



**lindsey
meyer
teen
institute**

PLEASE I.D. ME ACTION GUIDE



A PROGRAM OF PARTNERS IN PREVENTION

PLEASE I.D. ME CAMPAIGN

The Please I.D. Me Campaign is an initiative to have alcohol vendors in your community be knowledgeable about requiring proper identification for liquor sales. The packet of information you will provide to the stores will include posters, table tents, fact sheets, and additional information that you feel they may need to want.

With this guide you will be able to put together the campaign with the help of LMTI and lead your Action Group through some critical thinking about the access and attitudes of alcohol in your school and community.

TARGET AREA(S):

- Alcohol

MATERIALS NEEDED:

- | | | |
|--|--|----------------------------------|
| <input type="checkbox"/> Posters ** | <input type="checkbox"/> Letter to Alcohol Vendors | <input type="checkbox"/> Folders |
| <input type="checkbox"/> Table Tents ** | <input type="checkbox"/> Info Sheet About Your | |
| <input type="checkbox"/> Please I.D. Me Fact Sheet | Group/Municipal Alliance | |

TARGET AUDIENCE:

- ☐ Alcohol Vendors ☐ Community Members
☐ Parents ☐ Other

STRATEGY/STRATEGIES:

- ☐ Providing Information
- ☐ Physical Design

GREAT FOR:

- ☐ Alcohol Awareness Month
 - ☐ Before Holidays
 - ☐ Prom Season
 - ☐ Graduation Season

INSTRUCTIONS

1. RECRUIT. Recruit volunteers and have them turn in permission slips if necessary. You may want to find out from your school administration if you need photo release forms to be filled out in the event that you decide to share the photos on social media or give them to a newspaper with a press release.

If you need to recruit more students some way to do so are by posting on social media, handing out flyers, making school announcements, and spreading the information by word of mouth.

2. CONTACT. Contact the local police and inform them about the Please I.D. Me project and request for an officer to accompany youth to the store on the day of implementation.

Your school may have a Student Resource Officer that may be interested in tagging along with your group. If for whatever reason you are unable to get a police officer to accompany you, make sure to have an adult chaperone. It is not illegal for minors to be in a liquor store but just to be safe it is always better to have a chaperone with you.

3. IDENTIFY. Make a list of all of the liquor stores and their contact information in your community.

Even if your community is small and you may think you know all of the liquor stores, you can contact your municipal clerk or someone else at town hall and ask for all of the businesses who sell alcohol. Feel free to use the space below to list them or use an additional paper for more room to write.

STORE

PHONE

ADDRESS

INSTRUCTIONS

4. LETTERS. Write letters to the local liquor stores to inform them of the nature of your project and why you are doing it. There is a sample letter in this packet that you can revise with your information

On the next few pages you will find an example of a letter than you can use along with information about the Please I.D. Me program. You may download these exact materials from the LMTI Prevention Portal or recreate them.

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5. SECURE PARENTAL PERMISSION FOR YOUTH PARTICIPATION. We have created a template to get parental permission for members of your Action Group to participate in this event. These forms will help protect your members, school, and Action Group and allow you to use photos from the event.

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6. INVITE THE MASSES. Once you have settled the dates with the stores, invite your local elected officials, the local newspaper, and other community leaders to attend the event. Their presence could help spread your mission and gain some attention for the project. Also make sure to send out the Press Release to the media, a template will be provided.

• • • • •
7. HOLD THE EVENT. It is time to implement the project you have spend all this time carefully planning! Take photos!

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8. EVALUATE/DEBRIEF YOUR EVENT. Once you have completed the event it is important to evaluate and debrief the process.

Debrief Questions:

- How many people do you think were impacted as a result of this project? (How many posters displayed?)
- Did any stores refuse to participate? What reasons did they give for not participating? After successfully implementing this project with other stores, what can we do to get the other vendors on board with participating next time?
- What were some positive outcomes/results from this project?
- What was your favorite part of this project?
- What can we change next time to make this even more successful?
- What are other ways we can partner with these stores again in the future?

ACTION PLAN

COMPLETED	TASK	WHO?	BY WHEN?	MATERIALS NEEDED
<input type="checkbox"/>	Order Posters & Table Tents from Printer	LMTI Staff		
<input type="checkbox"/>	Identify Liquor Stores and other shops that sell alcohol in town			
<input type="checkbox"/>	Pick a date (and back-up date) to implement project			
<input type="checkbox"/>	Revise "Please I.D. Me" Letter of Intent			
<input type="checkbox"/>	Print materials for "Please I.D. Me" Packets			
<input type="checkbox"/>	Organize the "Please I.D. Me" Packets			
<input type="checkbox"/>	Call the targeted stores (speak to owner/manager) and explain your project			
<input type="checkbox"/>	Schedule a time to drop off the "Please I.D. Me" Packets			
<input type="checkbox"/>	Contact local representatives (mayor, police, council people, etc.) to see if they would be interested in accompanying			
<input type="checkbox"/>	Secure transportation to stores for students			
<input type="checkbox"/>	Designate someone to take photos at the stores (pictures of posters being hung up, pictures with owners, etc.)			
<input type="checkbox"/>	Have students/their guardians sign the photo-release forms			
<input type="checkbox"/>	Implementation! Drop off the packets and hang the signs with your group!			
<input type="checkbox"/>	Debrief as a group using the debrief guide questions.			
<input type="checkbox"/>	E-Mail photos of the event to Ryan@LMTeenInstitute.org			
<input type="checkbox"/>	Put together and send press release to the local paper			

EXAMPLE STORE PACKET



Dear Community Partner,

We are happy to present this information to you today on behalf of the **- Your Group Name -** and the **- Your Funders' Name(s) -**. Both organizations are dedicated to reducing alcohol, tobacco, and other drug use in our community. One of the joint projects we are working on in our "Please I.D. Me" campaign, which we are sharing with all alcohol vendors in town. We hope that you'll take the time to review these important materials and join us in our efforts to reduce underage drinking in **- insert town/community name here -**.

