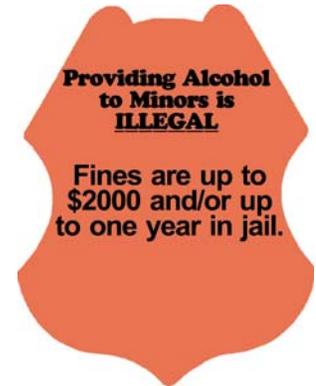


PROJECT STICKER SHOCK

Maine Office of Substance Abuse (DHHS)

What is Project Sticker Shock?

- ◆ A statewide public awareness campaign that places stickers on multi-packs of beer, wine coolers, 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.



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



Youth from Portland's TREK group sticker the beer aisle at the Northgate Shaw's Supermarket.

Important Guidelines for Project Sticker Shock

- Stickers should be placed on multi-packs, not 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.

Thanks to the following chains who have signed up all their stores as ongoing participants in the Sticker Shock campaign:

Irving
C.N. Brown (Big Apple)
M.W. Sewall Clipper Marts
Cumberland Farms
Alliance Energy (Puffin Stops)
R.H. Foster C-Stores
Amatos
J & S Oil
Shaw's Supermarkets

About one quarter of Maine's alcohol retailers participate annually in Project Sticker Shock. If you know a business that would like to participate, call Anita Reynolds at 1-800-499-0027 to sign up or download the flyer and sign-up form at the Office of Substance Abuse web: <http://www.maineosa.org/prevention/sticker>

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 every May and December since 2001. Although we encourage participation during these high profile seasons, groups and stores are free to use the materials at any time of year. Many stores choose to keep the posters displayed in their cooler doors in order to get the message out all year round.

Project Sticker Shock Sign-Up Form

Please Complete Legibly with Ink

To request
Sticker Shock Materials,

please return this form
to the

O.S.A. Information & Resource Center:

By Fax:
(207) 287-8910

Or By Mail:
Office of Substance Abuse
Information & Resource Center
159 State House Station
Augusta, ME 04333-0159

Questions?

Contact the Information & Resource Center at:

Phone: 1-800-499-0027

TTY: 1-800-215-7604

E-mail: osa.ircosa@maine.gov

A sticker shock handbook for youth/
community groups can be downloaded at:

www.maineosa.org/prevention/sticker

...or call the number above
to request a copy.

YES! We want to participate in Project Sticker Shock!

ORGANIZATION/STORE

CONTACT PERSON

MAILING ADDRESS

CITY/STATE/ZIP

PHONE #

FAX #

E-MAIL ADDRESS

Please check the option which best applies:

Store -- Please Complete Box A below!
(leave Box B blank)

Youth/Community Group -- Please Complete Box B below!
(leave Box A blank)

Other Group or Organization -- Please complete Box B below!
(leave Box A blank)

Box A: FOR PARTICIPATING STORES TO COMPLETE!

- How many 8 x 11 posters would you like to hang in your store? _____
- Approximately how many **multi-packs** of each of the following types of alcoholic beverages do you expect to sell in the upcoming month?

Beer: _____ per week
(i.e. 6, 12, 24 & 30 packs)

Other: _____ per week
(i.e., wine coolers, malt beverages)

Total Number of Stickers: _____ per week

Box B: FOR PARTICIPATING GROUPS TO COMPLETE!

How many of each of the following types of stores which sell alcohol do you anticipate involving in the program?

Large Grocery Stores : _____

Smaller Grocery Stores: _____

Convenience Stores: _____

Other Stores: _____
(i.e., pharmacies, liquor stores)

Total Number of Stores: _____

Please Note:

Our intention is to provide enough stickers for each participating store/group to carry the campaign for at least a month depending on the volume of requests and the availability of stickers. If you need additional materials in the future, call 1-800-499-0027. Please allow 2-4 weeks for delivery.