



NCADD

NATIONAL COUNCIL ON ALCOHOLISM AND
DRUG DEPENDENCE, INC.

ORGANIZER'S GUIDE

26TH ANNUAL NCADD ALCOHOL AWARENESS MONTH

April 2012

**THEME: "HEALTHY CHOICES, HEALTHY COMMUNITIES:
PREVENT UNDERAGE DRINKING"**

ALCOHOL AWARENESS – THE KEY TO COMMUNITY CHANGE AND PERSONAL RECOVERY
26 Years of Improving and Saving Lives through Prevention, Treatment and Recovery

ABOUT THE NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC. (NCADD):

Founded in 1944, NCADD and its National Network of Affiliates is a voluntary health organization dedicated to fighting the Nation's #1 health problem- alcoholism and drug addiction and the devastating consequences of alcohol and other drugs on individuals, families and communities.

Last year, **713,000 people called NCADD and our National Network of Affiliates seeking help** for themselves or a family member.

NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

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About The Theme:

For the 26th Anniversary of NCADD Alcohol Awareness Month, NCADD has chosen a theme recommended by our NCADD Affiliate in Carmel, New York, NCADD Putnam.

“**HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING**”. Our theme is designed to draw attention to the pervasive impact that alcohol, alcohol-related problems and alcoholism have on young people, their friends, on families and in our communities.

The theme will allow NCADD’s National Network of Affiliates and other NCADD Alcohol Awareness Month supporting organizations across the country to use the theme as a way of addressing this critically important public health issue through a broad range of media strategies, awareness campaigns, programs and events in their local communities.

Some important basic Facts About Underage Drinking:

- Alcohol is the **number one drug of choice** for America’s young people, more than tobacco or illicit drugs;
- Those who begin drinking **before age 15** are four times more likely to develop alcoholism than those who begin at age 21;
- Each day, **7,000 kids** in the United States under the **age of 16 take their first drink.**
- And, underage alcohol use costs the nation an estimated **\$62 billion annually!**

While the issues of alcohol-related problems and alcoholism are a complex problem, it is one which can only be solved through a sustained and cooperative effort between parents, schools and colleges, community leaders, health care providers, employers and young people. Specific to young people, there are four areas which have proven to be effective in prevention and intervention of underage drinking:

- 1). Curtailing the availability of alcohol to young people under age 21
- 2). Consistent enforcement of existing laws and regulations regarding alcohol purchase
- 3). Changing cultural misconceptions and behaviors about alcohol use through education
- 4). Expanded access to treatment and recovery support for adolescents and their families.

Although the victims of alcohol-related problems number in the tens of millions, our ability to find solutions ultimately comes down to one thing and one thing only.....**one** NCADD Affiliate, **one** organization, **one** person making a commitment to **raising awareness of the problem and the solution** in our family, our community, our church, our workplace through a focus on prevention, treatment and recovery!

Thank you for joining NCADD in this effort!

HISTORY- NCADD Alcohol Awareness Month:

NCADD Alcohol Awareness Month, founded by and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) since 1987 to reduce the stigma so often associated with alcoholism by encouraging communities to reach out to the American public with information about alcohol and alcoholism as a chronic, progressive disease, fatal if untreated, and genetically predisposed. The disease of alcoholism is a family disease that is treatable, not a moral weakness, and people can and do recover. In fact, it is estimated that as many as 20 million individuals and family members are living lives in recovery!

An integral part of NCADD Alcohol Awareness Month is **Alcohol-Free Weekend**, which takes place on the first weekend of April (April 6-8, 2012) to raise public awareness about the use of alcohol and how it may be affecting individuals, families, businesses and our communities.

During **Alcohol-Free Weekend**, NCADD extends an open invitation to all Americans to engage in three alcohol-free days. Those individuals or families who experience difficulty or discomfort in this 72-hour experiment are urged to contact local NCADD affiliates, Alcoholics Anonymous (AA) and Al-Anon to learn more about alcoholism and its early symptoms.

A Few Thoughts on Stigma From NCADD's Founder, Marty Mann:

"Few among you consider alcoholism a proper subject for open discussion, few among you would willingly label yourself, or a friend or colleague, an alcoholic, and even fewer would be able to recognize alcoholism early, when there is the best chance for recovery.

All of this is the result of stigma, a state of mind which is essentially mindless since it overlooks all the things which have been learned; a state of mind which produces public attitudes that are anti-therapeutic to say the least. In bold language, Stigma Kills.

Stigma manifests itself in many ways; in false beliefs, such as that alcoholism is a moral problem and alcoholics moral delinquents; or that alcoholism is simply a matter of will power and alcoholics are weaklings; or that alcoholism is a deliberate self-degradation and alcoholics are simply letting themselves slide downhill—"throwing their lives away," or that alcoholism is only found among homeless indigent derelicts—"Skid Row bums"; or finally, that alcoholism is a hopeless condition and alcoholics are all "hopelessdrunks" (spoken as one word).

