COUNTY** Sheriff Department, **COLLEGE/UNIVERSITY**, Village/City of **ANYTOWN**, and **ANYTOWN** Police Department will collaborate on a new effort called **“YOUR ACTIONS MATTER!”** to remind your patrons not to give alcohol to minors.

This local effort is just one of many being held throughout Illinois thanks to a wide-ranging partnership of statewide industry and prevention groups, including the state chapter of Operation Snowball, Associated Beer Distributors of Illinois (ABDI), Wine & Spirits Distributors of Illinois (WSDI), Illinois Municipal League, Illinois Association of Police Chiefs, Illinois Sheriffs’ Association, Illinois Drug Education Alliance (IDEA), Illinois Retail Merchants Association (IRMA), Illinois Restaurant Association (IRA), Illinois Petroleum Marketers Association (IPMA), Illinois Municipal League, Illinois Licensed Beverage Association (ILBA), Illinois Traffic Safety Leaders, Illinois Association of Convenience Stores (IACS), Mothers Against Drunk Driving (MADD), Alliance Against Intoxicated Motorists (AAIM), Students Against Destructive Decisions (SADD), Illinois Alcoholism and Drug Dependence Association (IADDA), Community Behavioral Healthcare Association of Illinois (CBHA), and Prevention First Inc.

As a liquor licensee, you know that it is illegal for those under 21 to purchase or consume alcohol. You also know it is illegal for those *over 21* to buy or provide alcohol to anyone under 21. We realize the vast majority of liquor establishments are selling and serving responsibly. We are also aware that family and friends are the primary source of alcohol for minor drinking.

With this in mind, we are asking you to join our community partnership and help reduce youth access to alcohol by allowing our community volunteers—and, possibly, you and/or your staff—to place neck-tags (or “bottlenecks”), window decals, posters, and signs within your establishment. **YOUR ACTIONS MATTER!** materials will carry the following logo:



Sample Retailer Letter (Cont'd from previous page)...

Our volunteers will be out in force on **< ENTER DATE OF YOUR EVENT HERE >** armed with neck-tags (or “bottleneckers”), posters, and decals! Please know that all youth participants will be chaperoned by adults. If you prefer to have your employees place the neck-tags, adhere the decals and/or hang the posters/signs on your own during this date, we will be happy to simply deliver the appropriate number to you. With your assistance **YOUR ACTIONS MATTER!** will be a huge success in your community and throughout the state!

If you have any questions about **YOUR ACTIONS MATTER!** or do not wish to participate, please contact Ted Penesis (phone 312-814-4802; e-mail: Ted.Penesis@illinois.gov) or **LOCAL REP. NAME** (phone 555-555-5555; e-mail: name@localgroup.com).

By working together, we can truly create safer and healthier communities for our youth!

Sincerely,

Jane Doe
College President

Sheriff John Doe
County

Chief Jane Doe
Anytown Police Department

Chairman John Doe
Local Prevention Coalition

Sample Media Event Agenda

“YOUR ACTIONS MATTER!”

Hosted by: _____ (group name)
Date Location

Welcome/Opening Remarks:	Name & Title of person Affiliation/group represented
Supportive Remarks from Youth Speakers:	Name & affiliation of each speaker (i.e. school, community, group, or age)
Other guest speakers: for example:	Owner/manager of store if event held in store Police Chief or other law enforcement rep. Parent &/or school board member Mayor, Legislative representative(s), etc.

Recognition of other special guests optional – only necessary if there are any additional guests who you would like to publicly recognize but who aren't speaking.

Kickoff the program by holding up some of the educational materials that will be distributed in stores.

