PROJECT STICKER SHOCK

A Handbook for Youth and Community Groups For Implementation

November 2012 (rev.)

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Acknowledgements:

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This handbook is available electronically on the web at http://www.maineosa.org/prevention/sticker
Printed copies are available by calling the SAMHS Information and Resource Center.

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Substance Abuse and Mental Health Services
An Office of the Department of Health and Human Services
Paul R. LePage, Governor Mary C. Mayhew, Commissioner

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Purpose & History

National and Maine surveys have shown that many underage drinkers access alcohol through adults 21 and over who can purchase it legally for them. Maine 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 your control, i.e. your home or car, even if you don't supply the alcohol.

The Sticker Shock Project is designed to reach adults who might purchase alcohol legally and provide it to minors. Stickers warning about the penalties for furnishing alcohol to minors are placed on all multi-packs of beer, alco-pops, and other alcohol products that might appeal to underage drinkers. The impact of the stickers is increased by media coverage of the event and by the signs that are displayed by participating retailers. The project represents a partnership between youth, retailers, concerned parents and 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.

History:
The first Sticker Shock project was designed by a group of youth in Pennsylvania in 1998, who started locally in their community and then expanded the project statewide in subsequent years. In February 2001, Sticker Shock first came to Maine when the Fort Kent Area Community Voices group adapted the idea and implemented it in their area. The dream of these Fort Kent area youth was that the project would go statewide in Maine as well.

In May 2001, their dream came true. The Maine Office of Substance Abuse, Maine Bureau of Liquor Enforcement, and other Underage Drinking Task Force members joined forces to sponsor a pilot project, with funding from the U.S. Office of Juvenile Justice and Delinquency Prevention, to expand the work of Fort Kent Area Community Voices. This initiative was particularly timely, with the intention of raising awareness around underage drinking issues right before the Memorial Day weekend, graduation season, and summer vacation. More than 15 youth/community groups blanketed the stores in their towns, and several worked with local media to increase the impact of their efforts. In addition, approximately 400 stores, including some entire chains, participated by having their employees put the stickers on even when there was no youth group participating in their area. The overwhelming success of this pilot project provided the foundation for expanded projects in future years with emphasis in May and December.

If you have questions or suggestions, and/or if you are interested in participating in Project Sticker Shock, please contact:

> Maine Office of Substance Abuse & Mental Health Services, Information & Resource Center
> 1-800-499-0027 or osa.ircosa@maine.gov

Guidelines for Implementation of Sticker Shock

Groups implementing Project Sticker Shock should follow these guidelines:

1. Stickers should be placed on multi-packs, never directly on bottles or cans.
2. Stickers should not cover brand names or bar codes.
3. Youth should be supervised by adults (chaperones and store staff) at all times in the store.[1]
4. Ask the store staff if they have any specific requests, expectations, or restrictions about where/how stickers should be applied.
5. If packages must be moved to apply stickers, only adults over age 21 and/or store employees should handle the alcohol.
6. For youth groups implementing Project Sticker Shock, adult coordinators/teachers should ensure that youth under 18 have parental permission to participate in the project.
7. Include law enforcement in the project whenever possible.

Other suggestions:

1. All youth participating in visiting retailers and stickering beer should have a permission slip/media release form signed by their parent/guardian and kept on file by an adult coordinating the group's efforts. All adults involved should also sign this form so that it can function as a media release form and be kept on file as well. A sample permission slip/media release form is included in this guide.

2. At any media events where youth will be handling beer, you should have a representative from law enforcement present. It is a good idea to have law enforcement involved whenever possible, but it is especially essential at media events, again to avoid any criticism about youth handling beer illegally, as well as to demonstrate the value of youth and law enforcement working together.

3. 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, and then follow-up with a personal visit (youth are most effective in this role!) to those whose participation is most important to you.

4. The real impact of the Sticker Shock project is not in the stickers themselves, since once the stickered alcohol is all sold the stickers are gone. The real impact is achieved by raising awareness of the furnishing laws on a larger scale, particularly through media coverage of your activities. Plan how you will maximize these impacts.