The results of stigma are also many, and all are destructive. The family that has an alcoholic in its midst goes to great lengths to conceal this, and the fellow workers of the alcoholic—often including his immediate superiors—cover up for him, keep giving him "one more chance to straighten up." The friends, neighbors and others in more casual contact with the alcoholic carefully look the other way. All are participating in a great conspiracy of silence, many of them in the mistaken belief that they are protecting the alcoholic when actually they are preventing him from getting help."

ABOUT THE NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC. (NCADD):

Founded in 1944, NCADD and its National Network of Affiliates is a voluntary health organization dedicated to fighting the nation's #1 health problem- alcoholism and drug addiction and the devastating consequences of alcohol and other drugs on individuals, families and communities.

Last year alone, **713,000 people called NCADD and our National Network of Affiliates seeking help** for themselves or a family member.

SOME HELPFUL INTERNET LINKS:

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)

www.ncadd.org

Alcoholics Anonymous (AA)

www.aa.org

Al-Anon Family Groups

www.al-anon.alateen.org

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

www.niaaa.nih.gov

College Drinking: Changing the Culture (NIAAA)

www.collegedrinkingprevention.gov

Stop Underage Drinking: Portal of Federal Resources

www.stopalcoholabuse.gov

Underage Drinking: Talk Early – Talk Often – Get Others Involved:

SAMHSA-NIAAA and Ad Councils

<http://underagedrinking.samhsa.gov>

The Surgeon General’s Call to Action To Prevent and Reduce Underage Drinking

www.surgeongeneral.gov/topics/underagedrinking

Center for Disease Control: Alcohol and Public Health

www.cdc.gov/Alcohol

American Medical Association

<http://www.ama-assn.org/ama/pub/physician-resources/public-health/promoting-healthy-lifestyles/alcohol-other-drug-abuse.page>

Center on Alcohol Marketing and Youth

www.camy.org

Underage Drinking Enforcement Training Center (UDETC)

www.udetc.org/index.asp

Alcohol Policy Information System (APIS)

www.alcoholpolicy.niaaa.nih.gov/UnderageDrinking.html

Substance Abuse and Mental Health Services Administration (SAMHSA)

www.samhsa.gov

April 2012: NCADD ALCOHOL AWARENESS MONTH THEME
HEALTHY CHOICES, HEALTHY COMMUNITIES:
PREVENT UNDERAGE DRINKING

ALCOHOL AWARENESS – THE KEY TO COMMUNITY CHANGE AND PERSONAL RECOVERY

GENERAL INSTRUCTIONS FOR USING NCADD ALCOHOL AWARENESS MONTH KIT

1) **Adaptation and Reproduction Permission:** All of the materials may be reproduced or adapted to your own needs and distributed within your community without permission. An acknowledgment that the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) as the founder and sponsor of NCADD Alcohol Awareness Month and identification of our website (www.ncadd.org) as an information resource is required.

2) **Distribution:** Distribute materials to other organizations and local print media to begin generating early community interest in NCADD Alcohol Awareness Month.

3) **Localize Materials:** Add local information to the sample proclamation and press materials to greatly increase their appeal for officials and media in your community.

4) **Time Line:** The following time line may be helpful in using this kit:

JANUARY: Customize materials for use in your community; identify public official to issue proclamation; begin planning suggested grassroots activities or develop your own activities; place camera-ready advertisements.

FEBRUARY: Submit live copy PSAs to radio stations.

MARCH: Adapt sample proclamation and press materials for local use; plan proclamation ceremony or press event to kick-off NCADD Alcohol Awareness Month; distribute media advisory and news release; make follow-up phone calls to media.

APRIL: Publicize each of your NCADD Alcohol Awareness Month activities to target audiences; submit letter to the editor and op-ed piece.

CONTENTS: NCADD Alcohol Awareness Month Kit:

- Organizer's Guide includes the following materials:
 - Theme, History, Stigma and Links to Additional Resources
 - Instructions on Use of Organizer's Guide
 - Sample Proclamation
 - Media Advisory & News Releases
 - :30 Radio PSA Scripts
 - Op-Ed Newspaper Article
 - Letter to the Editor
 - Suggested Grassroots Activities for States, Communities, Schools, Students, Colleges, Media, Religious Organizations and Parents.

PROCLAMATION: NCADD Alcohol Awareness Month

Instructions for use:

- 1) **Select Officials:** Make a list of top public officials and other leaders in your community who have expressed concern about alcohol problems. Decide who would attract the most press coverage.
- 2) **Local Relevance:** Make the proclamation as relevant to your community as possible by adding local statistics to the sample below. You will have a much better chance of enlisting the support of a local public official.
- 3) **Who to Contact:** If anyone in your organization knows the person you want to issue the proclamation, have that individual send it directly to the official, then follow up with a phone call. If you don't have a personal contact, send the proclamation to the individual's press representative or community affairs liaison with a cover letter explaining your request and the activities that you have planned for NCADD Alcohol Awareness Month.
- 4) **Other Community Organizations:** Contact other concerned organizations in your community and ask them to participate in NCADD Alcohol Awareness Month. Ask them to send letters to the official urging him/her to issue a proclamation.
- 5) **Final Draft and Reproduction:** Once an official agrees to issue the proclamation, work with his/her office on a final draft. Reproduce the proclamation as large as possible for use as a prop on television.
- 6) **Electronic Copy:** Request a digital or electronic copy for use on your website, newsletter, with press releases etc. Please send a copy of the proclamation to NCADD (see end of Sample Proclamation for contact information).
- 6) **Press Conference and Photos:** Schedule a press conference and/or photo opportunity with the official for the last week in March to announce NCADD Alcohol Awareness Month in your community. Use the event to highlight a successful local prevention program for youth and to publicize other activities you have planned. Invite local health, law enforcement and educational professionals to participate. Have someone take photos and post photos on your website, add to your newsletter and send to NCADD with names/titles of individuals in photo.

