

# **PROJECT STICKER SHOCK**

## **LEADERSHIP ACTION GUIDE**

Parents and Community  
Working Together to Create  
a Safe, Healthy, Alcohol-Free  
Environment for All Youth

**PENNSYLVANIA LIQUOR CONTROL BOARD  
BUREAU OF ALCOHOL EDUCATION &  
PREVENTION SERVICES**

## **About this Guide**

Underage drinkers can obtain alcohol in many different ways-they can steal it or get from friends or their parents. Illegal sales to minors can be prevented. Attitudes and behavior can change.

National youth surveys consistently show that alcohol is the drug of choice among young people. Alcohol is responsible for many drug-related hospital stays among 10-to19-year-olds. Alcohol, also, contributes to a sizeable portion of motor vehicle crashes that kill and injure more young people than any other cause.

People who care about young people are aware of the serious problems caused by underage drinking. They should also be aware that there are many effective strategies for reducing underage drinking and every community should be using these strategies.

This guide has been prepared to assist you and provide guidance on the best practices for an effective and successful Sticker Shock Project in your community by:

- providing you a step-by-step "how-to" process to organize and mobilize the project in your community.
- supplying you with usable record-keeping charts, sample letters to beer distributors, parental permission and release forms, and invitations to community leaders.
- supplying you with sample materials for a successful media campaign: a media advisory notice, media release, letter to the editor of newspaper, and opinion editorial.
- identifying pitfalls to avoid and possible problem situations that may arise.
- answering frequently asked questions.

## Overview

State laws and local ordinances form the framework of any effort to reduce underage drinking. The **Pennsylvania Crimes Code**, Title 18, Section 6310.1, states that "a person commits a misdemeanor of the third degree if he intentionally and knowingly sells or intentionally and knowingly furnishes, or purchases with the intent to sell or furnish, any liquor or malt or brewed beverages to a person who is less than 21 years of age." An adult who supplies minors with alcohol will receive a mandatory fine of \$1,000 and up to \$2,500 for each subsequent offense.

Appropriate laws and regulations will minimize the opportunities for young people to use alcohol, but community and citizen activism is central to the consistent enforcement of those laws and regulations. From a public health perspective, the purpose of sanctions is to reduce or deter future violations, thereby improving the community's health and safety.

The **Sticker Shock Project** is designed to capitalize on community activism, cooperative efforts, and collective responsibilities to combat underage drinking and its related problems, including adults providing alcohol to minors. The project not only educates citizens, businesses, educational institutions, health organizations, law enforcement agencies, and governmental authorities on the problems of underage drinking, but also ensures that everyone receives a consistent message about the law and will increase their efforts to bring about change.

During the week of August 21-26, 2000, in more than 25 communities throughout Pennsylvania, local youth visited participating beer distributorships and applied eye-catching stickers on beer cases. The stickers contain a warning:

**"It is illegal to buy or provide alcohol for anyone under 21."**

The Pennsylvania Liquor Control Board, in partnership with these communities, youth, and local beer distributors, has underwritten the cost of the stickers, provided information and technical assistance, and coordinated the statewide effort to cut the access of alcohol to minors.

If you participate in this project, youth from your community will become powerful stakeholders in the effort to combat underage drinking and to consistently enforce the underage drinking laws.

## **Introduction**

Underage drinkers obtain alcohol in many different ways. They can steal it, attempt to buy it with false identification, or get it from their friends, parents, or other adults over the age of 21. Frequently, minors are very creative in their schemes to get alcohol.

However, illegal sales to minors can be prevented. A variety of strategies have been shown to be effective, but most communities need awareness and valid information in order to make the best use of these strategies and to monitor their impact and changes in the environment.

The fact is that students do receive "educational" messages from a number of sources. Often these messages are mixed and abundant in the community due to:

- liquor stores and beer distributors that fail to check for proof-of-age identification;
- local bars that offer "happy hours" and other low-price promotion or that serve intoxicated persons;
- advertisements for beer or other alcoholic beverages in the media and on billboards throughout the community;
- an absence of alcohol-free social and recreational options; lax enforcement of underage drinking laws; and
- parents and other adults who make minimal demands on youth and take little interest in their well-being by purchasing or providing alcohol to anyone under 21.

It is paramount that we change peoples' perceptions and assumptions concerning underage use of alcohol. Implementing the environmental management approach has been proven to reduce underage drinking will not be reduced. The way to utilize the environmental management approach to alcohol is for citizens to work in a coordinated effort with their local community leaders, youth, law enforcement, and governmental agencies to change the environment that contributes to the problem. People's behavior is shaped by their environment, so if we are to change behavior, we need to change the environment.

One of the first steps to changing the environment is to change public attitudes. The public must be educated in the factors that exist that have contributed to the underage-drinking problem. In this case, the education and awareness campaign will focus on the adults who buy or provide alcohol for anyone under 21. This project is one way your community can send a clear, persuasive and public-concerted message that it will not tolerate the citizens of the community who turn a blind-eye or a sympathetic ear to adults or others who act as agents to buy or provide alcohol to minors.

In 1995, KIDco/TADco (now "e-TEAM Prevention"), an Erie-based "nationally known" nonprofit youth-lead group devoted to the prevention of underage drinking, designed, developed, and implemented a successful sticker shock program in participating beer distributorships in Millcreek Township, Wattsburg, and Erie. This project was in cooperation with the state coalition, Pennsylvanians Against Underage Drinking (PAUD) and was underwritten by the Pennsylvania Liquor Control Board (PLCB). Also, KIDco/TADco youth developed and wrote the first "how-to" guidelines on the project in Pennsylvania, and much of the information in this guide has been adapted from their initial effort.

