

For Immediate Release  
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### **“Stickers Send Message to Adults about Alcohol”**

A group of Keokuk County youth and adults kicked off “Project Sticker Shock,” a youth-led initiative to change adult attitudes about selling or providing alcohol to minors, on Wednesday, January 7, 2009. This project is sponsored by Keokuk County Schools Tactics for Alcohol Abuse Reduction (KC STAAR).

Iowa surveys have shown that many underage drinkers access alcohol through adults over 21 who can purchase it legally for them. Iowa law prohibits 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 Campaign 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, wine coolers, and other alcohol products that might appeal to underage drinkers. The florescent yellow-and-black stickers stand out on the beer cases for all to see, and provide a strong reminder: “If You Buy Alcohol for Teens...You’ll Pay the Price.” 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. Adults need to continue to set a good example for kids. When adults supply alcohol to youth it sends them a very mixed message. Underage drinking is not a teen problem, but rather a community problem. Adults, youth, law enforcement, and retail stores all need to be part of the solution.

A strong community message is sent when businesses like these take responsibility for speaking out against underage drinking. This time was chosen in conjunction with the holiday season. Some folks associate the use of alcohol with holiday celebrations, this campaign is to remind legal adults that alcohol is not for youth, during the this or any other time of the year. The holidays are a particularly high-risk time of year, but 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.”

Alcohol has been identified as the number one drug of choice among Iowa youth, and according to local youth, one of the easiest substances to obtain. It is also the number one cause of youth death and destruction in the U.S. This initiative hopes to cause adults to think twice before making it any easier for youth to access alcohol.