SAMPLE PROCLAMATION:
NCADD ALCOHOL AWARENESS MONTH 2012
HEALTHY CHOICES, HEALTHY COMMUNITIES:
PREVENT UNDERAGE DRINKING

ALCOHOL AWARENESS – THE KEY TO COMMUNITY CHANGE AND PERSONAL RECOVERY

WHEREAS, alcohol is a primary factor in the four leading causes of death for young persons ages 10-21 and

WHEREAS, almost **100,000 persons** die each year from alcohol-related causes: drinking and driving crashes, other accidents, falls, fires, alcohol-related homicides and suicide and

WHEREAS, approximately 15 million current drinkers in the United States are dependent on alcohol; and

WHEREAS, alcohol-related problems cost America \$224 billion (\$746 per person) in lost productivity, absenteeism, healthcare costs, crime and family-related problems; and

WHEREAS, adolescents use alcohol more than tobacco or illicit drugs; 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 and

WHEREAS, alcohol abuse is a major factor in unprotected sex, increasing risk of contracting HIV or other transmitted diseases; and

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

NOW, THEREFORE, I, (INSERT NAME OF LOCAL PUBLIC OFFICIAL) join the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and do hereby proclaim that **April 2012 is NCADD Alcohol Awareness Month** in (INSERT NAME OF AREA GOVERNED BY LOCAL PUBLIC OFFICIAL). As the (INSERT TITLE OF LOCAL PUBLIC OFFICIAL) I also call upon all citizens, parents, governmental agencies, public and private institutions, businesses, hospitals, schools and colleges in (REPEAT NAME OF AREA) to support efforts that will reduce stigma, increase community awareness and increase support for individuals and families coping with alcoholism in our community and join us in **“HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING”**.

Note: Please send copies of Proclamations and Photos (as e-mail attachment) to:
Robert J. Lindsey, President/CEO
NCADD, Inc. 217 Broadway, Suite 712 New York, NY 10007
E-mail: president@ncadd.org

MEDIA ADVISORY

Instructions for use of **Media Advisory**:

- 1) **Localize Media Advisory:** Substitute local information in the media advisory below, reproduce copies on your letterhead or news release paper and use it to alert the media to your NCADD Alcohol Awareness Month proclamation ceremony.
- 2) **Distribute Advisory:** Send the media advisory to the city desks of your local newspapers and to the assignment editors at your local radio and television stations. Be sure that they receive the advisory at least two days before the event.
- 3) **Media Follow-Up:** Call the media before your event to make sure that they received the advisory and try to persuade them to cover the event. Call the day before to remind them and answer any last minute questions.

SAMPLE MEDIA ADVISORY:

For More Information, Contact:
(INSERT NAME & TITLE OF LOCAL CONTACT)
(INSERT PHONE NUMBER)

... MEDIA ADVISORY ... MEDIA ADVISORY ... MEDIA ADVISORY ...

(INSERT NAME OF OFFICIAL) TO PROCLAIM
NCADD ALCOHOL AWARENESS MONTH IN (INSERT NAME OF AREA)
AS PART OF A NATIONAL CAMPAIGN TO RAISE AWARENESS OF THE IMPACT OF
UNDERAGE DRINKING ON YOUNG PEOPLE, FAMILIES AND COMMUNITIES

WHAT: (INSERT NAME OF PUBLIC OFFICIAL) will proclaim that April is NCADD Alcohol Awareness Month in (INSERT NAME OF AREA) and join the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) in a national call to action to help individuals, families and communities coping with alcohol-related problems and alcoholism. Hundreds of communities across the country will also participate in this grassroots effort to highlight the effects of alcoholism and to highlight prevention, treatment and recovery resources, including help that is available.

WHO: (INSERT NAME AND TITLE OF PUBLIC OFFICIAL)
(INSERT NAME AND TITLE OF REPRESENTATIVE OF YOUR ORGANIZATION)
(INSERT NAMES AND TITLES OF ONE OR TWO OTHER NEWSWORTHY PARTICIPANTS)

WHEN: (INSERT DATE)
(INSERT TIME)

WHERE: (INSERT LOCATION)
(INSERT DATE OF DISTRIBUTION)

NEWS RELEASE

Instructions for use of **News Release**:

- 1) **Localize News Release:** Substitute local information in the news releases below, reproduce copies on your letterhead or news release paper to inform media that your local public official has proclaimed that April is NCADD Alcohol Awareness Month in your community.
- 2) **Distribution of Release:** Give the news releases to press covering the proclamation ceremony. Send copies to the city desks of your local newspapers and to the assignment editors at your local radio and television stations. They should receive the releases shortly before the events take place. Even if they don't send a reporter, a story can be written.

