



ALCOHOL AWARENESS MONTH PROCLAMATION

PREVENTING UNDERAGE DRINKING IS EVERYBODY'S BUSINESS: Every Adult Can Make a Difference

Instructions for Use

- 1.** Make a list of top public officials and other leaders in your community who should have a concern about underage drinking. Identify those who have the most influence or who would attract the most media coverage.
- 2.** Adapt the proclamation to make it as relevant to your community as possible. Add local statistics. Reference particular local issues. Such a proclamation will have a better chance of enlisting the support of a local official, public figure, or governing body. It may also suggest future action to be taken.
- 3.** If anyone in your organization knows a person whom you want to issue a proclamation, have them make the appeal. A copy should be sent ahead to the official or public figure. Your person should follow up with a phone call or arrange for a delegation of your people to speak with them.
- 4.** If you have no personal contact, assign someone to be in charge. Send the proclamation ahead with a cover letter to the official or public figure's media representative or community liaison. Explain your request and activities planned for Alcohol Awareness Month. Follow up with a phone call. Be prepared to send a delegation if need be.
- 5.** If the proclamation requires a vote, be present with a spokesperson and background information. Arrange for numbers of people to be present if this will make a difference.
- 6.** Contact other concerned organizations in your community. Ask them to participate in Alcohol Awareness Month and to send a letter to the official public figure, or governing body asking them to sign the proclamation.
- 7.** Work with the official's or public figure's staff on a final draft of the proclamation. Once the proclamation has been agreed to, voted on, or signed, reproduce as large as possible for use as a prop (on television, at displays, etc.).
- 8.** Schedule a media conference or photo opportunity with the official or public figure or governmental body who issued the proclamation. Use this media event to kick off Alcohol Awareness Month or to tie in with other AAM activity you have planned.

WHEREAS, alcohol is a factor in the four leading causes of death among persons ages 10- 24: motor-vehicle crashes, unintentional injuries, homicide and suicide; and

WHEREAS, approximately 9.7 million current drinkers in the United States are between the ages of 12-20; and

WHEREAS, alcohol is the most frequently used drug by high-school seniors; and

WHEREAS, young people begin drinking, on average, at 13.1 years of age; and

WHEREAS, young people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21; and

WHEREAS, alcohol abuse is linked to as many as two-thirds of all sexual assaults and date rapes of teens and college students and is a major factor in unprotected sex among youth, increasing their risk of contracting HIV or other transmitted diseases; and

WHEREAS, the typical American young person will see 100,000 beer commercials before he or she turns 18 (that is more than for sneakers, gum and jeans); and

WHEREAS, 13 percent of all youth, ages 12-17, had at least one serious problem related to drinking in the past year;

NOW, THEREFORE, I [individual official or public figures] or We [governing body] do hereby proclaim that April 2007 is Alcohol Awareness Month in [insert name of area governed or relevant to this proclamation]. [I or We] also call upon all citizens, parents, youth, governmental agencies, public and private institutions, businesses and workplaces, hospitals, and schools in [name area] to support efforts that will reduce and prevent underage drinking in our community.