5. Please help us in our efforts to continue this project. Return the Team Feedback Form to us as soon as possible after the end of the project. Also, please ask your retail partners to fill out the

[1] Whenever youth are stickering beer, an adult chaperone must be present to supervise. This is crucial for many reasons, including the need to ensure that you are not criticized for breaking the law yourselves, since the handling of alcohol by minors is also prohibited by law (unless it is in the scope of employment).

Merchant Feedback form within two weeks after the project and return it to the SAMHS. If you would like to re-visit your retailers and collect those surveys, and then return the whole set to the SAMHS, that would guarantee that we get them back and give you an opportunity to get feedback directly from the stores and build your relationship with them further.

6. On any press releases or other written public materials, please include the following language (can be in small print at the bottom):

   Project Sticker Shock is sponsored by the Maine Office of Substance Abuse & Mental Health Services.

Suggestions Successful Implementation:

1. Youth should take lead roles whenever possible. The message of Project Sticker Shock 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. 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 your 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 that will save lives and make your community a healthier, happier, and safer place to live! Know that your hard work is appreciated!

Sticker Shock Action Plan: Step-by-Step

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

- Identify the alcohol retailers in your community.
- Decide whether to send them an invitation letter and/or visit them personally to invite them to participate.
- Distribute permission slips to each participating youth and adult volunteer (necessary for all because it also serves as the media release form).
- Assign responsibilities and deadlines (you may want to use the Action Plan Form on page 10).
- Establish a timeline for the project; include 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 to place the stickers during your project time-frame.
- Make appointments with each store and decide who (youth and adults) will visit each store on the agreed-upon day. If possible, you may want to do all the stores in town in the same trip, if one team can do them all. If there are too many stores for this, you may want to set up more than one team and divide up the stores.
- When you make your appointment, find out how many multi-packs of beer, alco-pops, etc. are likely to be accessible to you on the day you visit so you can roughly plan how many stickers you will need at each store (plan to sticker only the alcohol that is easily accessible – only store staff should move or rearrange large boxes, not youth or adult volunteers!).
- An option for some stores in your area is for the merchants to sticker the items as they sell it. Find out how many they would need for a month, and plan to leave them that many. At least a week in advance, check to make sure you have enough stickers and posters. Call the OSA Information and Resource Center at 1-800-499-0027 if you need more.

STEP 3: Develop a media plan

- Do you want to have a media event to kick off your local project? A sample agenda is included on page 13 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 as you do the stickering (be sure to tell them it will be a great photo op!) and write a story about the project. 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 town council members (who grant liquor licenses) or 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.
- If useful to your group, fill out the tracking form listing each retailer so you can track your progress.
- Avoid liability issues – youth should not be in the coolers, back rooms, or storage areas of the establishments. Plan to sticker only the alcohol that is easily accessible.
- Offer to leave additional stickers with the store manager if they wish to place more stickers on the less-accessible items themselves, and/or if they are willing to continue stickering beyond your project.
- Stickers should be placed on the cardboard in a way that does not cover the brand name or the UPC symbol. Do not place stickers directly on bottles or cans.
- Videotape the news coverage and clip newspaper articles.
- Have fun and take pictures!

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-project debriefing to talk about what you accomplished and identify anything that could be improved next time.
- Fill out the Team Feedback Form found on page 17 and send it with your store info forms and copies of any local newspaper articles on Sticker Shock (as well as video newsclips if possible) to: Office of Substance Abuse and Mental Health Services, attn: Leanne Morin, 11 State House Station, Augusta ME 04333-0011.
- Encourage your participating retailers to send/fax back their Merchant Feedback Form found on page 18 (if you wish, visit them again to collect it and thank them for participating).

Sticker Shock Permission Slip / Media Release Form

Adult participants must the bottom section of this form to serve as a media release.

Name:_____ Age (if under 21):_____

Address:_____

Phone:_____

Group Name:_____Contact person:_____

Dear parent/guardian/participant:
Project Sticker Shock is a statewide project 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 place warning stickers on multi-packs of beer, alco-pops and other alcoholic beverages at participating local stores. The sticker warns that it is illegal to provide alcohol to minors. It is important that your child has your permission to participate in this activity because it entails handling packages of alcoholic beverages 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 Sticker Shock Project.

2. I understand that the activity involves participants placing stickers on alcoholic beverages at local retail 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 Sticker Shock Project.