SAMPLE NEWS RELEASE TO ANNOUNCE: NCADD Alcohol Awareness Month:

“HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING”

For More Information, Contact:

(INSERT NAME & TITLE OF LOCAL CONTACT)

(INSERT PHONE NUMBER)

For Release (INSERT DATE AND TIME OF EVENT):

(INSERT NAME OF OFFICIAL) PROCLAIMS

NCADD ALCOHOL AWARENESS MONTH IN (INSERT NAME OF COMMUNITY)

AND JOINS NATIONAL CAMPAIGN TO RAISE AWARENESS OF ALCOHOL, ALCOHOL-RELATED PROBLEMS AND ALCOHOLISM AND YOUNG PEOPLE, FAMILIES AND OUR COMMUNITY

(INSERT NAME AND TITLE OF PUBLIC OFFICIAL) today, (INSERT DATE), proclaimed that April is NCADD Alcohol Awareness Month in (INSERT NAME OF AREA) and joined the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) in a national grassroots campaign to highlight the critical public health issue of alcoholism and its impact on the individual, family and community, while highlighting resources available to help.

"(INSERT QUOTE ABOUT ALCOHOLISM AND THE FAMILY FROM PUBLIC OFFICIAL)" said (INSERT NAME OF PUBLIC OFFICIAL).

"(INSERT QUOTE DESCRIBING LOCAL EFFORTS TO HELP INDIVIDUALS, FAMILIES AND CHILDREN COPING WITH ALCOHOLISM FROM REPRESENTATIVE OF YOUR ORGANIZATION)" said (INSERT NAME AND TITLE OF REPRESENTATIVE OF YOUR ORGANIZATION).

(INSERT PARAGRAPH ABOUT LOCAL NCADD ALCOHOL AWARENESS MONTH ACTIVITIES).

NCADD Alcohol Awareness Month, sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) since 1987, encourages local communities to take action to help individuals, families and children effected by alcoholism.

(INSERT PARAGRAPH DESCRIBING YOUR ORGANIZATION)

(INSERT DATE OF DISTRIBUTION)

**SAMPLE NEWS RELEASE TO ANNOUNCE:
Alcohol-Free Weekend:**

For More Information, Contact:
(INSERT NAME & TITLE OF LOCAL CONTACT)
(INSERT PHONE NUMBER)

For Immediate Release:

ALCOHOL-FREE WEEKEND TO BE OBSERVED APRIL 6-8, 2012

Alcohol-Free Weekend, traditionally observed during NCADD Alcohol Awareness Month in April, is scheduled for April 6-8, 2012.

The National Council on Alcoholism and Drug Dependence, Inc. (NCADD) and (INSERT NAME OF YOUR ORGANIZATION) asks parents and other adults to abstain from drinking alcoholic beverages for a 72-hour period to demonstrate that alcohol isn't necessary to have a good time. If participants find it difficult to go without alcohol during this period, they are urged to call (INSERT YOUR PHONE NUMBER) for information about alcoholism.

(INSERT PARAGRAPH ABOUT WHAT YOUR ORGANIZATION IS DOING TO HELP THE COMMUNITY OBSERVE ALCOHOL-FREE WEEKEND)

NCADD Alcohol Awareness Month, founded by and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) since 1987, is observed by communities throughout the United States and is a national grassroots effort to support prevention, research, education, intervention, treatment and recovery for alcoholism and alcohol-related problems.

NCADD Alcohol Awareness Month offers community organizations concerned about individuals, families and children an opportunity to work together to not only raise awareness and understanding about the negative consequences of alcohol, but to highlight the need for local action and services focused on prevention, treatment and recovery.

(INSERT PARAGRAPH ABOUT YOUR ORGANIZATION)

(INSERT DATE OF DISTRIBUTION)

:30 RADIO PUBLIC SERVICE ANNOUNCEMENTS

Instructions for use:

- 1) **Localize PSA:** Adapt any or all of the "live copy" radio scripts for local use.
- 2) **Finalize Script:** Type each script, double-spaced, on your letterhead with the name of a contact person from your organization.
- 3) **Distribution of PSAs:** Try to submit scripts to radio public service directors in your community by mid-late February. Your chances of getting them aired may increase if you give each radio station a different set of scripts.
- 4) **Media Follow-Up:** Follow up with a phone call to the public service director 3-5 days after you submit the scripts asking if they have arrived and if broadcast during April will be possible.
- 5) **Media Reminder:** If the public service director was receptive to your first phone call, follow up with an additional call in late March to remind him/her of the PSA.
- 6) **Thank You:** Very important! Send a thank you note to the manager of any radio station that airs one of your PSAs.

SAMPLE LIVE COPY SCRIPTS:

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) wants parents to know that with your help, progress is being made in the struggle to address underage drinking in our community. To join us in "**HEALTHY CHOICES, HEALTHY COMMUNITIES**" in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call and help us to "**PREVENT UNDERAGE DRINKING.**"

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that alcohol is the deadliest drug for America's teenagers: a 16-year old is more likely to die from an alcohol-related problem than any other cause. For more information about how you can save a life, join us in "**HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING**" in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Let this be your call to action.

