

Everyone Can...

- ◆ Refuse to supply alcohol to underage youth in your home or on your property
- ◆ Support local law enforcement efforts
- ◆ Report underage drinking parties
- ◆ Store alcohol out of reach of youth
- ◆ Schedule a speaker for your local group
- ◆ Report illegal commercial alcohol sales
- ◆ Join MCPUD

Parents Can...

- ◆ Talk with your child about the dangers of alcohol on developing brains
- ◆ Provide a consistent family policy: no teen drinking, set consequences you will carry out
- ◆ Know your child's friends' parents and set up a "parent network"
- ◆ Talk with other parents/adults to make sure that alcohol is not available at the events your youth attends
- ◆ Check your children's ID's, make sure they don't have fake ID's
- ◆ Set a good example for responsible adult alcohol use
- ◆ Sit down for dinner and talk with your children

Youth Can...

- ◆ Help everyone focus on the positive...not all teens drink
- ◆ Be an advocate for community change; challenge adult assumptions
- ◆ Ask to see your school's written policy, read it, talk about it with others and suggest improvements
- ◆ Partner with peers and adults to create alcohol-free events
- ◆ Partner with media; write articles on alcohol issues/topics that affect youth

Faith Community Can...

- ◆ Provide safe and positive youth activities
- ◆ Stay informed
- ◆ Realize all young people are at-risk on a daily basis

- ◆ Know other positive community resources for youth
- ◆ Partner with community groups

Merchants Can...

- ◆ Hire, train and supervise responsible staff
- ◆ Attend training of licensees; learn business best practices for responsible alcohol sales and service
- ◆ Develop comprehensive written policies; use comprehensive and effective employee training programs
- ◆ Monitor employee compliance with company policies and laws
- ◆ Understand that Michigan vertical ID means the person is under 21 years of age. Encourage staff to "Read the Red" print that states when a person turns 21



Business Can...

- ◆ Offer information to employees on the harmful effects of alcohol on children
- ◆ Support after school programs
- ◆ Provide referral services for families in need of assistance
- ◆ Support and encourage youth mentoring programs
- ◆ Support programs and organizations keeping kids engaged and promoting healthy choices

Law Enforcement Can...

- ◆ Conduct compliance checks in each licensed alcohol establishment
- ◆ Develop a system to monitor alcohol related problems associated with community events
- ◆ Conduct regular walk-throughs of licensed establishments
- ◆ Conduct party dispersal operations as a means to control underage drinking parties, and citing adult providers in addition to youth in possession of alcohol
- ◆ Consistently enforce laws against adult providers and social hosts
- ◆ Ask underage youth who are caught drinking to disclose the source of their alcohol

Media Can...

- ◆ Advance social and public policy to reduce underage drinking
- ◆ Stay informed about the issues, solutions and "Best Practices"
- ◆ Cover stories about what is being done to prevent problems, not just report consequences of underage drinking
- ◆ Develop PSA's on dangers of underage drinking to offset one-sided advertising messages that glamorize drinking
- ◆ Limit alcohol ad product placements to TV, radio and magazines with majority adult-only audiences
- ◆ Be an advocate for community change; challenge community assumptions

Physicians Can...

- ◆ Provide information on brain development for parents
- ◆ Identify alcohol use in adolescent patients
- ◆ Be familiar with and strengthen referral networks for adolescents
- ◆ Support community efforts responding to underage drinking

Schools Can...

- ◆ Begin lessons on alcohol as early as 3rd and 4th grades
- ◆ Establish reporting rules, referrals, and services for students and parents in need
- ◆ Support after school activities to reduce risk behaviors
- ◆ Ban clothing advertising alcohol or related products
- ◆ Establish and enforce code of conduct for students engaged in sports and extra curricular activities

Government Can...

- ◆ Develop laws, ordinances, policies, etc. to address commercial availability and youth possession
- ◆ Use licensing and regulatory "Best Practices" to control alcohol landscape and protect public health and safety
- ◆ Utilize planning to control retail outlet density
- ◆ Assess existing laws and regulations to identify and close gaps and loopholes
- ◆ Ensure funding for effective prevention strategies
- ◆ Motivate enforcement and regulatory agencies to strengthen enforcement of existing laws and regulations

Alcohol Industry Can...

- ◆ Restrict advertising to minors
- ◆ Support education on the importance of avoiding alcohol until of legal age
- ◆ Require posting of visible warning signs and labels regarding health risks, DUI, etc.
- ◆ Partner with organizations to prevent youth access to alcohol
- ◆ Train industry employees on the importance of preventing underage drinking

Useful Websites:

www.Samhsa.gov

www.theantidrug.com

www.faceproject.org

www.mcpud.org

**To report underage sales
and service to minors:**

Toll free 1-866-893-2121

or

www.reportunder21.com

**MONTCALM COALITION
TO PREVENT UNDERAGE
DRINKING**

**129 E Main St
P.O. Box 836
Stanton, MI 48888**

Phone: 989-831-4591

Fax: 989-831-5768

E-mail: info@mcpud.org

www.mcpud.org

Visit us on Facebook — search MCPUD

* State and Federal funds were used to support the cost of this brochure

WHAT YOU CAN DO TO PREVENT UNDERAGE DRINKING

*We can all be part of the
solution. The first
step is to acknowledge
there is a problem.*

*Working together, we
can create change.*

**UNDERAGE
DRINKING**

Not a  minor problem

**mcpud.org
989-831-4591**