Included in this packet are materials that you can use to display in your store to help spread the word that alcohol vendors in **- insert town/community name here -** are supportive of the laws requiring proper identification for liquor sales. We want to send a clear and unified message throughout our community that adults in **- insert town/community name here -** will not take part in providing a means for underage youth to obtain or drink alcohol. We hope that you will please display these posters and other materials in your store to help spread this important message- your participation is vital!

If you have any additional questions about the campaign, about the **- Your Group Name -**, or about the **- Your Funders' Name(s) -**, please feel free to give us a call at **- Phone Number -**.

Together, we can make a true impact in town!

Sincerely,

- Your Group Name -

- Your Funders' Name(s) -

Sponsored by the
Lindsey Meyer Teen Institute

- Your Funders' Name(s) -

yourfunders.org

lmteeninstitute.org



EXAMPLE STORE PACKET



**A person must be 21 years of age or older to legally purchase any alcoholic beverage on a licensed premises. There is absolutely no exception to this.
(N.J.S.A. 9:17B-1)**

The Risks to You:

A sales clerk who violates the law will be subject to a disorderly persons charge under N.J.S.A. 33:1-77, and the license itself will be subject to administrative charges under that statute or N.J.A.C. 13:2-23.1. **This means you can lose your liquor license, be fined, be put on probation, or be arrested.**

The Risks to Them:

- ✓ In Rutherford any establishment found selling liquor to minors can receive a fine of up to \$500 per offense and be sent to jail for up to 30 days.
- ✓ 45% of youth who begin drinking by age 14 develop alcohol dependence at some point in their lives, compared to 10% of those who begin drinking at 21.¹
- ✓ Young people who start drinking by age 15 are five times more likely to experience alcohol related problems in their lives compared to those who begin at 21.¹
- ✓ The brain matures through age 25. Drinking during this time can cause long-term and irreversible damage.
- ✓ Alcohol use prior to college correlates to heavy drinking during college.
- ✓ Drinking among youth increases the risk of sexual or physical assault.
- ✓ Drinking among youth is associated with the increase of use of cigarettes, marijuana, and of other illegal drugs.

¹ NIAAA, 2006.

EXAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:

Contact: [ADVISOR NAME],
[NAME OF GROUP]
Lindsey Meyer Teen Institute
[PHONE NUMBER]
[E-MAIL ADDRESS]

[ACTION GROUP NAME] STUDENTS TARGET UNDERAGE DRINKING WITH PLEASE I.D. ME CAMPAIGN

[town name]- The [ACTION GROUP NAME] and [STORE NAME] have partnered with [MUNICIPAL ALLIANCE/FUNDER] to provide information and signage to alcohol vendors. The Please I.D. Me Campaign brings awareness towards underage drinking, one of the priorities of the [ACTION GROUP NAME]. Students provide local alcohol vendors with signs, pamphlets, and information regarding proper I.D. checking and the repercussions for both the store and customers who use fake I.D.'s. The message comes in loud and clear when minors are the ones spreading the word and taking action.

[NUMBER] [ACTION GROUP] students, along with their advisor, the store owner, and a member of the [TOWN NAME] Police Department visited [STORE NAME] on [ROAD] in [TOWN] and provided them with a packet of materials. The posters remind customers the health and legal risks of using alcohol underage, as well as the stores to the fines they can receive for providing alcohol to minors.

According to SAMHSA (the Substance Abuse and Mental Health Services Administration), adults who had their first drink before the age of 15 were 7 times more likely to experience alcohol problems than those who had not started drinking before the age of 21.

[ATTACH PICTURES!]

EXAMPLE PARTICIPATION FORM

PLEASE I.D. ME

PERMISSION/RELEASE FORM

Personal Data:

Name: _____ Age: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: ____ (____) _____

Please I.D. Me is a youth empowerment activity of **[ACTION GROUP NAME]**. This activity is implemented to enforce underage drinking laws and to reduce underage drinking and its related problems through environmental and policy changes. Youth will be delivering proper signage and information at **[INSERT STORE NAME]**.

Terms:

1. I am 18 years old, or as a parent or legal guardian for a youth under the age of 18 years old, I give my permission for myself/my child to participate in the Please I.D. Me program.
2. I understand that the activity involves participants entering liquor stores to provide proper signage and information.
3. There will be adult supervision at the site to assure reasonable and foreseeable safety precautions.
4. This event will involve local and statewide media, and I give my permission and release for my/my child's photograph or electronic image to be captured and associated with the Please I.D. Me Campaign.
5. I have read and understand this authorization consent form and agree to all terms of this authorization form.

(Signature of Adult, Parent, or Legal Guardian)

Date: _____

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