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that drinking is associated with the leading causes of death among young people, including car crashes, murder and suicide. To get involved, join us in "**HEALTHY CHOICES, HEALTHY COMMUNITIES**" in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call today and help us "**PREVENT UNDERAGE DRINKING.**"

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that the vast majority of people don't know that a standard mixed drink, a glass of table wine and a can of beer all contain the same amount of alcohol. For more information about **“HEALTHY CHOICES, HEALTHY COMMUNITIES”** in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call today and help us **“PREVENT UNDERAGE DRINKING.”**

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that if your drinking has caused problems in your relationships, at work, at home, financially, physically or legally, it's time to call and get help. For more information about how to get help and join us in **“HEALTHY CHOICES, HEALTHY COMMUNITIES”** in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call now and help us **“PREVENT UNDERAGE DRINKING.”**

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) reminds you that if you are concerned about your own use of alcohol, or that of a friend, friend, family member or child, there is help, hope and healing!. For more information about **“HEALTHY CHOICES, HEALTHY COMMUNITIES”** in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call today and help us prevent **“PREVENT UNDERAGE DRINKING.”**

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) wants to remind you of several tragic reasons, besides the law, to take alcohol-related problems and alcoholism seriously: highway death, drowning, suicide, violent injury, disrupted families and unwanted pregnancy. For more information about **“HEALTHY CHOICES, HEALTHY COMMUNITIES”** in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call today and help us **“PREVENT UNDERAGE DRINKING.”**

WORKPLACE

April is NCADD Alcohol Awareness Month and the National Council on Alcoholism and Drug Dependence, Inc., (NCADD) and the (INSERT NAME OF YOUR ORGANIZATION) wants to remind employers that alcohol-related problems and alcoholism cost employers billions of dollars each year in lost productivity, accidents and poor job performance. For more information about **“HEALTHY CHOICES, HEALTHY COMMUNITIES”** in (INSERT NAME OF AREA), call (INSERT YOUR PHONE NUMBER). That's (REPEAT PHONE NUMBER). Call today and help us **“PREVENT UNDERAGE DRINKING.”**

OP-ED NEWSPAPER ARTICLE

Instructions for use:

- 1) **Contact Person:** Call the editorial page of the most widely circulated newspaper in your city. Ask if they accept "op-ed" pieces and find out the name of the person to whom they should be directed.
- 2) **Write Op Ed:** Type the sample cover letter, on your organization's letterhead, for signature by one of your board members or the head of your organization. Type the sample op-ed double-spaced on blank paper. Submit both the cover letter and the op-ed to the appropriate person.
- 3) **Follow-Up:** Follow up with a phone call to the appropriate person several days later. Ask if the op-ed has arrived and whether it is being considered for publication.
- 4) **Denied, Try Again:** If your initial attempt is unsuccessful, repeat the process with other newspapers in your area, but make sure that no more than one newspaper at a time is considering your op ed. If a newspaper does not agree to publish it, submit the op-ed to other newspapers.
- 5) **Copies to NCADD:** Send copies of any press or published op-ed (as e-mail attachment preferred) to:

Robert J. Lindsey
President/CEO
NCADD
217 Broadway, Suite 712
New York, NY 10007
E-Mail: president@ncadd.org.

SAMPLE OP-ED COVER LETTER:

Dear Editor:

April 2012 is NCADD's 26th Annual Alcohol Awareness Month. Following the leadership of the National Council on Alcoholism and Drug Dependence, Inc. (NCADD), thousands of communities throughout the country are joining together to focus on the number one public health issue - alcohol-related problems and alcoholism and their effect on individuals, families and communities. (INSERT NAME OF YOUR ORGANIZATION) is leading that effort locally.

And the news is not all bad.

We hope that you will consider publishing the enclosed op-ed piece to stimulate discussion about one of the most important public health issues in (INSERT NAME OF YOUR COMMUNITY).

Thank you for your consideration.

Sincerely,
(INSERT NAME & TITLE)
(INSERT NAME OF ORGANIZATION)

SAMPLE OP-ED:

HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING

ALCOHOL AWARENESS: THE KEY TO COMMUNITY CHANGE AND PERSONAL RECOVERY

Before one more high school student dies in an alcohol-related accident or another college student dies of alcohol poisoning, or another family is split up because of alcohol, the seriousness of the public health problems associated with alcohol and alcoholism must be brought into focus through the spotlight of public awareness.

Alcohol is the drug most frequently used by Americans and results in more than 100,000 alcohol-related deaths per year. For young people, they drink alcohol more frequently than they use all other illicit drugs combined and alcohol is responsible for more than **6,500 deaths per year** (young people under 21): motor vehicle accidents account for 2,400 deaths, unintentional death by fire, falls, overdose account for 2,400 deaths, homicides account for 1,600 deaths and suicide accounts for about 300 deaths per year!