Notes:

- Media events should last no longer than 15 minutes. Each speaker should only speak for a minute or two.
- Schedule your event no later than mid-day if you hope to make that evening's news &/or the next day's paper.
- Provide good photo opportunities.
- Hang your group's banner if you have one to get additional publicity from any pictures that are taken.
- Send out a media advisory about a week before the event to all local newspapers and television stations. If you aren't sure how to get it to the right person, look up the general number for the paper or station in the phone book, then call and ask which reporter might be most interested in a story about youth taking action to reduce underage drinking and where to fax the information.
- Fax out a press release to all your contacts again immediately following your media event. The press release should have more detail, including quotes – if you do a good job, some papers will run a story that is basically a reprint of your press release.
- Have certain people, including several youth, who are prepared to be interviewed by reporters, and have 3 major points that everybody involved is prepared to make in case they are interviewed. Don't wait for the reporter to ask the right question – make your prepared points fit whatever question they ask.
- Have media kits available that include: your press release; list of speakers; list of participating stores; information about your group; fact sheets; a sample sticker; and other relevant materials (NOTE: You can order various liquor law materials while ordering your **YOUR ACTIONS MATTER!** materials by visiting the www.DontBeSorry.org website).
- Don't expect too much. Most press conferences aren't the way they look on TV. You may only get one or two reporters and photographers. If another big story breaks the day of your event, you may get no media representatives. Be prepared to follow up with your press contacts and reschedule the photo op if they are still interested in the story before the campaign ends.

Sample Media Advisory

(send/fax to all local media outlets at least one week before the media event)

SAMPLE GROUP/CHAPTER LETTERHEAD

Date:

To: Name of Media Editor/News Director/Reporter Name of the media outlet
(newspaper, TV station, etc)

From: Contact Person's name, Name of group. Address of group, Contact
Person's phone #

Event: **Local Kickoff: Statewide *YOUR ACTIONS MATTER!* prevention effort**

Event Date: Date of your event

Event Time: Give exact time

Event

Location: Give name and address of the event location

At this event, youth from (name of group) will join (names of other special guests) to kickoff this youth-led alcohol prevention activity. I ask that you send a representative to cover this activity.

Thank you for your attention regarding this matter.

Press Release Sample for Event

Date

(If you are sending the press release before your event, write "EMBARGOED UNTIL (date/time of the event)". If sending the day of the event, write "FOR IMMEDIATE RELEASE")

Contact: Name(s) Phone number(s)



Local Youth Kick Off Public Awareness Campaign

Statewide effort sends message that underage drinking prevention is *everyone's* responsibility

(community) – (group name) members kicked off "**YOUR ACTIONS MATTER!**" a youth-led initiative to change adult attitudes about giving alcohol to minors at (location) on (date). This public awareness campaign will be taking place in stores statewide this spring. "**YOUR ACTIONS MATTER!**" materials were created by the Illinois Liquor Control Commission's *Don't Be Sorry* campaign to remind the general public that preventing underage drinking is *everyone's* responsibility.

Local youth from (group name) are part of a movement of youth statewide working with participating stores to spread the word across Illinois that "**YOUR ACTIONS MATTER!**" should you be tempted to buy alcohol for youth under 21 who can't buy it legally themselves. The youth-designed campaign materials carry a positive message, and serve as a reminder that the vast majority of adults in Illinois do NOT give alcohol to minors nor do the majority of teens drink alcohol.

"Adults need to set a better example for kids," said _____, youth member. "By posting these positive messaging materials in liquor establishments throughout the state, adults will be reminded that giving alcohol to minors – and underage drinking – is NOT the *norm*. Underage drinking prevention is *everyone's* responsibility. Adults, youth, law enforcement, and retail stores all need to be part of the solution."

(Group name) recognized (Store hosting media event) for its desire to manage the sale of alcohol responsibly and wanted to showcase the business as a partner in this effort. Representatives from the media, law enforcement, state and local officials (name special guest speakers if relevant), and employees from (Store name) participated in the kickoff event.

"A strong community message is sent when a business like (Store name) takes responsibility for speaking out against underage drinking," said (Group name) coordinator (coordinator's name). Local police chief, (Name), offered a particularly timely message. "Allowing minors to consume alcohol in your home, or any place under your control, carries the same penalties under the law as furnishing, even if you don't supply the alcohol" he reminded parents. "The holiday season is a particularly high-risk time of year, but we don't want people to forget that providing alcohol to minors, or allowing them to drink in a place under your control, is against the law all year round."

