

Count ME In!

No matter who you are, there's something you can do to prevent underage drinking:

Parents:

- Educate yourself, your children, and others about the risks of underage drinking, and set clear and consistent expectations about not using alcohol before age 21
- Use the monitoring tips at www.maineparents.net – whenever possible, start these habits well before your children reach their teenage years
- Be careful about the messages you send about alcohol – use the modeling tips at www.maineparents.net

Youth:

- Take a stand and feel comfortable refusing alcohol, don't give in to peer pressure
- Be a good role model for younger siblings and others who look up to you
- Get involved in community efforts to reduce underage drinking – be part of the solution

Pediatricians and Other Health Care Providers:

- Educate your patients and their parents about the dangers of underage drinking
- Include screening for alcohol and other drug use in your standard practice when seeing teenagers
- Provide information to parents about prevention strategies, including the monitoring and modeling tips at www.maineparents.net

Schools:

- Implement evidence-based prevention substance abuse programs to educate students and parents
- Identify and refer students using alcohol for appropriate interventions
- Consistently and fairly enforce school substance abuse policies

Law Enforcement:

- Adopt and implement a clear departmental underage drinking enforcement policy, like the Maine Chiefs of Police/OSA model policy at <http://www.maine.gov/dhhs/osa/prevention/lawenforcement>
- Aggressively investigate and prosecute adults who provide or sell alcohol to minors
- Partner with others in your community to ensure a comprehensive multi-faceted approach to underage drinking prevention that does not rely on enforcement alone to solve the problem

Alcohol Retailers:

- Set a goal of zero sales to minors and then establish effective management practices to achieve it
- Sign on to the Youth Empowerment and Policy Group's "Alcohol Retailer's Local Marketing Code of Conduct" (<http://www.neias.org/YEP/docs06.html>)
- Participate in Project Sticker Shock to educate adults who buy alcohol about the furnishing laws (<http://www.maine.gov/dhhs/osa/prevention/youth/sticker.htm>)

Other Community Members:

- Join a local coalition that is working on underage drinking prevention (<http://www.maine.gov/dhhs/osa/prevention/communitycontacts.htm>)
- Offer public support for prevention and enforcement efforts; thank retailers who do a good job
- Watch the messages you send to young people you interact with – the modeling tips for parents at www.maineparents.net apply to all adults who talk about alcohol whenever kids may be listening!