Alcohol-related problems and alcoholism effect each and every one of us, directly or indirectly, and are our Nation's Number One public health problem in America. Alcohol is a drug that effects every cell and organ system in the body, effecting judgment, coordination and long-term health. In fact, recent scientific research now suggests that early use of alcohol by teenagers may contribute significantly to dependence on alcohol and other drugs later in life, with **40% of children who begin using alcohol before the age of 13 become alcohol dependent at some point in their lives.**

Regrettably, too many dismiss underage drinking as a "youthful indiscretion" or a rite of passage from adolescence into adulthood, and many underage drinkers are often first presented with alcohol in their own dining rooms, living rooms and kitchens. Alcohol is aggressively marketed to underage drinkers and associated with athletic and social events popular with high school and college students. And, too many bars and clubs knowingly serve underage drinkers, often with a wink and a nod to fake identification.

The **annual economic costs of alcohol-related problems exceeds \$224 billion** (\$746 per person) due to lost productivity, health care costs, business and criminal justice costs, more than substance abuse and tobacco.

"Alcohol is a drug -- a powerful, mood-altering drug -- and alcoholism is a chronic disease, from which, people can and do recover" says David E. Lewis, M.D., Chair of the Medical-Scientific Committee of the National Council on Alcoholism and Drug Dependence, Inc. (NCADD). "Over the past two decades, scientific research has revolutionized our understanding of how alcohol and drugs affect the body and the brain. We now know that prolonged, repeated alcohol and drug use can result in fundamental, long-lasting changes in the body including brain structure and functioning."

These are but a few of the fundamental reasons why we must increase public awareness. Not only are there a whole set of increased risks in the short-term, including traffic crashes, violent crime, assaults, burns, drowning, suicide attempts, fetal alcohol

syndrome, alcohol poisonings and high-risk sexual behavior, the long-term physical and biochemical effects put many drinkers at risk for the rest of their lives.

“The good news....we are making progress,” says Robert J. Lindsey, President/CEO of the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) “and it is now estimated that more than 20 million individuals and family members are living lives in recovery!” “Bottom line, we all have an investment in reducing the devastating impact that alcohol has on us as individuals, family members and as members of our communities,” says Lindsey. “We need to educate ourselves – as parents, teachers, clergy, employers, counselors, friends and neighbors - that the earlier children are exposed to alcohol, the greater the probability of alcoholism and addiction. And, it is through education and understanding that we can reduce the stigma often associated with alcoholism that prevents millions of individuals and family members from seeking help.”

While the issues of alcohol-related problems and alcoholism are a complex problem, it is one which can only be solved through a sustained and cooperative effort between parents, schools and colleges, community leaders, health care providers, employers and young people. Specific to young people, there are four areas which have proven to be effective in prevention and intervention of underage drinking:

- 1). Curtailing the availability of alcohol to underage populations;
- 2). Consistent enforcement of existing laws and regulations regarding alcohol purchase; and
- 3). Changing cultural misconceptions and behaviors about alcohol use through education
- 4). Expanded access to treatment and recovery support for adolescents and their families.

“As a society, we must do a far better job increasing public awareness, understanding of and support for prevention, treatment and recovery. In particular, underage drinking by young people is extremely risky behavior, not only in their own lives, but with the lives of friends, neighbors, loved ones and innocent bystanders,” says Lindsey. “Underage drinking is not a rite of passage and each and every one of us have a responsibility to support expanded community awareness efforts.”

For over 65 years, NCADD and our National Network of Affiliates have been a trusted source of Help, Hope and Healing for millions of individuals and families who have been affected by alcoholism and drug dependence. Please join us, in celebrating NCADD’s 26th Annual Alcohol Awareness Month and NCADD’s life-saving work, through prevention, treatment and recovery.

Together, we can make “**Healthy Choices**” develop “**Healthy Communities**” and “**Prevent Underage Drinking**”.

LETTER TO THE EDITOR

Instructions for use:

- 1) **Write Letter:** Use the sample letter below to create your own letter, with local information, on your own letterhead and have it signed by the head of your organization.
- 2) **Submit and Follow-Up:** Submit the letter to the editor of the most widely read newspaper in your area. Follow up with a phone call to the letters department to ask if the letter has arrived and whether it is being considered for publication.
- 3) **Denied, Try Again:** If the letter is rejected, submit it to the editors of other daily and weekly newspapers, one at a time, in your area.

SAMPLE LETTER TO THE EDITOR:

Dear Editor:

April is the 26th Annual NCADD Alcohol Awareness Month. Founded by and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) for 26 years, the theme this year is: **“HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING”**.

No substance of abuse is more widely used and abused in America than alcohol, making alcohol-related problems and alcoholism the number one public health problem in the United States.

The personal tragedies, social consequences, and enormous economic costs are unacceptably high, including over \$ 224 billion per year (\$746 per person) in alcohol-related problems and alcoholism in lost productivity, absenteeism, accidents, criminal justice costs etc.

Addressing this issue requires a sustained and cooperative effort between parents, schools, colleges, community leaders, and our youth. The widespread prevalence of underage drinking and the negative consequences it creates remains a stubborn and destructive problem despite decades of efforts to combat it. Yet, there are four areas that have proven to be effective in prevention of this problem:

- 1). Curtailing the availability of alcohol to underage populations;
- 2). Consistent enforcement of existing laws and regulations regarding alcohol purchase;
- 3). Changing cultural misconceptions and behaviors about alcohol use through education and
- 4). Expanded access to treatment and recovery support for adolescents and their families.