In the summer of 1996 the North Central Highway Safety Network, Inc., funded by the Pennsylvania Department of Transportation to provide education, enforcement, and training in Pennsylvania counties to reduce the number of vehicle-related crashes, injuries and deaths, teamed with the City of Pottsville. The Network focused on youth alcohol issues including consumption, possession, distribution, and underage impaired driving. As part of their strategic action plan to raise awareness of underage drinking in the community, the Network along with students from Pottsville Area High School developed and implemented a successful sticker program in the city's five beer distributorships. The stickers, which were applied to cases of beer, warned that "it will cost "Big Bucks" if you buy or provide alcohol to anyone under the age of 21". In conjunction with emphasizing state laws, the sticker, also, provided a "hotline" telephone number for citizens to report underage drinking to city police. Over the next two years, this sticker shock program was expanded to an eight county area in north central Pennsylvania.

In June 1999, youth from Mercer, Crawford, Venango, and Jefferson Counties, attended the National Youth Advocacy Assembly held at Fort Indiantown Gap. This leadership camp on media advocacy for teens, motivated the youth to design a sticker that could be used statewide. With the assistance of the Northwest Region of PAUD, the newly designed sticker was submitted to the PLCB. In October 1999, underwritten by the PLCB and coordinated by the Bureau of Alcohol Education and the

Mercer County Behavioral Health Commission, Inc., these youth successfully kicked-off the pilot program of Statewide Sticker Shock in participating beer distributorships in Sharon, Mercer, Grove City, Hermitage, and Greenville.

With monies from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Discretionary Grant through the Pennsylvania Commission on Crime and Delinquency (PCCD), the PLCB targeted five community coalitions in Pennsylvania to reduce underage drinking and its related problems and to enforce the underage drinking laws. During the 1999 Christmas holiday season, three of these community coalitions along with youth, community leaders, and participating beer distributorships hosted the PLCB pilot program of the Statewide Sticker Shock project. The participating communities were:

- The Reading Against Underage Drinking Coalition,
- The Pottsville Partnership for Youth Alcohol Prevention, and
- The Monessen Coalition Against Substance Abuse.

Because of the successful programs in Pottsville, Erie and the pilot project in 1999, the Pennsylvania Liquor Control Board decided to expand the program during the week of August 21-26, 2000 to interested communities throughout the state.

**This guide explains how to plan and carry out the Sticker Shock Project in your community and meet the expectations of the program:**

- Community coalitions, groups, or organizations, as facilitators of this project, will recruit and collaborate with interested youth to promote community activism, provide motivation, and educate the community on the underage drinking laws.
- Each participating community will be responsible for the development of a media campaign that will call attention to the problems of underage drinking.
- Each community youth group will be responsible for the distribution and outcome evaluation of the "sticker" as a point of sale (POS) educational tool at licensed beverage distributors in their own community.

## **The Process**

The Pennsylvania Liquor Control Board has underwritten the Statewide Sticker Shock Project to inform Pennsylvanians of the dangers and consequences of the illegal use of alcohol. The main theme of the project is "It is illegal to buy or provide alcohol for anyone under 21."

The following material will provide you with the steps you need to integrate in your project in your community. This material may be adapted to meet your community's needs.

1. Recruit interested youth to organize and implement this project.
2. Meet and begin work on the project.
3. Secure parental permission for youth participation.
4. Locate the names and addresses of all the beer distributors in the community.
5. Write letters to all beer distributors to solicit cooperation and participation in the project.
6. Based on response, follow-up the letter with personal contact.
7. Develop an agenda and invite local government officials, law enforcement agencies, and other community leaders to the event.
8. Develop a media advocacy plan, prepare the news releases, Op-ed, PSA's, etc., and contact the media.
9. Hold the event.
10. Celebrate the success of your efforts.

## **Step - by - Step**

The following material is the detailed step-by-step process that you can integrate into the Statewide Sticker Shock Project in your community.

1. Recruit interested youth to organize and implement this project.
  - Identify possible sources for interested youth.  
Include:
    - M.A.D.D.'s Youth in Action
    - S.A.D.D.
    - P.R.I.D.E
    - Police Athletic League
    - Hope Delegation
    - Boys Club of America
    - Girls Club of America
    - Boy Scouts of America
    - Girls Scouts of America
    - YMCA/YWCA/YWHA
    - 4-H Clubs
    - Substance Abuse Prevention Groups
    - Faith Groups (e.g., Church & Synagogue)
    - Youth Community Recreational/Athletic Leagues
    - School service clubs
    - School athletic teams
    - Student Government
    - Teen Challenge
    - Youth service clubs
  - Introduce yourself or your organization to the contact person(s) for the youth group. Explain the Project and your role to the contact person. Establish a time to meet with the youth to explain the Project and recruit the youth to participate.
  - Meet with the youth and their sponsors/advisors to introduce and discuss your organization. You may want to distribute a packet of information containing a description of your organization and contact telephone numbers, etc.

- Introduce the Sticker Shock Project and describe the event you have planned for your community. Show examples of the sticker.
  - Have the youth complete information data forms that include name and address, parent(s)/legal guardian name(s) and address, telephone number, and any other pertinent information (Attachment 1).
  - Establish a date, time, and place to meet and begin work on the project.
2. Meet the youth and begin work on the project.
- Describe and explain the Project, the agenda, the associated events, and the expected conduct of the participants.
  - Youth should work in small sized groups.
  - Determine job assignments for each youth based on interests, skills, and talent (letter writers; media spokespersons; writers of press releases, local feature stories, and Op-Ed's; researchers and writers of fact sheets; etc.)
  - Following available guidelines and materials included or through brainstorming, develop a strategic action plan for the Project in your community.
  - Distribute parental permission forms (see #2 above) to each participant, explain the importance and necessity of the form, and determine when the form is to be returned (Attachment 2).
  - Establish subsequent meeting dates and times.
3. Secure parental permission for youth participation.

