

**lindsey
meyer
teen
institute**

STICKER SHOCK ACTION GUIDE



A PROGRAM OF PARTNERS IN PREVENTION

STICKER SHOCK

Sticker Shock brings awareness towards underage drinking by displaying stickers on beer packaging as a “warning label”. The stickers inform the public of the consequences they can face if they provide or purchase alcohol for minors.



TARGET AREA(S):

- ☐ Alcohol

MATERIALS NEEDED:

- | | | |
|--|--|---|
| <input type="checkbox"/> Stickers | <input type="checkbox"/> Participation from Local Stores | <input type="checkbox"/> Photo Release Form |
| <input type="checkbox"/> Store Letters | | <input type="checkbox"/> Camera |


TARGET AUDIENCE:

- | | |
|----------------------------------|--|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Community Members |
| <input type="checkbox"/> Parents | <input type="checkbox"/> Other |

STRATEGY/STRATEGIES:

- ☐ Providing Information

GREAT FOR:

- | | |
|---|---|
| <input type="checkbox"/> Alcohol Awareness Month (Apr.) | <input type="checkbox"/> Red Ribbon Week (Oct.) |
| <input type="checkbox"/> National Drug & Alcohol Fact Week (Jan.) | <input type="checkbox"/> Around Holidays associated with drinking |
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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 Sticker Shock 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 solicit voluntary cooperation and participation in the project OR have your advisor meet with store owners to solicit cooperation.

On the next few pages you will find an example of a letter than you can use along with information about the Sticker Shock program and a Participation form for liquor stores. 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.

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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 stickers 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"/>	Determine Project Date			
<input type="checkbox"/>	Compile Names & Addresses of Liquor Stores			
<input type="checkbox"/>	Update Store Packet Template			
<input type="checkbox"/>	Contact Local Police To See If Available As Escorts			
<input type="checkbox"/>	Go To/Call Stores To Invite To Participate In Sticker Shock			
<input type="checkbox"/>	Get Store To Sign Sticker Shock Participation Form			
<input type="checkbox"/>	Follow-Up Phone Call To Confirm Date With Stores			
<input type="checkbox"/>	Get Sticker Shock Stickers	LMTI Staff		
<input type="checkbox"/>	Secure Transportation For Day Of Project To Stores			
<input type="checkbox"/>	Secure Parental Permission For Youth Participation			
<input type="checkbox"/>	Invite Local Newspaper To Cover The Event			
<input type="checkbox"/>	Designate Someone To Take Photos During The Event			
<input type="checkbox"/>	Follow-Up Phone Call Day Before Project To Confirm x3			
<input type="checkbox"/>	Implement Sticker Shock!			
<input type="checkbox"/>	Revise Sample Press Release			
<input type="checkbox"/>	Send Press Release To Newspaper (Attach Photos)			
<input type="checkbox"/>	Debrief Event & Celebrate With Action Group			
<input type="checkbox"/>	Report Event In Next LMTI Action Group Report			

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 PROJECT STICKER SHOCK

[town name]- The [ACTION GROUP NAME] and [STORE NAME] have partnered to remind adults over the age of 21 what the risks of providing alcohol to minors are. The Sticker Shock campaign brings awareness towards underage drinking, one of the priorities of the [ACTION GROUP NAME]. The stickers are placed on the products throughout the store and act as “warning” labels to inform the public of the consequences they can face if they provide or purchase alcohol for minors. The message comes in loud and clear when minors are the ones spreading the word and taking action. Many are often unaware that they themselves can get into trouble along with the individual that is not of age for providing alcohol to minors.

[NUMBER] [ACTION GROUP] students, along with their advisor, the store owner, and a member of the [TOWN NAME] Police Department placed green stickers on alcohol bottles and boxes in [STORE NAME] on [ROAD] in [TOWN]. The stickers remind customers that providing alcohol to those under age 21 is illegal and that they could face up to 6 months of jail time or \$1,000 fine.

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

STICKER SHOCK

PERMISSION/RELEASE FORM

Personal Data:

Name: _____ Age: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: ____ (____) _____

Project Sticker Shock 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 place alcohol warning stickers on cases of beer at **[INSERT STORE NAME]**. The sticker warns that it is illegal to purchase or provide alcohol for anyone under the age of 21.

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 Sticker Shock Campaign.
2. I understand that the activity involves participants entering liquor stores to place the stickers on cases of beer.
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 Sticker Shock 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: _____

EXAMPLE STORE PACKET

TO WHOM IT MAY CONCERN:

[ACTION GROUP NAME] is working with the [TOWN] Police Department to implement "Project Sticker Shock," a public information campaign to enforce underage drinking laws. This campaign focuses on those individuals who legally purchase beer and then supply it to minors. The campaign consists of bright green stickers being adhered to beer cases by a group of youth advocates, who are chaperoned by their adult advisor and a member of the local police. A media event is scheduled for [INTENDED DATE OF EVENT].

We recognize your responsible management of the sale of alcohol and would like to showcase your business as a cooperating partner in this effort. To prepare youth and media schedules, we will need your response. If you have questions or to confirm your participation in this event, please contact [NAME OF COORDINATOR OF THE PROJECT] at [PHONE NUMBER] or [E-MAIL ADDRESS].