But, time is running out. Studies reveal that alcohol consumption by adolescents results in brain damage – possibly permanent – and impairs intellectual development. So, let’s get started with the solution. We can’t afford to wait any longer.

Sincerely,

(INSERT NAME & TITLE)

(INSERT NAME OF ORGANIZATION)

SUGGESTED GRASSROOTS ACTIVITIES

FOR STATES:

- Issue an NCADD Alcohol Awareness Month proclamation utilizing the theme, **“HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING”** from the Governor's Office.

FOR COMMUNITIES:

- Issue an NCADD Alcohol Awareness Month proclamation utilizing the theme **“HEALTHY CHOICES, HEALTHY COMMUNITIES: PREVENT UNDERAGE DRINKING”** (see sample) from the Mayor's Office.
- Offer public recognition to young people and community members who lead alcohol and other drug-free lifestyles.
- Observe **“Alcohol-Free Weekend”** (see sample news release). In some communities, family-oriented businesses provide discounts or free admission to members of the community who have signed a pledge to remain alcohol-free with an organization that works to prevent alcoholism and other drug addictions.
- Partner with local businesses (including fast food restaurants, book, video and music stores, movie theaters, skating rinks, bowling alleys and miniature golf courses) for alcohol-free youth events or promotions.
- Hold a **“Town Hall Meeting on Underage Drinking”** in your community.
- Schedule **“Parent Empowerment Workshops”** to raise awareness and understanding of issues of family recovery; to teach how adult role models both within and outside the family influence young people; to look at the effect of advertising; and to show how every parent can do his/her part to change social attitudes. The workshops will help parents maintain standards of conduct, let participants know that other parents support their standards and encourage community members to support and encourage recovery. They can be hosted by the PTA, churches, service clubs, and taken to local business. Hold them during the day, at lunch, at night or on weekends.
- **Review school rules** regarding the use of alcohol, paying particular attention to athletic codes, and determine if the rules are adequately enforced.
- Organize an Alcohol Awareness **parade or rally**.
- **Counter the pressures** on young people to drink alcohol through after-school programs, good recreational facilities, alternative programs for potential school drop-outs, job training, confidential health services and community service opportunities.

- Insert a **list of self-help groups** and local resources with public utility bills.
- Plan an NCADD Alcohol Awareness Month **luncheon** at a local hospital with guest speakers who represent the health community.

FOR MIDDLE AND HIGH SCHOOLS:

- Organize **alcohol-free extracurricular activities**, sporting events, dances and rock concerts, using promotional items such as t-shirts and hats, and promote them to other students as alcohol-free activities.
- Use liners in **school cafeteria** trays to promote NCADD Alcohol Awareness Month.
- Ask local **grocery stores** to provide quantities of grocery bags to schools and ask students to illustrate these bags with NCADD Alcohol Awareness Month messages. Return the illustrated bags to the grocery stores for use with customers during April.
- **Raise money** to support NCADD and NCADD Affiliates or for alcohol prevention curricula and public education campaigns through school walk-a-thons, raffles, athletic events, auctions, concerts, plant and rummage sales, and dinners.
- **Guidance counselors** can develop a checklist regarding college alcohol policies to assist students and parents in their selection of schools.
- **Administrators** can examine advertising solicited by the school, including student newspapers and yearbooks, to assure that there is a consistent and appropriate message regarding no use of alcohol. They can also examine policy that is used in the selection of favors for dances to assure that there is a consistent no-use message for people under age 21. If a change in these policies seems advisable, use NCADD Alcohol Awareness Month as an opportunity to announce them.
- **Teachers** can teach critical skills for watching television and understanding selling techniques and commercials during NCADD Alcohol Awareness Month. Ask students to clip print ads for alcoholic beverages and bring them to class for discussion. Students can learn that drinking isn't a way to feel or be "independent." Rather, students can learn that they are being "influenced" to drink and that independence from advertising influences really means not drinking. Also ask students to prepare a list of other "pro-drinking" influences, including sponsorships of sporting events and rock concerts, and promotional items such as t-shirts and hats.

FOR STUDENTS:

- Remember that use of alcohol is your decision and that drinking is not necessary for having a good time.
- Know that **“Drinking Too Much Too Fast Can Kill You”** and that alcohol poisoning, a drug overdose, is more common than many people think.

- **Avoid situations** where someone else's alcohol consumption or other drug use may put you at risk.
- Always **respect** another person's decision not to drink alcohol.
- **If you are concerned about yourself, a friend or family member, call NCADD** and our National Network of Affiliates TODAY! NCADD will connect you with someone who is specifically trained and successfully experienced in helping individuals and families dealing with alcohol-related problems.