Although, not explicitly addressed or required in the Pennsylvania Liquor Code, all community/campus hosts or sponsors of the Statewide Sticker Shock Project are required to obtain written parental permission for each youth participant.

It is also required that sponsors/hosts of the Sticker Shock Project must ensure that at least one person twenty-five years of age or older for every five minors is present on the day of the event and always within sight and hearing of the youth.

Sponsors of the Sticker Shock Project may use the sample Permission/Release Form included here (Attachment 3). If the sponsor(s) and youth develop their own permission/release form or letter, we recommend including the following items and conditions:

- the name, address, telephone number and age of the participating youth;
- the name, address, telephone number and contact person of the sponsor, group, organization, coalition, etc. that is hosting the project;
- a description of expected conduct of participants during the event;
- an explanation that the Pennsylvania Liquor Control Board (PLCB) is underwriting the project and that the PLCB's Bureau of Alcohol Education is coordinating the project statewide;
- an affirmation that as the parent(s) or legal guardian(s) permission is given to the minor under the age of 18 years to participate in all aspects of the project;
- a clear explanation that the project involves participants entering beer distributors to place the stickers on beer cases;
- an assurance that responsible adult supervision will be provided and that all reasonable and foreseeable safety precautions are taken;
- an explanation that participants may be interviewed by the local and statewide media and that participants' photographs or electronic images may be captured;
- a specific consent clause that the permission form has been read and all terms have been agreed to;
- the name, address, telephone number, date, and signature of the consenting parent(s) or legal guardian of the participant.
- the date when the permission/consent must be obtained and returned to the host/sponsor.

4. Obtain the names and addresses of beer distributors in your selected area or community.
  - The name, address, and telephone number of each beer distributor in your community should be listed (Attachment 4).
  - Sponsors may request an up-to-date list of beer distributors in each county from the PLCB.
  
5. Write letters to all beer distributors in your selected area or community to solicit voluntary cooperation and participation in the Project.
  - Letters should include a letterhead that includes the sponsor's name, address, and telephone number, fax number, or email address (Attachment 5).
  - Initial letters should be prepared and sent approximately 3-4 weeks prior to the planned event and should:
    - provide a description of the Project including the date of the Project;
    - explain the role of the PLCB, the sponsor, and the youth;
    - mention your appreciation of the beer distributor's desire and demonstration of responsible management of the sale of alcohol;
    - request for the beer distributor's voluntary participation in the Project and the date for an RSVP;
    - be signed by the contact person for the sponsor of the Project and designated youth representative.
  - Enclose sample stickers or camera-ready artwork with the letter.
  
6. Based on the response, personal contacts may be helpful

- As the RSVP's are returned and recorded, the sponsor or designated youth should personally telephone the beer distributor to extend thanks.  
(Attachment 6)
- A date and time should be scheduled for the sponsor and/or youth representative to visit each beer distributor approximately a week prior to the planned event.
- During the visit, the sponsor and/or the representative youth should:
  - assess the layout of the distributorship to determine the location for the media event and areas that need to be avoided (i.e. cold storage, delivery ramps, etc.).
  - answer any questions the beer distributor may have concerning the Project and the subsequent media event;
  - deliver any Project materials or signage.

7. Invite local government officials, law enforcement agencies, and other community leaders to attend the event.

- Prepare a record of the invitees (Attachment 7).  
Invitees should include:
  - the mayor;
  - town or township manager;
  - city, borough, or town council members;
  - chief of police;
  - police officers who interact with youth (i.e. D.A.R.E. officers)
  - judges and district justices;
  - college/university presidents, provosts, student affairs administrators;
  - school principals/guidance counselors/S.A.P. coordinators;
  - adult and juvenile probation officers;
  - DUI administrators;
  - other participating beer distributors; and
  - other interested community leaders and individuals.

- Invitations should be developed, written, and sent approximately 2 weeks prior to the event, followed by a telephone call or personal contact a few days prior to the event (Attachments 8).

8. Develop a media advocacy plan.

- Identify and get to know editors and reporters in your area or community.
- Meet with them to discuss your organization and its goals and objectives.
- Develop a comprehensive media list that includes (Attachment 9):
  - community newspapers;
  - local TV & radio stations,
  - high school and college newspapers;
  - newsletters;
  - newspaper supplements;
  - public service programs and talk shows;
  - community bulletin boards;
  - news wire services; and
  - any other appropriate media source
- Create a media information packet that includes:
  - a media advisory (Attachment 10);
  - a media release (Attachment 11);
  - local feature news stories;
  - fact sheets (Attachment 12);
  - event agenda (Attachment 13);
  - camera-ready artwork;
  - brochures;

- letter to the editor (Attachment 14); and
- Op-ed pieces (Attachment 15).
- Hold a press conference at a convenient location or at one of the participating beer distributors.
  - Include a variety of speakers (i.e. representative from your organization, one or more of the youth participants, a parent, a police officer, an elected official, etc.)
    - Try to find out what each person will say in order to avoid repetition.
    - Speeches should be brief (under 5 minutes).
  - For best coverage, hold your news conference in the morning or early afternoon.
  - Use audio-visual aids such as:
    - posters;
    - camera-ready ads; and
    - public service announcements.
  - Have plenty of media kits available that include:
    - your news release;
    - list of speakers;
    - fact sheets;
    - a sample sticker; and
    - any other relevant materials.

