

## 2012 Project Sticker Guide



### I. **About the Kalamazoo County Substance Abuse Task Force**

- The Task Force is a group of Kalamazoo County community members that have joined together for the common purpose of preventing and addressing substance abuse and related issues in our community.
- Our members are diverse in background, profession, age, ethnicity, faith, socioeconomic status, and in many other ways.
- But, we all share the common goal of promoting health and safety in our community by developing strategies, programs, and practices to address alcohol and substance abuse issues here in Kalamazoo County.
- Each year during the months of April, May, and June (prom and graduation season) our Task Force launches a community awareness campaign reminding adults that it is illegal and unsafe to provide minors with alcohol. This community awareness campaign is called Parents Who Host Lose the Most.
- One of the strategies incorporated into this campaign involves youth, and is called Project Sticker Shock.

## II. Project Sticker Shock

- What is project sticker shock?

Project Sticker Shock is a campaign that empowers the youth in our community to raise public awareness about underage drinking and youth access to alcohol. The project represents a partnership between youth, retailers, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.

- How does project sticker shock work?

During this event, teams of youth and adult chaperones from the Kalamazoo County Substance Abuse Task Force will be visiting local alcohol retailers and placing stickers on multi-packs of alcoholic beverages with the message: **To be determined by sticker design contest (see last year's sticker design)**. Adults purchasing the alcoholic beverages following the Project Sticker Shock event will then be exposed to the prevention message issued by the youth in Kalamazoo County. The Kalamazoo County Substance Abuse Task Force Strategically picked this time of year because April is designated for Alcohol Awareness and it ties in well with other events that often involve underage drinking such as high school prom and graduation celebrations.

## III. Project Sticker Shock Time Line

**January 25, 2012-** First info and planning meeting

**March 9, 2012-** Sticker design due (send copy of design to: [tcollins@prevention-works.org](mailto:tcollins@prevention-works.org), or mail design to: KCSATF, Attn: Tonya Collins, 611 Whitcomb, Suite A, Kalamazoo, MI 49008). Note: Sticker designs received

after 3/9/12 may not be included in the contest. Call Tonya at 269.364.2149 with questions.

**March 14, 2012-** Sticker design winner announcement. All Sticker Shock participants will be notified via email of the design winner.

**March 14, 2012, from 4 PM to 5 PM-** Second planning/update meeting at KRESA, 1819 E Milham, Portage-49002: ***Participation Commitment Forms Due!***

**April 9, 2012-** Press Kits disseminated to local media

**April 14, 2012-** Project Sticker Shock Event, from 10 AM to 1 PM.

#### **IV. How can your group participate?**

- Talk to your group about this easy and fun way that they can get involved in their community to promote health and safety and help to prevent underage drinking.
- Get your group involved in the creative process of designing a campaign sticker and message that *could be* used for this year's Project Sticker Shock.
- Remind your group that they will be reaching thousands of community members with this project and that their sticker *could be* the central message of this campaign.
- Turn in your groups commitment form to Tonya Collins by March 14, 2012.
- Send a representative from your group to the March 14<sup>th</sup> planning/update meeting.
- Bring your group on the day of Project Sticker Shock (Saturday, April 14, 2012 from 10 AM to 1 PM) and partner with the Task Force and local alcohol vendors to help reach thousands in our community with an underage drinking prevention message.

## V. What's in it for your group?

- Each participating group will be publically recognized and thanked for their participation in 2012 Project Sticker Shock using media (newspapers and local news stations).
- Also, each group will get an electronic copy of the press kit to use as they see fit to promote their participation back to their own organizations.
- Additionally, each individual will receive a KCSATF t-shirt and a certificate for completion of 3 community volunteer/service hours.

## VI. Sticker design contest

- Decide how your group will go about submitting a design to the Task Force by March 9, 2012. For example, you may want to have a couple of youth draft a design and then your group decide collectively which design to submit. *Or*, you might even hold your own contest and submit the winning sticker design from your group.
- The theme for the sticker design contest is *“Don't be a party to teenage drinking. Its against the law.”*
- **Note:** The sticker does not have to use this exact wording to get the point across. *However*, it should clearly convey the message that providing alcohol to minors is against the law.
- Keep in mind that simple, yet creative designs usually get the point across most effectively and look best when recreated on a sticker.
- The KCSATF committee will be making their decision on the following criteria:
  - ✓ Creativity
  - ✓ Clarity of awareness message
  - ✓ Compatibility with underage drinking awareness campaign, Parents Who Host Lose the Most. Visit our website at [kzootaskforce.com](http://kzootaskforce.com) to learn more about the Parents Who Host Lose the Most campaign.

**\*See sticker design example on next page and at the end of this document.**



(actual size of sticker)

**2011 Project Sticker Shock Design Winner.** This sticker was designed by Alexis Callaway, Junior at Portage Central High School and was put on 1,297 packs of beer and alcohol.

- **Sticker designs are due on March 9, 2012.** Send a copy of your design to: [tcollins@prevention-works.org](mailto:tcollins@prevention-works.org), or mail design to: KCSATF, Attn: Tonya Collins, 611 Whitcomb, Suite A, Kalamazoo, MI 49008. Note: Sticker designs received after 3/9/12 may not be included in the contest. Call Tonya at 269.364.2149 with questions.
- Sticker design winner will be announced on March 14, 2012. The contact person for the group that wins will be notified by phone *and* email. All other Sticker Shock participants will be notified via email of the design winner.
- **The sticker design winner:** this group will be showcased in our media release featuring information about their organization, their interest in Project Sticker Shock, and any other information about their group that they would like included.

## VII. How to register for 2012 Project Sticker Shock . . .

- **Contact Tonya Collins** at [tcollins@prevention-works.org](mailto:tcollins@prevention-works.org) or 269.364.2149 to register as soon as possible. Let Tonya know if your group is planning on participating in the design contest. Tonya will provide you with a registration packet containing the following forms:
  - ✓ **Group Commitment Form**  
NOTE: your group must have one adult (over the age of 21) per four youth participants.
  - ✓ **Youth Permission Slips**
  - ✓ **Photo Release forms**
- **Return Project Sticker Shock Commitment forms in by March 14, 2012.**
- **Attend the March 14<sup>th</sup> planning meeting**
- **Participate on April 14<sup>th</sup> for the 2012 Project Sticker Shock event.** Be sure that all youth have signed permission slip by their parent/legal guardian and a signed photo release form.

**Next meeting:** Wednesday, March 14, 2012, from 4 PM to 5 PM, here at KRESA.

### For more information contact:

Tonya Collins,  
Task Force Coordinator



611 Whitcomb, Suite A  
Kalamazoo, MI 49008  
Direct Line: 269.364.2149  
[tcollins@prevention-works.org](mailto:tcollins@prevention-works.org)