FOR COLLEGES:

- Raise awareness of the fact that alcohol, the drug of choice for college students -- and binge drinking are key factors in academic and social problems on American campuses. **Recognize the link between serious campus problems and alcohol:** vandalism, date rape, poor academic performance, dropouts, injuries and death.
- **Appoint a task force** of school administrators, faculty, students, Greek system representatives and others to make recommendations for a broad range of policy and program changes to reduce alcohol- and other drug-related problems, and provide the resources necessary for implementing and promoting such changes.
- Provide maximum opportunities for students to **live in an alcohol-free environment** and to engage in stimulating, alcohol-free recreational and leisure activities. Increase programming and social activities at the beginning of the academic year when students may be more susceptible to high-risk drinking.
- Enforce a **“zero tolerance” policy** on the illegal consumption of alcohol by students both on and off campus and take steps to reduce the opportunities for students, faculty, staff and alumni to legally consume alcohol on campus by limiting places and times for drinking; prohibiting drunkenness; regulating conditions of use; and not sanctioning a "bar" on campus.
- **Establish alcohol education programs** on college campuses that include information on alcoholism prevention and treatment, and stress the non-use of alcohol as a healthy and viable option. Support programs and services, including housing for students in recovery is essential.
- Ban alcohol sales at sporting arenas, or establish alcohol-free seating sections.
- Eliminate alcoholic beverage **advertising and promotion** in all forms from university and college campuses, including alcohol industry sponsorship of college activities.
- Form **"Town/Gown" alliances** with community leaders to encourage commercial establishments that promote or sell alcoholic beverages to curtail illegal student access to alcohol and adopt responsible alcohol marketing and service practices.

- Encourage prevention efforts by having students and faculty direct **studies** in their discipline toward college drinking problems.
- Organize and promote **alcohol-free activities** during spring break.

FOR FRATERNITIES AND SORORITIES:

- Sponsor non-alcoholic rush or membership recruitment activities.
- Ban alcohol from events where minors are likely to be present.

FOR MEDIA:

- If you work for a radio or television station, do what you can to urge the owners to follow the leads of the major television networks who have agreed not to accept advertising for distilled spirits.
- **Broadcast or publish** relevant information about alcohol, alcohol problems, alcoholism and recovery (see radio PSAs, op ed piece and letter to the editor).
- For a week-long period during NCADD Alcohol Awareness Month **analyze all news stories for mention of alcohol**. Aside from such obvious stories as alcohol-related traffic fatalities, pay particular attention to violent crime, domestic violence, sexual abuse, suicide and other social issues where use of alcohol is likely to be involved. Then do a "round-up" story about the negative consequences of alcohol consumption illustrated by the evidence in your community.
- **Counter and challenge stereotyping and glamorization** of members of the journalism and entertainment professions as hard-drinking "heroes" by identifying leaders of your profession who do not engage in these practices, and by reporting the lost health, careers and lives of those who do.
- Run a **three-part series**, run on successive days, starting with Sunday, focused on alcoholism and looks at the impact on the individual, the family and the community. The series must include first-hand stories of recovery from individuals and family members.

FOR RELIGIOUS ORGANIZATIONS AND GROUPS:

- **Integrate alcohol issues** into the ongoing religious education of young people.
- **Encourage role models** who have achieved success without using/abusing alcohol to participate in congregation-sponsored events.

- **Allow use of your facilities for alternative youth activities**, mentoring programs, parent training, stress management seminars, healthy lifestyles workshops and substance abuse prevention education sessions.
- Assemble an "NCADD Alcohol Awareness Month" **bulletin board**. Ask members of your congregation to bring in news clippings of alcohol-related incidents in your community. Tell them to look for mentions of alcohol, particularly in crime stories.
- Conduct a **candlelight vigil** or sponsor an Ecumenical Prayer Breakfast that focuses on the healing effects of treatment for all family members.
- **Publish information about recovery programs** in church bulletins.
- Religious groups can establish an "**Amnesty Day/Week**" at their houses of worship for youth who need help but are embarrassed, afraid or don't know where to get it. Help and/or referrals can be provided confidentially and without fear of reprisal.

FOR PARENTS:

- Teach your child that **abstinence from alcohol is an acceptable lifelong decision** and that they have a right to stand up for a safe academic environment.
- Teach your child that **drinking can be risky** and to intervene when they see that their classmates are in trouble.
- If your child is of legal age to drink (21 in all states), explain to them how to use alcohol **moderately** (no more than two drinks per day for men, no more than one per day for women) and appropriately (as a complement to a meal and at social gatherings or during family celebrations).
- If you drink, be sure to set an ongoing **healthy example** regarding adult alcohol use and never brag about your use of alcohol or other drugs during your own college years.
- When helping your children to select an appropriate college, be willing to question officials about **campus alcohol policies**. The Best Colleges, an annual guide published by the Princeton Review, groups schools by categories ("Lots of beer," "Lots of hard liquor," "Major frat and sorority scene" and "Stone-cold sober schools").
- **When your children go to college**, set clear and realistic expectations regarding academic performance, and continue to be as interested and involved in their lives as you were when they were in high school.
- **If you are concerned about yourself, a friend or family member, call NCADD** and our National Network of Affiliates TODAY! NCADD will connect you with someone who is specifically trained and successfully experienced in helping individuals and families dealing with alcohol-related problems.