



THE NANTUCKET ALLIANCE FOR SUBSTANCE ABUSE PREVENTION, INC.

Founded in 1995

www.asapnantucket.org

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Communities Mobilizing for
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¹ Funded through a grant from the MA
Department of Public Health, Bureau of
Substance Abuse Services

'STICKER SHOCK' CAMPAIGN · OCTOBER 29, 2008 *Communities Mobilizing for Change on Alcohol* · C.M.C.A.

In honor of **RED RIBBON WEEK**, the Nantucket *Students Against Destructive Decisions* (SADD) Chapter and the *Communities Mobilizing for Change on Alcohol* (CMCA) Project launched the first-ever, island-wide 'Sticker Shock' Campaign. Designed by youth activists in Pennsylvania in 1998, Sticker Shock Campaigns represent a collaborative effort between youth, retailers, prevention professionals, concerned community members, and law enforcement with the shared goals of educating legal consumers about providing alcohol to minors and raising public awareness about underage drinking

The 2007 *Youth Risk Behavior Survey* that was completed by 74% of the high school population indicates that our 30-day use rates are **significantly higher** than both state and national averages, with **55% of Nantucket High School students reporting current use of alcohol**. This survey also shows that the **main suppliers of alcohol are those 21 and older**.

By engaging youth to place stickers on all multi-packs of beer, wine coolers, and any other alcohol products that might appeal to underage drinkers, a sticker shock campaign is a way to remind those of us who are of legal age, that it is illegal, unsafe, and unhealthy to provide alcohol to minors. The CMCA Coordinator, Mary Beth King, directed the campaign, in partnership with SADD Advisor, John McGuinness, a Nantucket High School history teacher. SADD member participants included Katherine Horyn, Victoria Moore, Shea Fee and Bridget McGuinness. Stickers with a '[Hey you!! It is illegal to provide alcohol for people under 21!!](#)' message are on display at the participating liquor stores, including –The Islander, Hatch's Package Store, Murray's Beverage Store, and Epernay Fine Wines.

CMCA is a program of the Alliance for Substance Abuse Prevention, Inc., funded through a grant from the Massachusetts Department of Public Health, Bureau of Substance Abuse Services.

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The Mission of the Alliance for Substance Abuse Prevention, Inc. is to provide leadership, education and support in the community for the prevention and treatment of alcoholism, addictions, substance abuse and related problems.