We hope you will join our efforts in this public information campaign to enforce New Jersey's underage drinking laws. Thank you for your attention.

Sincerely,
[ACTION GROUP NAME]
Lindsey Meyer Teen Institute

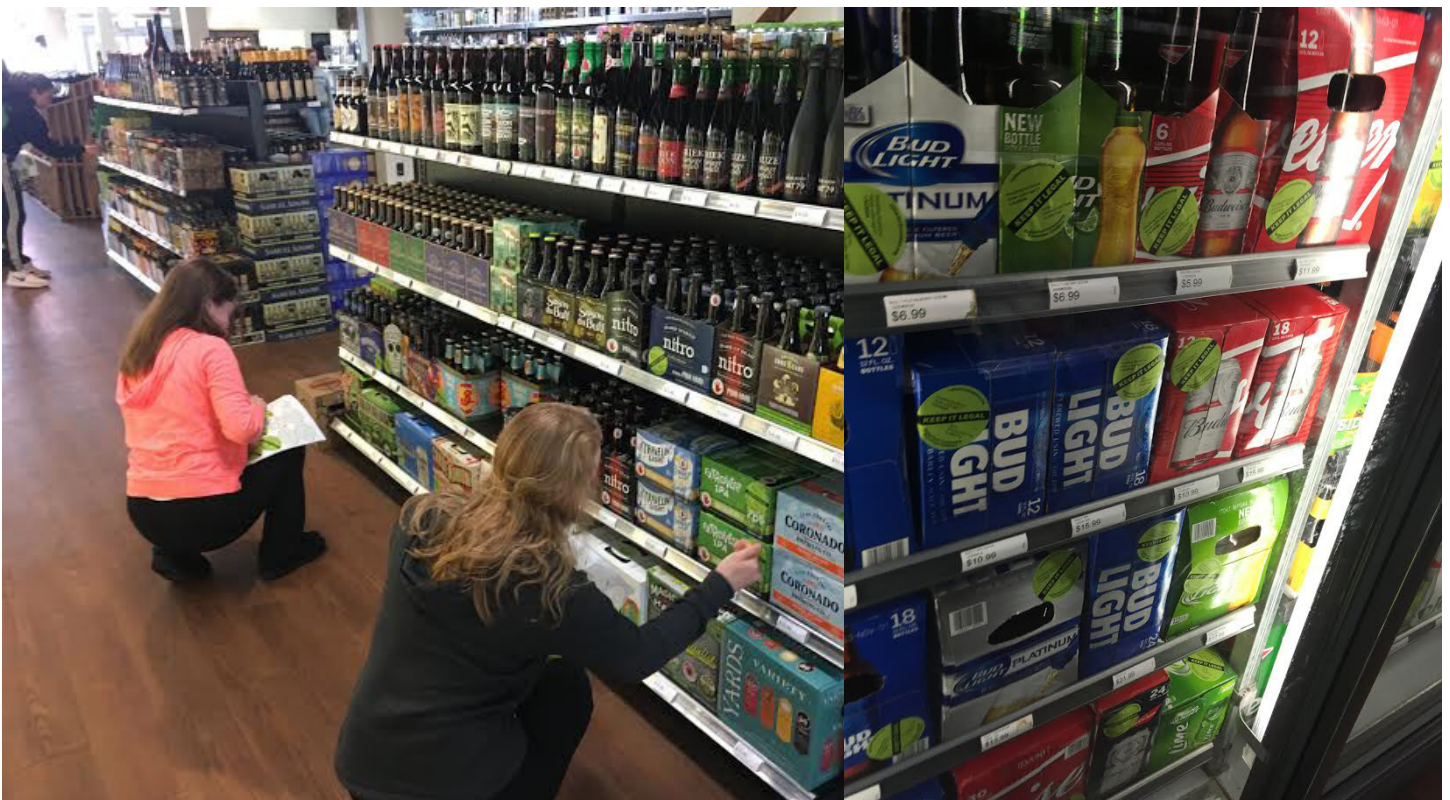
Enclosure: sample of sticker, additional information about Sticker Shock, a store participation form

EXAMPLE STORE PACKET

PROJECT STICKER SHOCK:

The Sticker Shock campaign is an initiative of the **[INSERT ACTION GROUP NAME]** and **[INSERT COMMUNITY PARTNER IF APPLICABLE]**. Sticker Shock brings awareness towards underage drinking, one of the priorities of the **[ACTION GROUP NAME]**. The stickers are placed on the products throughout the store act as “warning” labels to inform the public of the consequences they can face if they provide or purchase alcohol for minors. The message comes in loud and clear when minors are the ones spreading the word and taking action. Parents, older siblings, older friends, etc. are often unaware that they themselves can get into trouble along with the individual that is not of age. Underage drinking is a serious issue and can be harmful to the individual.

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.



EXAMPLE STORE PACKET

STICKER SHOCK STORE PARTICIPATION FORM

Store Name:

Manager/Contact

Name: _____

Street

Address: _____

Town/City: _____ State: _____ Zip Code: _____

Phone number: _____ Fax: _____

Email or website Address:

Date of Project Implementation: _____

Time frame: _____

Comments:

Signature of Manager/Contact: _____ Date: _____

We look forward to working with you in this public information campaign to prevent adults from providing alcohol to youth.