## 9. Hold the event.

- Manage inquiries, problems and issues concerning the project and participants.
- Designate a meeting place: distribute the stickers, press packets, signage, etc.

- Meet and greet all participants and news coverage teams, conduct proper introductions.
- Monitor participants and media coverage.
- Clean up, extend thanks, and insure no participants remain on the premises.

10. Celebrate the success of your efforts.

- Immediately following the event, appropriately celebrate and reward the participants.
- Collect media coverage samples and event feedback.
- Participants should then meet and discuss the effectiveness of the project—what worked and didn't work.
- Participants should make suggestions to improve similar efforts in the future.
- Prepare and distribute thank-you notes/letters to all participants.

## Frequently Asked Questions

Even with all your work to provide a well-planned event such as this, questions or problems may arise that you should be prepared to handle. Based on past experiences, here are some of the possible questions and situations that could happen, and a suggestion for possible solutions.

- **Situation 1:**

How do I get youth to participate in the project?

**Solution:**

Contact the suggested youth groups in this packet and any other that may be indigenous to your community. When explaining the event to youth, sound energetic and upbeat. Don't preach and lecture the youth.

Provide an appropriate incentive to entice the youth to participate.

- Have food available before and/or after the event.
- Provide transportation to and from the event.
- Provide giveaways such as: tee shirts, hats, sunglasses, key chains, water bottles, movie passes, discount coupons, etc.

- **Situation 2:**

How many youth do I need for this project?

**Solution:**

It is advisable that you should plan for approximately 5 to 20 youth from each community, depending on the size and number of beer distributors who have volunteered to participate in the project. You may want to divide the youth into groups that cover certain areas of your community simultaneously. If you are coordinating the project in more than one community, you will want to plan accordingly and have a similarly sized group for each community.

- **Situation 3:**

How do I get the youth to return parental permission slips?

**Solution:**

Make it clear that there is no participation without written parental permission. Have extra permission slips on hand to

distribute each time you meet with the youth to cover the possibility that the permission slips were lost or misplaced. Do not harangue, but remind the youth of the deadline for return of the permission slips. Also, because you collected names, addresses, and phone numbers from your first contact with the interested youth, call to remind the parents or visit the parents to secure their written permission.

- **Situation 4:**

How do I locate the names and addresses of the beer distributors in my community?

**Solution:**

You can locate the names and address by using your community telephone directory yellow pages. Also, the Pennsylvania Liquor Control Board upon request can provide you with a list of the beer distributors in your county. Allow 2-3 days for the information to be provided to you.

- **Situation 5:**

How do I get local government officials, law enforcement agencies, or other community leaders to attend and participate in the event?

**Solution:**

Don't wait until the last minute to get them involved.

In your initial presentation to the anticipated invited guests, stress the importance of the project and that the press will be covering the event.

Remind them that alcohol is one of the most common contributors to injury, death, and criminal behavior among youth. The enforcement of laws regulating the commercial availability of alcohol to youth is critical, but only one-step in the process of reducing underage drinking. Studies have shown that 68 % of youth between the ages of 18 to 20 years old report that adults over 21 years old are the most common sources of alcohol. By comparison, only 14% of the youth reported that they got their alcohol most recently from a commercial outlet. Their public support of strategies, like the Statewide Sticker Shock Project that focus on adult providers and supported by effective

media coverage, raises awareness of the problem to help bring about change.

Also, the awarding and presenting of leadership medals, plaques, and/or resolutions to individuals in the community for their work in prevention, enforcement, or community service is another way to insure community "officials" will be present.

- **Situation 6:**  
How do I get the media to cover the event?

**Solution:**

Know the people you are calling and what geographical area they cover. Take the initiative. Pick up the phone and call. When you make contact get to the point and provide appropriate, timely, clear, and inclusive information. After the initial contact, follow up. If you told them you will call back, call back! If you tell them you will send additional information, send it! If you tell them that you will keep them informed, keep them informed.

Also, don't limit your efforts to what they've seen or done before. Creativity is by far the most important factor in putting together a good media event. Brainstorm with your colleagues and youth. Don't be afraid to adapt someone else's idea to your own situation.

Also, media events should be designed so that the reporters and other observers will walk away knowing exactly what your policy goal is. Guide the media's attention in such a way that the policy implications of the problem, not just the individual implications, are the primary focus. Focus on shaping attitudes, effecting policy, and building social movements.

- **Situation 7:**  
What if the media does not show up?

**Solution:**

Because you arrived at the beer distributorship early, you can make a telephone call to remind the media of the event. Be sure to give specific instructions on how to get to the establishment. If the media does not show up, continue the

event as planned. After the event, you should call again and/or deliver your prepared media packet to the editor.

- **Situation 8:**  
What if the media asks the “wrong” questions?

**Solution:**

One mistake people often make in media interviews is that they prepare for them as for a regular conversation (when one person asks a question and another person answers it). But think about it—every interview question provides you with numerous strategic options. If you prepared for the interview and have determined the main point of the interview and associated story, you can advance your goals and highlight the most important issues (regardless of the questions). The best way to control the news coverage is to **create the news you want covered**.

- **Situation 9:**  
What if the media asks one of the youth participants a question that will be a “trap” or intimidating?

**Solution:**

Prior to the event, select youth that feel at ease to talk to the media. Practice role playing the message or the point of the interview. Practice polite responses to requests for interviews with anyone who does not want to be interviewed. Role play asking questions and eliciting appropriate responses.