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 at least 21 years old)

If 18 or older:
I give my permission and release for any photographic or electronic image to be captured and associated with the Sticker Shock Project.

_____ Date: _____
Signature of participant 18 and older

Action Plan Worksheet

What needs to be done?	Who will do it?	By When?	Comments

Project Sticker Shock Store Information Form

Date of Project: _____

Youth/Community Group: _____

Return this form to: _____ By date: _____

Questions? Contact: _____

_____
Name of store

_____
Contact person

_____
Mailing address

_____
Street address (if different)

_____
Town & zip code

_____
Phone #

_____
Fax #

Participating stores need to provide the following information:

Approximately how many multi-packs of each of the following types of alcoholic beverages do you expect to sell (on average) in a week during the month?

Beer: _____
(i.e. 6. 12. 18, 24, or 30 packs)

Alco-pops: _____

Other: _____
(other alcoholic beverages that might appeal to underage drinkers)

Total: _____

Note: our intention is to provide enough stickers for each participating store to carry the project for a month depending on the volume of requests and the availability of stickers.

For group use:

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

Date planned for stickering visit: _____ Visit completed: _____ Feedback form collected: _____

Thank you sent/delivered (after project):_____ Comments:

Sample letter to local alcohol retailers for the Sticker Shock project

LETTERHEAD
(Including your group's name, contact address, & phone number)

Date

Retail Store Name
Retail Store Address
Town, State, Zip

Dear (Name of Store/Owner/Manager):

Communities all over Maine and the U.S. are working to prevent alcohol-related deaths or injuries. You have a unique opportunity to partner with a group of concerned youth in our community and take action to prevent tragedy from happening in our town.

_____ (Group Name) is a group of youth and adults working together to address issues related to underage drinking in _____(community/ies). We will be participating in Maine's statewide Sticker Shock Project, sponsored by the Maine Office of Substance Abuse & Mental Health Services. **This project aims to reach those individuals over age 21 who legally purchase alcohol and provide it to a minor.** The project consists of youth-designed stickers being adhered to multi-packs of alcoholic beverages (beer, alco-pops, etc) in participating retail stores. A team of youth, accompanied by an adult chaperone, will visit each store at a time of mutual convenience during the scheduled project dates to place the stickers on beer, alco-pops, and other appropriate alcoholic beverages. If you prefer to have your employees place the stickers, we will be happy to simply deliver the appropriate number to you.

We recognize your desire to sell alcohol responsibly and would like to showcase your business as a cooperating partner in this effort. To prepare youth and media schedules, we need you to respond. If you have questions, or to confirm your participation in this event, please contact:
_____(Name of local contact person, contact phone #, email, etc.)

Thank you for your kind attention. We look forward to working with you in this public information project to prevent adults from providing alcohol to youth.

Sincerely,

Signature of local contact person

(Name and title of local contact person)

Enclosure: Sticker sample (if available)

Sample Media Event Agenda

"Project Sticker Shock"

Hosted by:_____(group name)
Date
Location

Welcome/Opening Remarks:		Name & Title of person Affiliation/group represented
Supportive Remarks from Youth Speakers:		Name & affiliation (i.e. school, community, group, or age) of each speaker
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 application of the Stickers		*First several should be jointly applied, with an adult guest speaker holding the beer and a youth applying the sticker*

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 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.*
- *Designate people, including several youth, who are prepared to be interviewed by reporters, and have 3 major points that everybody involved is prepared to make incase 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 (i.e. brochures describing Maine's Liquor Laws – you can ask for them when you call to get your stickers).*
- *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 project ends.*

<u>Sample Media Advisory</u>: (send/fax to all local media outlets 1-2 weeks before the media event)

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: "Project Sticker Shock"

Event Date: Date of 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
Date

Place sticker here

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

Contact: Name(s)
Phone number(s)

Local Youth Kick Off Public Awareness Project
"Project Sticker Shock" to Target Adults who Provide Alcohol to Youth

(Community) – (group name) members kicked off "Project Sticker Shock," a youth-led initiative to change adult attitudes about selling and providing alcohol to minors at (location) on (date). This public awareness project will be taking place in stores statewide this month. The project is sponsored by the Maine Office of Substance Abuse to bring attention to the issue of underage drinking and the adults who provide alcohol to minors.

