

Start Talking

NEWSLETTER

Vol. 2.1

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A newsletter for parents on the dangers of underage drinking. Know the facts, realize the importance of establishing clear no-use policies, and help support environmental strategies through alcohol-reducing policy change.

Start talking before they start drinking.

For more information, Please visit preventionlinks.org



COMPLIANCE CHECK UPDATE

Union County Compliance Check Task Force

Over the past several months, the Union County Compliance Check Task Force has been diligent in its efforts to curb underage drinking and hold retailers responsible for checking customers for proper identification. Since its inception, the Task Force has partnered with the New Jersey Division of Alcohol Beverage Control to visit 14 different towns in Union County. Of the 34 outlets checked, 26 outlets were seen checking identification of customers. Only 5 of the 34 outlets sold to minors. While this statistic is encouraging, our ultimate goal is to have none of the outlets sell to minors. At these stores, 17 arrests were made, comprising of 12 minors and 5 clerks. In total, 381 people were verified by the NJABC.

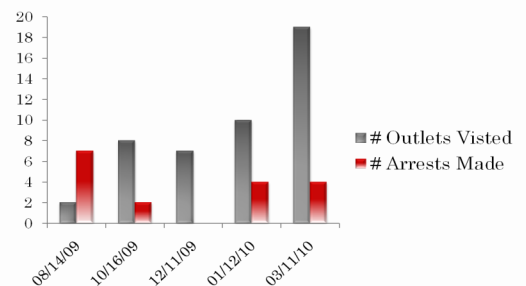
Reviewing these statistics, less than 5% of people carded were guilty of purchasing alcohol underage. This is a very refreshing statistic. Also, in direct correlation to our efforts, 7 of the 12 minor arrests occurred on the first night. The next four nights only yielded 5 total minor arrests, a great sign that our efforts are working.

Receiving tips from many different sources, the Compliance Check Task Force increased the number of stores visited from 2

on the first trip to 19 total stores on the fifth trip. As the word has spread regarding the impact of the compliance checks, more liquor stores are being visited and less are being penalized for failing to be in compliance.

The Union County Compliance Check Task Force works with local law enforcement agencies to implement environmental strategies to reduce underage drinking. Using these strategies, our goal is to make Union County a healthy environment for teens to mature without the dangers of underage drinking.

The Compliance Check Task Force and the NJABC takes tips from local law enforcement, school professionals, and concerned parents. If you have a tip, you can visit 15SEVEN21.com and anonymously report a local liquor establishment.





FAST FACT

A child that begins drinking alcohol before the age of 15 is 7 times more likely than those who start after age 21 to develop alcohol problems.

15SEVEN21.COM LAUNCHED

Prevention Links and the Union County Coalition for the Prevention of Substance Abuse are proud to announce the debut of 15SEVEN21.com. Through funding from the federal S.T.O.P. Grant, 15SEVEN21.com will focus on offering community members, parents, and youth solutions to preventing underage drinking and ways to get involved in the campaign.

Individuals who begin drinking alcohol before the age of 15 are 7 times more likely than those who start after age 21 to develop alcohol problems. This staggering number is the basis of 15SEVEN21.com Underage drinking is a community-wide problem. A youth needs support all around him to succeed, not just from one aspect of his life. 15SEVEN21.com involves the youth, parents, and community, all in an effort to give children the environment they need to make healthy choices. The website is aimed at not only providing information,

but giving tangible solutions to the problem of underage drinking.

15SEVEN21.com is the main component to the media campaign associated with the S.T.O.P. Grant. Websites such as 15SEVEN21.com help spread the word about underage drinking and the harmful effects it has on our children.

To become involved with 15SEVEN21.com or other underage drinking efforts, please contact Michael Capko at mcapko@preventionlinks.org or (732) 381-4100. Please click the headline to visit 15SEVEN21.com or click one of the links below to visit the community, parents, or youth pages.

 **Community**

 **Parents**

 **Youth**

ABOUT US

The focus of the Childhood Drinking (CD) Coalition continues to be to review the research concerning the problem in our county and New Jersey to better design strategies to combat, and ultimately prevent childhood drinking.

The Union County CD Coalition holds monthly meetings where its members discuss various issues and challenges associated with preventing Childhood Drinking.

The Union County CD Coalition invites you to help us get our message out to the public through radio, television, the World Wide Web and other innovative communication methods.

For more information, contact Michael Litterer at (732) 381-4100

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