On the day of the event, suggest that the reporter/journalist interview the selected youth. Keep your eyes and ears open. Make sure you or a responsible adult can hear and see the youth being interviewed. Feel free to politely interrupt the journalist/reporter to ask that a dubious or intimidating question be rephrased, and that any inappropriate or embarrassing answers be deleted or “off the record.”

- **Situation 10:**  
Do I really need visual aids?

**Solution:**

Yes! The area where you are planning the media event should contain a banner or sign from your coalition, organization, or

group. Youth participants could wear message-bearing T-shirts, or hold posters, signs or banners indicating the message of the project.

- **Situation 11:**  
How many stickers do we need?

**Solution:**

After you determine the number of beer distributors volunteering to participate in the project, notify the State Coordinator at the PLCB.

Based on the number of participating beer distributors and the size of the beer distributor in each community, you will be sent approximately 3,000 to 7,500 stickers.

- **Situation 12:**  
Can the cases, kegs, can, or bottles of beer in the distributorship be moved or rearranged?

**Solution:**

The owner of the beer distributor or the employees of the beer distributor **are the only ones permitted** to move or rearrange anything in the establishment.

- **Situation 13:**  
Where do we place the stickers?

**Solution:**

The stickers are only to be placed on beer cases or the sides of the cardboard flats that hold a case of cans. The items must be on the floor of the beer distributorship.

**Stickers should not be placed on kegs, six-packs, or bottles.**

Youth **should not be** in the coolers, cold storage, or on the docks of the establishment.

## **Attachments**

**Project Sticker Shock**

Youth Organization	Participant's Name	Address	Phone #	Fax#

## **"Project Sticker Shock" Targets Underage Drinking**

Congratulations! (You or Your Child) is invited to participate with the (Name of sponsor, group, organization, coalition, etc.) in "Project Sticker Shock," a campaign aimed at enforcing the underage drinking laws and reducing underage drinking.

"Project Sticker Shock" is a community working together to create a safer, healthier lifestyle, to reduce underage drinking and its related problems, and to enforce the underage drinking laws. It is a youth driven environmental approach designed to reduce youth access to alcohol. This project permits youth to have a voice in addressing the problem of availability of alcohol to minors and to be active in providing a service that is one piece of the puzzle of solutions. Communities here and throughout Pennsylvania want to attack the social availability of alcohol to minors that is provided by parents and other adults by placing a warning sticker on beer cases. The sticker warns that it is illegal to purchase or provide alcohol to anyone under 21.

Some adults do not perceive youth consumption of alcohol as a danger. Some even feel a sense of relief that "it's only alcohol" and not a "real" drug. But, alcohol remains the drug most abused by our adolescent population. Many youth begin drinking at early ages, putting themselves at great risk for alcohol problems later in life. A 1998 study conducted by the National Institute of Alcohol Abuse and Alcoholism revealed that almost one-third of the teenagers report having had their first drink (more than a few sips) before their thirteenth birthday. Also, youth that drink before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21. For each year's delay in initiation of drinking, the likelihood of later alcohol-abuse problems decreases markedly.

Teenagers know how to get alcohol. Whether they obtain it from friends, siblings, unlocked liquor cabinets or licensed alcohol beverage establishments, nearly 90 percent say it is easy to get. When they first start drinking, most youth get alcohol from home, their friends and other adults, with or without their parents' permission.

Did you know that in Pennsylvania, any adult who buys alcohol for anyone under 21—even their own children—may receive a monetary fine of \$1,000.00 for the first offense and \$2,500.00 for each additional offense? Did you know that an adult who supplies minors with alcohol may also be liable for any resulting injuries and/or property damage caused by the minor?

- more -

Our ultimate goal is to change societal views of alcohol and youth. (Name of the sponsor, group, organization, coalition, etc.) is proud to be a host for "Project Sticker Shock." This project is an environmental strategy that addresses the underage drinking concerns in our community. This is not an individual issue; this is not a family issue; and this is not a school issue. Underage drinking is a community concern and the most effective way to address it is through community involvement and everyone's participation.

For further information, please contact:

(Name of sponsor, group, organization, coalition, etc.) at  
(address, phone #, fax #, or email address.)

#####

**Sticker Shock  
Permission/Release Form**

Personal Data:

Name: \_\_\_\_\_ Age: \_\_\_\_\_  
(First) (Middle) (Last)

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_ (\_\_\_\_) \_\_\_\_\_

Project Sticker Shock is a youth empowerment activity of (Name of sponsor, group, organization, coalition, etc.). This activity is underwritten by the Pennsylvania Liquor Control Board to enforce the underage drinking laws and to reduce underage drinking and its related problems through environmental and policy changes. Youth will place alcohol warning stickers on cases of beer at a participating local beer distributor. The sticker warns that it is illegal to purchase or provide alcohol for anyone under the age of 21.

Terms:

1. I am 18 years old, or as a parent or legal guardian for a youth under the age of 18 years old, I give my permission for myself/my child to participate in the Sticker Shock Campaign.
2. I understand that the activity involves participants entering beer distributorships to place the stickers on cases of beer.
3. There will be adult supervision at the site to assure reasonable and foreseeable safety precautions.
4. This event will involve local and statewide media, and I give my permission and release for my/my child's photograph or electronic image to be captured and associated with the Sticker Shock Campaign.
5. I have read and understand this authorization consent form and agree to all terms of this authorization form.

