

PROJECT STICKER SHOCK

Maine Office of Substance Abuse and Mental Health Services

What Is Project Sticker Shock?

- ◆ A statewide public awareness campaign that places stickers on multi-packs of beer, alco-pops, and other alcohol products that appeal to underage drinkers. Posters are also available for cooler doors.
- ◆ Aims to discourage adults 21 years of age and older from providing alcohol to minors.
- ◆ Each campaign wave has involved more than 15 youth and community groups and over 400 retailers, which range from small convenience stores to large supermarkets.
- ◆ Sponsored by the Maine Office of Substance Abuse (DHHS), with funding from the U.S. Office of Juvenile Justice & Delinquency Prevention.

Providing Alcohol
To Minors is
ILLEGAL

Fines are up to
\$2,000 and/or up to
one year in jail.

www.maineosa.org

Maine Youth: Key Ingredients for Project Sticker Shock's Success!



Youth from Massabesic High School

Important Guidelines for Project Sticker Shock

- Stickers should not be placed directly on bottles or cans
- Stickers should not cover brand names or bar codes!
- Youth under age 21 **MUST** have adult supervision at all times (both chaperones & store staff)
- If packages must be moved to apply stickers, only the adults should handle the alcohol

What People Are Saying About Project Sticker Shock...

"This program was very easy to implement, and our employees were enthusiastic about participating. We take our responsibility of not selling alcohol to minors very seriously. We look forward to participating again!"

- **Charon Curtis**, *Clipper Marts Management*

"The Sticker Shock Program was a great success. I was surprised and very pleased to see how many high school students believe in this cause, as well as adult members of the community who volunteered to transport and supervise the youth. Uniformed officers were also present during the events. The program brought together people that normally do not meet."

- **Ptl. Jamie Dodge**, *York Police Department*

"Sticker Shock was a fabulous opportunity to team up with retailers and law enforcement in a community project, to build awareness around purchasing for minors. We "Sticker Shocked" 34 stores, gained great publicity, and had so much fun it felt almost illegal!!"

- **Maxine Beecher**, *Coordinator of S. Portland Underage Drinking Community Coalition*

Why Participate In Project Sticker Shock?

- ◆ Raises public awareness about underage drinking and youth access to alcohol.
- ◆ Builds collaboration between youth, retailers, concerned parents, community members, law enforcement, and prevention professionals.
- ◆ Strengthens the deterrent effect of the law against providing alcohol to minors.
- ◆ Generates positive media coverage, including newspaper articles/editorials, and news stories and public service announcements on radio and television.



Youth from Strategies for Stronger Sanford

Sticker Shock was adapted from a youth group in Pennsylvania and first implemented in Maine by Fort Kent Area Community Voices in February, 2001.

Project Sticker Shock has been implemented statewide since 2001. Although we encourage participation during high profile seasons, such as Christmas, New Year's Eve, proms and graduations, groups and stores have used the materials year-round.

To request Sticker Shock stickers, contact the
SAMHS Information & Resource Center:

Phone: 1-800-499-0027

TTY: 711 (Maine relay)

E-mail: osa.ircosa@maine.gov

Fax: (207) 287-8910

A handbook for implementing Sticker Shock can be
downloaded at:

<http://www.maineosa.org/prevention/youth/sticker>

Liquor licensees are required to post the Maine
furnishing law on the licensed premises.

The poster is supplied to licensees by the
Department of Public Safety.