Youth leaders from (group name) and other local participating retail stores - (list stores here or "see attached list") - are working together to create a safer, healthier lifestyle by combating the problem of underage drinking. Alcohol has been identified as the number one drug of choice among Illinois youth, and according to local youth, one of the easiest substances to obtain. The **YOUR ACTIONS MATTER!** campaign hopes to cause adults to think twice before making it any easier for youth to access alcohol.

Sample Talking Points/ Fact Sheet for Preparation for Media Interviews

Points you might want to make:

- Alcohol is extremely easy for youth to get. Adults are supposed to be the responsible ones, but one of the most common ways youth get alcohol is to get someone over 21 to buy it for them.
- Adults send very mixed messages about the acceptability of alcohol use and underage drinking.
- Young people who drink should be held responsible for that decision. But it is adults who produce, advertise, promote, and model alcohol use. And it is adults who buy the overwhelming majority of all alcohol and who profit from the sale of alcohol. Holding young people solely responsible is not fair.
- Alcohol Awareness Month is a good time of year to heighten awareness of these problems, but the law is there all year round, and adults are supplying minors with alcohol all year round.
- As a parent, I don't want my son or daughter drinking, and I certainly don't want other parents providing alcohol to my son/daughter or allowing my son/daughter to drink in their house.
- Retail stores make a profit from selling alcohol. This project allows them to help prevent problems by trying to reach those adults who buy alcohol legally and give it to kids.
- The drinking age is 21 for a reason – alcohol is a factor in many preventable teen deaths and injuries, in the majority of sexual assaults, unplanned sexual activity, and sexually transmitted diseases among youth. New research is also demonstrating the damage that alcohol does to the brains and bodies of young people that are still developing. Young people who begin drinking at age 21 or older are 4 times less likely to become alcohol dependent later in life than those who begin drinking at age 15 (for youth who begin drinking at age 15, more than 1 in 3 will become alcoholics at some point in their lives; for those who wait until age 17, the rate is 1 in 4, at age 19, the rate is almost 1 in 5, and for those who wait until age 21, the rate is 1 in 10). It's worth the wait.
- In Illinois, the medical costs alone that result from alcohol-related injuries/deaths caused by underage drinking total more than \$260 million a year (study by the Pacific Institute for Research and Evaluation).

YOUR ACTIONS MATTER! Team Evaluation Form

1. How many retail stores participated in your group's **YOUR ACTIONS MATTER!** project? _____
2. How many necktags and posters did you distribute (approximately)? _____ necktags _____ posters
3. Did any stores refuse to participate? _____ If so, how many? _____
4. What reasons did they give for not participating? _____
5. What media activities did you build into your plan? _____
6. Did any media coverage result? _____ If so, please describe (attach examples if possible):
7. How would you rate the overall success of your group's **YOUR ACTIONS MATTER!** project?

1 2 3 4 5 6
terrible – wouldn't *okay – would do it again,* *Great! Can't wait to*
do it again *but would make substantial changes* *do it again!*

8. What were some of the positive outcomes/results from your group's **YOUR ACTIONS MATTER!** project?

9. What would you suggest doing differently next time?

Please return this form to:
Mary Jo Davies
Operation Snowball, Inc.
937 South Second Street
Springfield, IL 62704
Phone: 217.528.7335 x. 18
Email: mdavies@iadda.org
Fax: 217.528.7340

Please return along with your store info forms
and copies of any newspaper articles
about your **YOUR ACTIONS MATTER! efforts.**
Thanks!

Group Name: _____

Contact Person: _____

Phone : _____

YOUR ACTIONS MATTER!: Merchant Evaluation Form

To Participating Merchants: Please fill this form out 1-2 weeks after your participation in the **YOUR ACTIONS MATTER!** Campaign. This will help us greatly in our evaluation of the **YOUR ACTIONS MATTER!** Campaign and our planning efforts for the next time. Thank you for your help!

How would you rate the overall success of the YOUR ACTIONS MATTER! Campaign from your point of view?