Local youth from (group name) are part of a movement of youth statewide working with participating stores to spread "Sticker Shock" waves across Maine in an effort to reach adults who might be tempted to buy alcohol for youth under 21 who can't buy it legally themselves. The florescent orange-and-black stickers stand out on the beer cases for all to see, and provide a strong reminder: "Providing Alcohol to Minors is Illegal! Fines are up to $2,000 &/or up to one year in jail!"

"Adults need to set a better example for kids," said _____, youth member. "When adults supply alcohol to youth it sends us a very mixed message. Underage drinking is not a teen problem, but a community problem. Adults, youth, law enforcement, and retail stores all need to be part of the solution."

The Sticker Shock project was first introduced in Maine in February of 2001 by youth in the Fort Kent area who designed the stickers and posters that are now being used in this statewide project.

(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 by holding cases of beer while youth applied the stickers.

"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. "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 Maine youth, and according to local youth, one of the easiest substances to obtain. The Sticker Shock project 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 Week and the holiday season 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 teenage 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 Maine, the medical costs alone that result from alcohol-related injuries/deaths caused by underage drinking total more than $18 million a year (study by the Pacific Institute for Research and Evaluation).
- Parents may not want to recognize when their own children are using alcohol. Although 18% of 8-12 grade students said they had binged (5 or more drinks on one occasion) in the past month, only 1% of high school parents thought that their teen had done so (source: Maine Parents Kit, 2003 – MYDAUS 2008 and phone survey).
- Maine law prohibits both furnishing alcohol to minors and allowing minors to drink in a place that is under your control (even if you don't provide the alcohol). Both offenses carry the same penalty. People can also be sued under the Maine Liquor Liability Act for damages caused by an intoxicated minor to whom they served alcohol. A law effective September 2001 made it possible for furnishers to be charged with a felony if someone dies or is seriously injured because of the actions of an intoxicated minor to whom they furnished alcohol.

  Note: For additional information on the Maine laws see "A Guide to Understanding Maine's Liquor and Liability Laws" (call the IRC at 1-800-499-0027 for a copy).

Data from the 2008 Maine Youth Drug and Alcohol Use Survey - *Office of Substance Abuse*
Survey results for students in grades 6-12 (75,000+ students surveyed) demonstrated that:

- Alcohol is the drug of choice for youth – more of the students surveyed said they had used alcohol in the past 30 days than any other drug, including cigarettes.
- The majority of youth said they don't drink. Of the high school students surveyed, 65% reported having consumed no alcohol in the past 30 days.
- Binge drinking is not the norm. Eighteen percent of high school students said they had had five or more drinks on one or more occasions during the past 2 weeks. However, almost 1 in 4 high school seniors said they had been binge drinking at least once in the past 2 weeks.
- Youth are not getting clear messages about alcohol use:
  - Twenty-three percent of high school students said their parents, and 39% said adults in their neighborhood, think it is "not at all wrong" or "a little bit wrong" for a kid their age to drink alcohol
  - 87.2% of students grades 6-12 surveyed said their family has clear rules about alcohol and other drugs, but only 54.8% said they would be caught by their parents if they drank alcohol without their permission. Approximately 24.2% thought they would be caught by police.

Sticker Shock: Team Feedback Form

Please return this form to: ***Leanne Morin*** ***SAMHS*** ***11 State House Station*** ***Augusta, ME 04333-0011*** ***Ph: (207) 287-8900*** ***Fax: (207) 287-8910***	**Please return along with copies of any newspaper articles about your Sticker Shock efforts.** **Thanks!** ***Group Name:_____*** ***Contact Person:_____*** ***Phone #:_____***

1. How many retail stores participated in your group's Sticker Shock project?_____

2. How many stickers you distribute (approximately)? _____

3. Did any stores refuse to participate? ☐ Yes ☐ No If yes, 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? ☐ Yes ☐ No If yes, please describe (attach examples if possible):

_____

_____

7. How would you rate the overall success of your group's sticker shock project?

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!*

8. What were some of the positive outcomes/results from your group's sticker shock project?

_____

_____

_____

9. What advice would you give to other groups implementing Sticker Shock?

_____

Sticker Shock: Merchant Feedback Form

To Participating Merchants: Please fill this form out 1-2 weeks after your participation in the Sticker Shock Project. This will help us greatly in our planning efforts for other Sticker Shock Projects. Thank you for your help!