\_\_\_\_\_  
(Signature of Adult, Parent, or Legal Guardian)

Date: \_\_\_\_\_

**Project Sticker Shock**

Name of Beer Distributor	Owner's Name	Address	Phone #	Fax#

(Sample of Letter to Beer Distributor)

Letterhead

Date:

Beer Distributor Name  
Beer Distributor Address

Dear (Name of Beer Distributor/Distributorship owner/Distributorship manager):

(Name of the sponsoring group/organization) is working with:

(youth group name and/or local youth leaders)

to implement "Project Sticker Shock," a public information campaign to enforce the underage drinking laws. This campaign focuses on those individuals who legally purchase beer then supply it to minors. The campaign consists of youth-designed stickers, printed by the Pennsylvania Liquor Control Board, being adhered to beer cases by a group of youth advocates. A media event is scheduled for (Date).

We recognize your responsible management of the sale of alcohol and would like to showcase your business as a cooperating partner in this effort. To prepare youth and media schedules, we will need your response. If you have questions or to confirm your participation in this event, please contact (Name of coordinator of the project, and contact telephone number, fax number, or email address).

We hope you will join our efforts in this public information campaign to enforce Pennsylvania's underage drinking laws.

Thank you for your kind attention.

Sincerely,

(Name and Title of sponsor, coordinator, youth/student leader, etc.)

Enclosure (Sample of Sticker)

Letterhead

Date

Beer Distributor Name  
Deer Distributor Address

Dear (Name of Beer Distributor/Distributorship Owner/Distributorship Manager):

Thank you for agreeing to participate in our community's "Project Sticker Shock," a public information campaign to enforce Pennsylvania's underage drinking laws.

On (date & time), (sponsor, group, organization, coalition, etc.) representative(s) will visit you to discuss the event and assess the layout of your distributorship to determine the location for the media event and any areas to avoid. We will also discuss questions you may have about the project and subsequent media event, materials, or signage.

Please feel free to contact me at (list your phone number).

Sincerely,

(Name and Title of sponsor, coordinator, youth/student leader, etc.)

**Project Sticker Shock**

Community Organization	Leader's Name	Address	Phone #	Fax#

(Sample of Letter to Community Leaders)

Letterhead

Date:

Community Leader Name  
Community Leader Address

Dear (Name of Community Leader):

You are cordially invited to attend a media event at (name & address of licensed establishment) on (date & time).

(Name of sponsoring group/organization) is working with (youth group name and/or local youth leaders) to implement "Project Sticker Shock," a public information campaign to enforce the underage drinking laws. This project was underwritten by the Pennsylvania Liquor Control Board.

"Project Sticker Shock" involves members of the community working together to create a safer, healthier lifestyle, to reduce underage drinking and its related problems, and to enforce the underage drinking laws. In this youth-driven community environmental approach, the campaign focuses on those individuals who legally purchase beer then supply it to minors. (Cooperating beer distributors and/or individual names of beer distributors) are participating in this event.

The campaign consists of youth - designed stickers, printed by the Pennsylvania Liquor Control Board, being adhered to beer cases by a group of youth advocates. The sticker warns that it is illegal to purchase for or provide alcohol to anyone under 21.

Thank you for your kind attention. We hope you will join our efforts in this public information campaign to enforce the underage drinking laws in our community.

Sincerely,

(Name and Title of sponsor, coordinator, youth/student leader, etc.)

**Project Sticker Shock**

Media Outlet	Type of Media	Contact Name and Title	Phone #	Fax#

(Sample Media Advisory)

Letterhead

Date:

To: (Name of Media Editor/News Director)  
(Name of the Media Outlet)

From: (Contact person's name from sponsoring group, organization, etc.)  
(Name of sponsoring group, organization, etc.)  
(Address of sponsoring group, organization, etc.)  
(Contact person's phone #)  
(Contact person's fax #)

Event: Community Youth kickoff "Project Sticker Shock"

Event Date: (give exact date of the event)

Event Time: (give exact time you want press to be there)

Event Location:  
(give name and address of the event location)

Youth from (name of youth group, organization, school, etc.) will join (names of other invited attendees) 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.

(Sample Media Release)

**FOR IMMEDIATE RELEASE**

For more information contact:

(Name of contact person from sponsoring group)

(Name of sponsoring group)

(Address of sponsoring group)

(Phone # of contact or sponsoring group)

(Fax # of contract or sponsoring group)

**"Project Sticker Shock Targets Underage Drinking"  
Local Youth Kickoff Campaign to Educate Local Alcohol Retailers & Consumers**

Youth leaders from the (youth group/organization/school, etc.) and the (sponsoring group/organization), working together to create a safer, healthier lifestyle, want to combat (name of community/ town/city) growing problems of underage drinking. Alcohol has been identified as the #1 drug of choice among youth, and according to our youth, one of the easiest to get. The (names of all the community participants/leaders/programs) are joining forces in "Project Sticker Shock," a state-wide youth initiative underwritten by the Pennsylvania Liquor Control Board, to educate the public and change attitudes about selling and serving alcohol to anyone under 21.

Local youth from (names of youth groups/organization/school) will be working with local beer distributors (can also give specific names of beer distributors) to spread "Sticker Shock" waves throughout (name of community/town/city) by placing stickers on cases of beer. The Sticker spells out a strong reminder: "It's NOT your call it's the LAW! IT IS ILLEGAL TO BUY OR PROVIDE ALCOHOL FOR ANYONE UNDER 21!" The stickers with shocking purple and green colors stand out on the beer cases for all to see. "Project Sticker Shock" will be kicked off in this area at (Name & address of location of media event) at (time).

(Add sample quotes here.)

