



Put In Your 2¢ Worth...
**About 2¢ a drink yields \$44 million annually
to reduce the impact of
alcohol problems in Missouri.**

Question:

I notice that April has been declared National Alcohol Awareness Month. Where did this originate and what does it mean for Missouri?

Answer:

Alcohol Awareness Month was first announced by the National Council on Alcoholism and Drug Dependence (NCADD) in 1987 to educate Americans about the treatable and preventable disease of alcoholism. Since then, federal agencies as well as many public and private groups at state and community levels have joined the campaign, including many health and safety oriented organizations in Missouri.

MISSOURI ALCOHOL IMPACT FACT #50

- This year's theme is "TOGETHER, WE CAN STOP UNDERAGE DRINKING." a call to action to all sectors of the community. This includes establishing safe and healthy norms for youth and creating an environment in which young people can learn and grow free of the tragic consequences of underage drinking.
- The campaign makes the following recommendations regarding what communities can do to prevent underage drinking. "Communities can help limit youth access to alcohol through a variety of prevention strategies. These include:
 - Increasing social pressure against providing alcohol to youth.
 - Increasing media coverage of underage drinking problems and solutions.
 - Promoting counter-advertising and media literacy.
 - Developing alcohol-free places and activities for youth.
 - Teaching alcohol outlets about liability laws.
 - Enforcing the minimum age of purchase laws for alcohol.
 - Suspending driving privileges for youth who are found with alcohol.
 - Monitoring alcohol outlets to ensure that alcohol is not being sold to youth.
 - Participating in and supporting the work of local task forces and coalitions."
- Much of the factual information distributed by the campaign has been included in this series of Impact Facts, made Missouri-specific whenever possible.
- Nine bills dealing with underage drinking are pending in the 2005 session of the Missouri General Assembly. Many of them address recommendations made by the Joint (Senate/House) Interim Committee on Underage Drinking, created by SCR 36 (2004), based on findings from public hearings.

***For more information call one of the
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