1. Why did you choose to participate in the YOUR ACTIONS MATTER! Campaign?

1 2 3 4 5 6
terrible – wouldn't do it again *okay – would do it again, but would make substantial changes* *Great! Can't wait to do it again!*

2. Did you receive any customer comments about any of the educational materials? What feedback did you receive?

3. What are some positive outcomes/results you have seen as a result of the **YOUR ACTIONS MATTER!** project?

4. What would you suggest doing differently next time?

5. Any other comments/feedback?

Please return this form to:

Mary Jo Davies
Operation Snowball, Inc.
937 South Second Street
Springfield, IL 62704
Phone: 217.528.7335 x. 18
Email: mdavies@iadda.org
Fax: 217.528.7340

Store: _____

Address: _____

City, State, Zip: _____

Contact Person: _____

Phone: _____

***YOUR ACTIONS MATTER!* Activity & Discussion Guide**

This guide was created to complement ***YOUR ACTIONS MATTER!*** planning and implementation by youth groups, classrooms, and organizations in Illinois. It is meant to serve as a starting point for adult facilitators (and peer discussion leaders, if applicable) to adapt to the needs of your group. Please feel free to change, add, or subtract discussion questions according to what works for you. The goal is to add a reflection piece to the ***YOUR ACTIONS MATTER!*** experience, so that it can become a more meaningful and integrated part of your work.

1. ICE-BREAKER – “WHO HERE...”

This game can be done by raising hands, going to different sides of the room, switching seats around the table... Ask, “Who here...”

- ...Saw at least one beer commercial on TV last night?
- ...Can think of at least four beer brands off the top of your head?
- ...Has ever watched a beer ad that was so funny you laughed out loud?
- ...Can recite the lines, or sing the song, from at least one beer commercial that you’ve seen recently?
- ...Believes that alcohol is NOT being marketed to kids your age?

2. ALCOHOL: WHAT’S THE BIG DEAL?

Overview of statistics from group facilitator. This can be done as a Q & A guessing game:

What kills more American teens – alcohol or other illegal drugs?

- Alcohol is the drug of choice among adolescents: Three-fourths of 12th graders, more than two-thirds of 10th graders, and about two in five 8th graders have consumed alcohol (more than a few sips) in their lifetime. Forty-five percent of 12th graders; 34 percent of 10th graders; and 17 percent of 8th graders reported using alcohol in the past month – more than cigarettes and marijuana combined. (Johnston, L. D., O’Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2006). Monitoring the Future national survey results on drug use, 1975–2005: Volume I, Secondary school students (NIH Publication No. 06-5883). Bethesda, MD: National Institute on Drug Abuse.)

True or False: Alcohol has the same impact on someone who is 17 as on someone who is 21.

- FALSE. Young people who begin drinking before age 17 are more than twice as likely to develop alcohol dependence than those who begin drinking at age 21. Young people who begin drinking before age 15 are four times more likely to develop dependence. (1992 National Longitudinal Alcohol Epidemiological Survey. National Institute on Alcohol Abuse and Alcoholism.)

What percentage of sexual assaults and date rapes of teens and college students are connected to alcohol?

- Alcohol is linked to as many as two-thirds (66%) of sexual assaults and date rapes of teens and college students. (Youth and Alcohol: Dangerous and Deadly Consequences, Office of Inspector General, U.S. Department of Health and Human Services, 1992.)

True or False: If we changed the minimum drinking age back to 18 instead of 21, it would reduce problems with underage drinking.

- FALSE. Since the minimum drinking age was changed to 21 in 1984, deaths from drinking and driving accidents have decreased by thousands, saving an estimated 20,000 lives in the past 20 years. (www.madd.org)

Visit www.DontBeSorry.org/DontHealth.htm for a list of alcohol’s health and social consequences on teens.

3. BRAINSTORM: CONFLICTING MESSAGES

The brainstorm can be conducted in large group and recorded on large newsprint, OR you can divide into smaller groups, with facilitator & recorder assigned to each. Before beginning, review ground rules. These will depend on your individual program, but might include: 1) respect different opinions; 2) focus on the issue; and 3) no names! (For example, say “I know a teacher who...” or “This woman I know...” rather than gossip or point fingers at specific people)

What messages about alcohol are you getting...