(Sample Data for Fact Sheet)

**Fact Sheet**  
(Update Data)

According to a 1999 survey of the general public in the Commonwealth of Pennsylvania conducted by Mathematica Policy Research, Inc. for Pennsylvanians Against Underage Drinking:

- 96% of all Pennsylvanians agree that any underage drinker can get access to alcoholic beverages;
- 78% of all Pennsylvanians feel that bars, clubs, restaurants, and beer distributors are not careful enough in preventing teenagers from buying alcohol;
- 80% of all Pennsylvanians agrees that older friends giving alcohol to teens is an even more serious problem.

According to the American Medical Association Office of Alcohol and Other Drug Abuse:

- The average age most people begin drinking is 12 years old;
- About 11 million American youth under age 21 currently drink alcohol, of this group, 4.8 million are binge drinkers, and 2 million are heavy drinkers;
- 82% of high school seniors have used alcohol, compared to 50% who have smoked marijuana, and 9% who have used cocaine;
- Alcohol is a factor in nearly half of all teen automobile crashes, the leading cause of death among this group.
- In a recent public opinion survey funded by The Robert Wood Johnson Foundation found that 96% of Americans are concerned about underage drinking, 83% support laws that penalize adults who illegally supply alcohol to minors.

According to the 1997 Harvard School of Public Health College Alcohol Survey:

- 44% of college students reported binge drinking behavior;
- 87% of college students reported one or more problems caused by alcohol abuse;
- Over 80% of fraternity and sorority members reported frequent binge drinking.

According to the 1997 Pennsylvania Biennial Youth Risk Survey, A Generation at Risk, conducted by Diagnostics Plus, State College, Pennsylvania, for the Pennsylvania Commission on Crime and Delinquency and the Governor's Policy Council the following significant findings have been reported:

- 52% of all students surveyed reported a willingness to drink alcohol, with 11% reporting weekly use;
- Approximately one-third of the ninth graders and one-half of the seniors drank some sort of alcohol at least once a month;
- Pennsylvania students drank beer more than either wine, coolers, or liquor;
- More than 55% of the students who drank did so at home;
- An average of 29% of the students who drank indicated they had gotten alcohol from adults;
- An average of 45% of the students who drank indicated they had gotten alcohol from someone in their family.

According to Peter D. Hart Research Associates in a nationwide survey of parents conducted for Drug Strategies' Keeping Score 1999:

- Only 7% of those surveyed worried most that their child (between ages 10-17 years old) was drinking alcohol;
- Only 7% of those surveyed thought that drinking alcohol was a rite of passage for teenagers and is something that is really not harmful;
- Although in the 1997 Youth Risk Behavior Survey, conducted by the Centers for Disease Control and Prevention, approximately 80% of students from 9<sup>th</sup> to 12<sup>th</sup> grade had admitted to drinking alcohol, this survey of parents found that only 42% of their parents believe their child drank;
- In the same survey, approximately 33% of students from 9<sup>th</sup> to 12<sup>th</sup> grade had admitted having five or more drinks of alcohol in a row (within a few hours) within thirty days, this survey of parents found that only 3% of their parents believe their child would have done this.

Other facts and findings:

- According to the National Center for Health Statistics: 33% of all deaths of people 15-20 years of age are caused by motor vehicle crashes, and more than 35% of those fatalities are alcohol related.
- According to the 1997 National Institute on Drug Abuse, "Monitoring the Future" survey nearly one-fourth of youths 16-20 years have been in a car with a driver they felt had consumed too much alcohol.

(Sample Event Agenda)

**"Project Sticker Shock"**

(Date)  
(Location)

Welcome/Opening Remarks:

Name/Title of person(s)  
Affiliation

Supportive Remarks from Youth:

Name of youth(s)  
Affiliation

Introduction of Special Guests:

Mayor; Law Enforcement Officers;  
City/Boro Council members;  
Township Supervisors; State  
government representatives;  
Distributor Owner(s); etc.

Presentation of Awards (Optional):

Presenter's Name(s)  
Recipient's Name(s)

Application of Stickers

(Sample Letter to the Editor)

Letterhead

Date:

Editorial Page Editor

Newspaper Name

Address

Dear Editor:

While recent reports have highlighted the dramatic rise in alcohol use among teenagers, some of your readers may not realize the consequences these youth face.

Alcohol interferes with thinking and reflexes. Accidents, violence, and car crashes can occur under the influence of alcohol. Drunk driving is the number one killer of teens and young adults. According to the National Center for Health Statistics, 33% of all deaths of people 15-20 years of age are caused by motor vehicle crashes, and more than 35% of those fatalities are alcohol related. In a similar survey, the 1997 National Institute on Drug Abuse, "Monitoring the Future," nearly 25% of youths 16-20 years of age have been in a car with a driver they felt had consumed too much alcohol.

Mixing alcohol with driving is always a dangerous action, but if you're under 21, drinking and driving in Pennsylvania is riskier than ever. If you're caught driving with any measurable amount of alcohol in your blood, you may be arrested for DUI. The "Zero Tolerance" law in Pennsylvania lowered the Blood Alcohol Content (BAC) for minors from .10% to .02%.

Alcohol use impairs judgment, which can lead to lifelong negative consequences. When teenagers mix alcohol and sex, they are less likely to practice safer sex, increasing their risk of getting sexually transmitted disease like HIV. Many sexual assaults and rapes happen when people have been drinking.

In Pennsylvania drinking under the age of 21 is illegal. People under the age of 21 who lie about their age to obtain alcohol, purchase, consume, possess, attempt to purchase, or transport alcohol, and carry a false ID card could result in criminal charges being filed and driving privileges being suspended.

