



Dear Fellow Prevention Advocates,

The Oregon Liquor Control Commission and Oregon Partnership, with funding from the National Alcohol Beverage Control Association, have created a public awareness campaign to prevent underage youth from asking adults to buy alcohol for them via shoulder-tapping. This effort, which we've folded into the Face it, Parents statewide underage drinking prevention campaign, is being launched this month, and we wanted to pass along information to you in a timely manner.

As key individuals who influence parents, students, policy-makers and other leaders in your community, we encourage you to distribute this campaign information locally. The campaign offers a variety of tools you can use within your network, be it a neighborhood, school or businesses. These tools, included in this packet, are:

- Two posters: One version speaks to a parent audience, with the line, "Talk with your kids about making the safe choice not to drink." The other is geared toward the public, with the lines, "Make the legal and healthy choice. Refuse to purchase alcohol for kids who shoulder tap." This summer, the OLCC will make the posters available to Oregon retailers licensed to sell alcohol.
- A magnet that, like one of the campaign's two posters, reinforces the powerful role parents play in the lives of adolescents and teens.
- An article about shoulder-tapping prevention for community, parenting and school publications.
- A news release to inform local media organizations.

You no doubt have multiple prevention efforts underway. The enclosed materials are designed to supplement and strengthen your existing programs. *Please feel free to customize the materials such as the article and news release to fit your needs.* If you'd like to access these materials electronically, please visit Oregon Partnership's website at www.orpartnership.org. There you'll also find a recorded radio public service announcement, which is airing this summer on Portland-area radio stations.

This packet also includes a worksheet outlining how these materials could be incorporated into your existing efforts. Activity ideas range from submitting the shoulder-tapping prevention article to community and neighborhood publications and school newsletters to conducting a town hall meeting that mobilizes and educates parents, young people, businesses and the community at large about the risks of underage drinking and shoulder-tapping.

If you have questions, or would like additional information about the shoulder-tapping prevention campaign, please call 503-244-5211.

Thank you for all of your efforts in support of prevention education!

Sincerely,

Emily Moser
Director of Parenting Programs

***Oregon Partnership exists to end
alcohol and drug abuse and suicide.***