Please return this form to:

Leanne Morin
SAMHS
11 State House Station
Augusta, ME 04333-0011
Ph: (207) 287-8900
Fax: (207) 287-8910

Store:_____

Address:_____

Town & Zip:_____

Contact person:_____

Phone:_____

1. How would you rate the overall success of the Sticker Shock Project from your point of view?

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. Why did you choose to participate in the Sticker Shock Project?

_____

_____

2. Did you receive any customer comments about the stickers or the signs? ☐ Yes ☐ No
If yes, what feedback did you receive?

_____

_____

3. Have you seen any positive outcomes/results as a result of the sticker shock project? ☐ Yes ☐ No
If yes, what were they?

_____

_____

4. What would you suggest doing differently next time?

_____

_____

5. Any other comments/feedback?

_____

Sticker Shock Activity & Discussion Guide

This guide was created to complement Sticker Shock planning and implementation by youth groups, classrooms, and organizations in Maine. It is meant to serve as 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 Sticker Shock 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?

- Underage alcohol use is more likely to kill young people than all illegal drugs combined. (Grunbaum, J.A., et al. "Youth risk behavior surveillance: United States, 2001." MMWR: Morbidity and Mortality Weekly Report51(SS0 4):1–62, 2002.)

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. (Community Anti-Drug Coalitions of America (CADCA) www.cadca.org).

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 26,000 lives in the past 20 years. (www.madd.org)

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; 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); and 4) cell phones need to be on vibrate or silent and should only be used during breaks.

- **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. reality tv, the OC, Gossip Girl, One Tree Hill etc…)?
  - 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 <u>sources of messages</u> 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 21 and older 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. STICKER SHOCK: A MESSAGE TO ADULTS

Sticker Shock is a project to remind adults about the penalties associated with furnishing alcohol to minors. When youth are involved in implementing Sticker Shock, it sends an additional message: that youth don't want adults to buy them alcohol. Please refer to the enclosed STICKER SHOCK IMPLEMENTATION GUIDE from the Maine Office of Substance Abuse and Mental Health Services. Also please pay attention to the Guidelines outlined on the next page. 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 Sticker Shock, 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 the Maine Office of Substance Abuse and Mental Health Services at osa.ircosa@maine.gov.*

ADDITIONAL RESOURCES

The following materials can be borrowed from the OSA Information and Resource Center. Call 1-800-499-0027 or visit www.maineosa.org/irc.

- **Youth Voices on Maine PBS, 2003 (Program IV) and Discussion Guide**
  Young people ages 12 to 22 from the communities of Eastport, Jonesport, South Portland, and St. Joseph's College have produced public service announcements aimed at reaching their peers. Each group identified a message relating to alcohol use and what role social norms play in underage drinking in Maine's communities. They address issues such as misperceptions that alcohol is more popular than it is in reality, and the false belief that more youth drink than really do. In addition, these students helped create a half-hour documentary in which their peers and various professionals share opinions and observations about underage drinking and public misperceptions.

- **"The Truth About Teen Alcohol Use 101"**
  This video uses the social norms approach to show high school students that most of their peers do not drink. An anonymous survey at Riverfront High School produces typical results: while teens assume others drink, actually most do not. Through interviews and group discussions, we learn how surprised and relieved students are to discover their own attitudes align with those of a majority of their peers, 70% who do not drink. This gives them the confidence to be themselves by dispelling the myth that "everybody is doing it." (2001, 25 min., Audience: 9-12)

The activity and discussion guide was created by Communities Mobilizing for Change on Alcohol (CMCA) which is a grassroots initiative to reduce youth access to alcohol by strengthening policy, enforcement, and community norms to send a clear message that underage drinking is unacceptable. Portland CMCA is a program of Medical Care Development, Inc. funded by the Maine Office of Substance Abuse. For more information, please contact Erica Schmitz at (207)773-7737 or email eschmitz@mcd.org.

Substance Abuse
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An Office of the
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