Underage drinking laws also affect those over 21! Any adult who buys alcohol for anyone under 21 - even their own children - or anyone who makes or sells false ID cards will receive a mandatory fine of \$1000 and up to \$2500 for each subsequent offense. An adult who supplies minors with alcohol may also be liable for any resulting injuries and/or property damage caused by the minor.

If young people don't take the consequences of alcohol seriously---and if we as parents and other significant adults don't help them understand these consequences---their dreams could go down the drain!

Sincerely,

Name

Organization Name

(Sample Opinion Editorial)

### **DON'T LET OUR KIDS' DREAMS GO DOWN THE DRAIN**

From the very start, Mark seemed destined to be a modern-day Renaissance man. It wasn't that he was such an exceptional student---his grades were pretty average. But he had made varsity football, sang in the choir, and was an accomplished guitarist with a local coffeehouse jazz band. He had just started dating a "nice" girl, and his parents had given him a car for his birthday. At 16, his talents were vast, and he seemed to have the world at his feet.

Life was good. He didn't want to "escape" as so many teens do. So when he started to drink alcohol, it was really just a thing to do with his friends...after a game or musical appearance. It wasn't like he was doing "drugs." The parties he attended were at a friend's house. Sometime he would even use his brother's ID card and get the alcohol for the party. His friend's parents were always at home and even occasionally provided the alcohol. If he was drunk, his friend's parents took everyone's car keys and made everyone sleep there. He didn't see any harm in it. He wasn't drinking and driving.

Mark is one of many teenagers drinking alcohol today. In fact, about 11 million American youth under age 21 currently drink alcohol. According to the American Medical Association Office of Alcohol and Other Drug Abuse, 4.8 million are binge drinkers, and 2 million are heavy drinkers.

Alcohol kills brain cells. It depresses the central nervous system. This means it not only affects the brain itself, but also impairs coordination, balance, concentration, reflexes, vision, reason, and judgement. Alcohol can overwork the heart and this can lead to high blood pressure and heart disease. Excess alcohol invades the liver cells and this can lead to diseases, such as cirrhosis and cancer. Alcohol can make a person sick to the stomach and can cause ulcers and other problems in long-term drinkers.

Because alcohol can cloud judgement and reasonable thinking, it sometimes leads to violence. Significant portions of violent crimes among students, such as rape, robbery and assault, have been shown to involve alcohol. Although many students say they drink to relieve stress, alcohol can lead to anxiety and actually increase the stress. It can exaggerate feelings of hopelessness in a depressed person that sometimes leads to suicide. Alcohol clouds judgement that can lead to sexually transmitted diseases, unplanned pregnancy, or HIV/AIDS. But the most dangerous consequence is death. Consuming large amounts of alcohol over a short period of time, called "binge drinking", can cause death. And of course, drinking and driving do not mix!

Alcohol use can place kids in dangerous situations. In 1997, there were 13,996 alcohol-related crashes in Pennsylvania. 32.9% of Pennsylvania traffic deaths were alcohol-related, and over 24% of the drivers between 16-20 years old who were killed in vehicle crashes had been drinking.

In Pennsylvania, teenagers lying about their age to obtain alcohol, purchasing, consuming, possessing, attempting to purchase, transporting alcohol, or carrying a false ID card could be arrested, charged as a criminal and face suspension of driving privileges.

Underage drinking laws also affect those over 21 years of age. Any adult who buys alcohol for anyone under 21---even their own children---or anyone who makes or sells a false ID card will receive a mandatory fine of \$1000, and up to \$2500 for each subsequent offense.

Yet, most kids---and parents---don't know these things or understand their consequences. It's time for a reality check. As parents and other trusted adults in the lives of kids, we must help them understand that alcohol is a drug and that using alcohol can be dangerous and be debilitating to their goals and ambitions. We must arm our children with the facts about this drug and insights into where its use can lead.

Consider Mark's case. Within months, he was drinking alcohol four or five times a week. He no longer made time for activities or cared much about his guitar. His absenteeism at school increased and his grades slipped downward. His girl friend was pregnant and he was no longer permitted to attend the parties at his friend's home because when he drank he often got violent and caused damage to the furnishings.

As for the football team, the coach talked of moving Mark down to junior varsity or throwing him off the team. He was late for practice most days and did not put out much effort. His choir director noticed that he often forgot the words to the songs and missed performances. The local coffeehouses ousted his band because he often showed up drunk, and the band had to cancel many other performances because he was late, drunk, or too hung over to show up. As the result of underage drinking offenses, he had lost his driving privileges. It didn't much matter because he lost the use of his car. Without the money he received from his music performances, he could not afford the high auto insurance.

Mark could be anyone's kid. We, as adults, have a responsibility to support our children in pursuit of their dreams. Part of that responsibility means talking to them about alcohol and its related problems---before they slip down the drain that Mark did.

(Include one sentence explaining the activities of your community coalition, group, organization, etc.) The (Name of your community coalition, group, organization, etc.), the Pennsylvania Liquor Control Board Bureau of Alcohol Education (PLCB), Pennsylvanians Against Underage Drinking (PAUD) and the National Clearinghouse for Alcohol and Drug Information (NCADI) offers free materials that can help youths and adults understand the impact of alcohol and its related problems. Contact the PLCB at 1-800-453-PLCB or NCADI at 1-800-729-6686. Or call (Name of your community coalition, group, organization, etc.) at (telephone number).

Name of coalition, group, organizational, etc., Representative  
Representative's Title

