

NEWS RELEASE

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COALITION LAUNCHES UNDERAGE DRINKING PREVENTION CAMPAIGN

The Plainville Coalition for Positive Youth Development is launching an underage drinking prevention campaign, according to Coalition Co-Chairs Roberta Brown and Lynn Davis. The campaign, entitled SettheRulesCT.org, is presented by the State of Connecticut Office of Policy and Management. The campaign is centered on the SettheRulesCT.org website, which contains a number of resources and a variety of information on underage drinking. The objectives of the underage drinking campaign are to educate parents and the community about Connecticut's Social Host Law and the impact of alcohol on teenage brain development. In addition to the Plainville Coalition for Positive Youth Development's campaign in Plainville, a number of communities in Connecticut are also supporting the state underage drinking prevention campaign.

Coalition members began planning the campaign specifics this past spring for the local community, which began with a report card insert to middle and high school parents with information about the SettheRulesct.org website as well as a "*Don't Excuse Teen Drinking*" message displayed on the Plainville High School electronic sign over the summer months. The Coalition has a number of additional strategies and activities planned to promote the campaign over the next year. These include bookmarks with the campaign information that will be distributed at the public library and other venues, as well as a sign that will be displayed in various locations throughout town. Posters with the campaign slogan "*Parents Who Host Lose the Most – It's Against The Law*" will be distributed to local retailers, including package stores, for display in store windows. In addition, the Coalition will share information about the campaign at a number of community events including the Plainville Community Fund Day at Robertson Airport on September 25. In addition to sharing information about the campaign website, the Coalition is also planning to sponsor a parent program event on the Social Host Law and the impact of alcohol on teen brain development.

The Plainville Coalition for Positive Youth Development is comprised of representatives from organizations throughout the Plainville area. The mission of the Coalition is to promote a community environment that empowers children to positively shape their lives. The Coalition is also a partner in the national Community of Concern initiative, centered on substance abuse prevention.