- From advertising?
- From TV shows (have group list a few of their top shows and primary alcohol messages they send – e.g. Real World, OC...)?
- From other entertainment media – movies, music, magazines, etc?
- From kids at school?
- From older friends and siblings?
- From parents?
- From law enforcement?
- From teachers and administration at school? From coaches?
- From adults in your neighborhood?

(Alternative question: First ask the group to list all their different sources of messages about alcohol, and then describe the messages they get from each.)

If you were to choose the top 3, which of these sources of information would you say are the strongest, i.e. the ones that people your age are most likely to believe?

What about people over 21 that buy alcohol for minors?

- What messages are adults getting about what's normal and acceptable regarding youth and alcohol?
- From where are they getting those messages?

4. DISCUSSION: SHAPING THE MESSAGE

If you divided into small groups, bring everyone back together. Review and summarize notes from the brainstorming session. Then discuss the following concepts:

What is a norm? What is a community norm?

Discuss the concept of “community norms,” i.e. what is generally considered to be normal, acceptable, or appropriate.

Discuss the concept as it relates to alcohol. ...Who decides what is normal? ...How do people know what the “norm” really is?

(Note: many students, esp. middle school age, need lots of concrete examples before the concept of “norms” makes sense. You might want to start with a discussion of something concrete like clothing styles, and difference in cultural or social expectations of clothing for teenagers vs. adults, for boys vs. girls, for work vs. the weekend. Who decides what people are supposed to wear? Who decides what is in style, and what is out of style? If students say they aren't affected by it, do a survey around the room of how many are wearing jeans, or how many are wearing sneakers. ...The clothing style analogy can also help to show that norms CAN be changed, that something that is considered cool today CAN become out of fashion tomorrow).

What's the difference between a true norm and a perceived norm?

Discuss the way in which true norms (what is actually going on) are sometimes different from the perceived norms (what people believe is going on). Discuss the way in which people might sometimes decide how to act based more on what they think is normal, rather than what the norm truly is.

What role does the media & advertising play in shaping community norms?

What other kinds of things could cause people to perceive the norms to be more extreme than they really are? (i.e. why might kids think that more people drink more frequently and more heavily than they really do?)

What role can we play in shaping community norms regarding underage drinking? How can we decrease messages that promote underage drinking, and increase messages that discourage it? List ideas.

5. YOUR ACTIONS MATTER! A MESSAGE TO ADULTS

YOUR ACTIONS MATTER! is a campaign to remind adults about the penalties associated with furnishing alcohol to minors. When youth are involved in implementing **YOUR ACTIONS MATTER!**, it sends an additional message: that youth don't want adults to buy them alcohol. Please pay attention to the guidelines outlined in this manual to ensure your event goes smoothly and is conducted legally. Below are a few questions to get you started:

WHO: What stores will you work with? What youth will participate in the stickering? What adults will participate? (Recommended ratio: 1 adult to every 2 youth. Because youth can't legally handle the alcohol, adults are necessary partners). ...If there are other groups in your community implementing **YOUR ACTIONS MATTER!**, how will you coordinate your efforts?

WHEN: Arrange a time that works both for youth, adult volunteers, and the store manager/staff, and that allows you enough time to arrange for permission forms and transportation.

Getting the word out: How will you let everyone know about the important work that you're doing? You can:

- Invite the local media to cover your event by sending out a media advisory.
- Take lots of pictures at the event! Send the pictures to the local press along with a press release describing your event. Put pictures up on your classroom's bulletin board or bulletin boards in the Town Hall, local library, or other local organizations that might like to promote the good work of your group.
- Write articles or letters to the editor for your school newspaper, your local neighborhood paper, or your organization's newsletter.

Thank you's and celebration: What will you do to thank the stores for participating? What will you do to thank volunteers who helped you implement the project? Sending a thank you letter signed by everyone in your group is a simple way to show thanks. Also, be sure to celebrate your own accomplishments! (pizza party, anyone?)

Planning for next time: What went well? What could be improved for next time? If you wish, you can send your suggestions to Operation Snowball, Inc. at mdavies@iadda.org or call 800.252.6301 extension 18.

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