



2010 ATOD Prevention Activities

Parents Who Host, Lose the Most Campaign: The Parents Who Host, Lose the Most: *Don't be a party to teenage drinking* public awareness campaign was designed to educate parents about the health and safety risks of serving alcohol at teen parties and to increase awareness of and compliance with underage drinking laws. The Kalamazoo County Substance Abuse Task Force implemented this campaign during the months of April, May and June which coincides with Alcohol Awareness Month (April) as well as local high school proms and graduations. The following are notable highlights from the campaign:

- Parents of high school students at Portage Public Schools and Kalamazoo Public Schools received a letter from the Prosecuting Attorney and local law enforcement that highlighted the social and legal consequences of supplying alcohol to minors.
- Public Service Announcements were aired on local radio stations reminding parents of the laws.
- Parents Who Host, Lose the Most banners, posters and yard signs were posted at local businesses, community organizations and in residential neighborhoods.
- City of Portage and City of Kalamazoo delivered proclamations for Parents Who Host, Lose the Most at their May City Commission meetings.

Alcohol Vendor Education Visits: Task Force members participated in Vendor Education training and conducted 168 education visits at local retailers. Retailers were identified based on location and history of non-compliance. During this effort Portage Public Safety requested that training be conducted with their officers so that they could assist with the education visits within the Portage jurisdiction.

Alcohol Compliance Checks: 191 checks were conducted in partnership with local law enforcement county wide resulting in 17 violations.

Sticker Shock campaign: This year marked the first year that the Kalamazoo County Substance Abuse Task force conducted a Sticker Shock campaign. Community youth volunteers visited 4 local vendors to place stickers on alcohol packaging to remind adults that it is illegal to supply alcoholic beverages to minors.

Tobacco Vendor Education Visits: Task Force members conducted 150 vendor education visits to provide assistances and necessary training to local tobacco retailers.

Tobacco Compliance Checks: Kalamazoo County Task Force members and youth volunteers conducted 98 tobacco compliance checks. Of the 98 checks conducted only 14 vendors failed resulting in a 85.7% compliance rate.