

community alcohol coalition

Decisions Today. Impact Tomorrow.

Who We Are!

The Community Alcohol Coalition is a volunteer organization addressing underage and binge drinking in St. Mary's county

Established in 2012, the Community Alcohol Coalition's role is to guide programs and implement changes in the St. Mary's County community that addresses the negative impact of underage and binge drinking. The coalition relies on the involvement of community members and organizations to successfully implement designated strategies.

Healthy St. Mary's 2020 Goals

BH 10

Reduce underage alcohol use and binge drinking in St. Mary's County

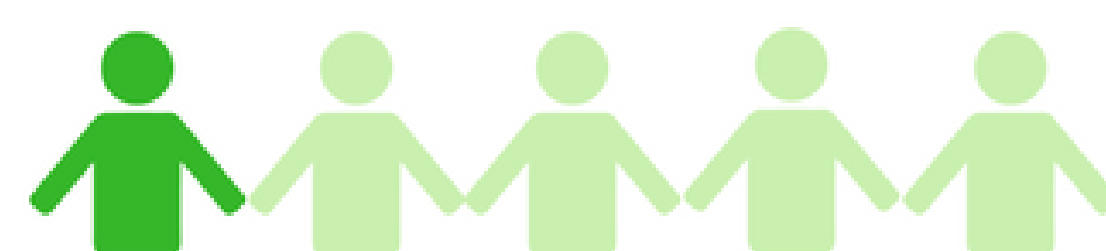
BH 10.1

Decrease the percentage of students who had at least one drink of alcohol on one or more of the past 30 days from 34.0 to less than 32.3 as measured by the YRBS

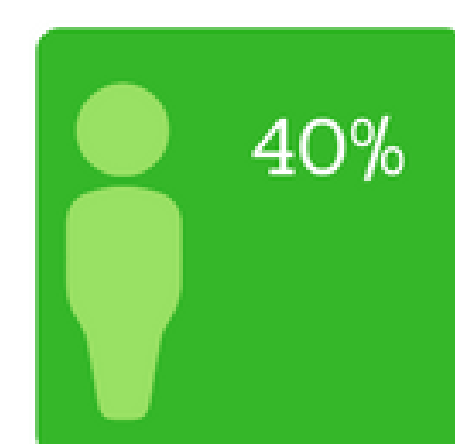
BH 10.2

Decrease the percentage of students who had five or more drinks of alcohol in a row, that is, within a couple of hours, on one or more of the past 30 days from 19.2 to less than 18.2 as measured by the YRBS

Why We are Here



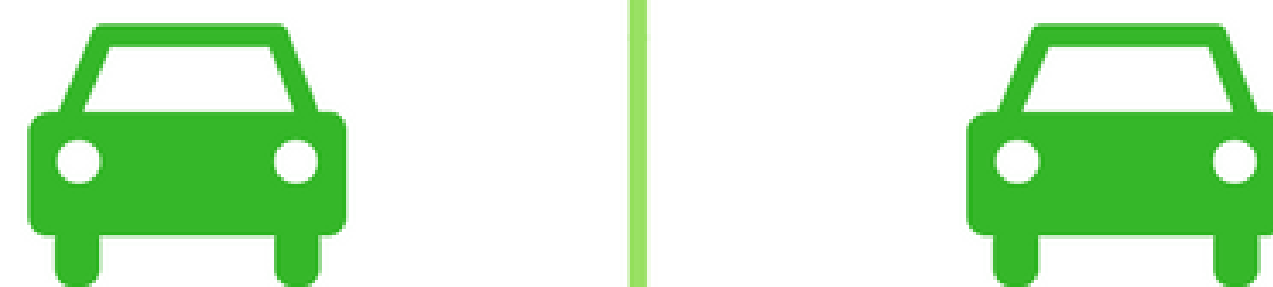
More than 1 in 5 SMC youth under the age of 14 report having drank alcohol (other than a few sips)



Of 18-20 year olds in SMC report binge drinking in the past 30 days.



#1 named place of alcohol consumption among SMC teens :
Parties and Friends' homes



20% of SMC High School Students have ridden with a driver who had been drinking alcohol (in a car)
18.5% of SMC Middle School Students have ridden with a driver who had been drinking alcohol (in a car)

Our Strategies



Retail Access

- Retailer Education
- Educational Compliance Checks
- Fraudulent ID Trainings
- Over-Service Education



Social Access

- Address Youth access to Alcohol in the Home
- Parent Awareness & Educational Resources

what is Binge Drinking?

BINGE DRINKING is defined as 4 or more alcoholic drinks per occasion for women or 5 or more drinks for men.

ONE in 7 people binge drink.

A STANDARD DRINK is one that contains about 14 grams of pure alcohol, which is found in:
8-12 ounces of beer or ale (5% alcohol)
5 ounces of wine (12% alcohol)
1.5 ounces of distilled spirits (40% alcohol)

The **NEGATIVE CONSEQUENCES** that can result from excessive drinking include:
assault health issues academic impact abuse car accidents unsafe sex
CAN YOU AFFORD IT?

Funded by BHA and SAMHSA
301-475-6019
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Community Awareness

- Community Outreach
- Community Education
- Awareness Media Campaigns

Our Partners

- MedStar St. Mary's Hospital: Health Connections
- St.Mary's County Health Department
- St. Mary's County Sherriff's Office
- St. Mary's County Public Schools
- St.Mary's Ryken High School
- College of Southern Maryland
- St.Mary's College of Maryland
- The Maryland Collaborative at Johns Hopkins University
- St. Mary's County Alcohol Beverage Board
- St.Mary's County Licensed Beverage Association
- Walden Behavioral Health, Inc.
- Maryland Choices (CME)
- NAS Patuxent River
- Community Members (Parents & Youth)
- Marketing Support- Black Cat Design

How Can You Help?

- Implementing policy change and advocacy for youth
- Hosting and participating in community events to raise awareness and share information
- Promote ongoing training to assist alcohol retailers in preventing underage sales
- Directing a comprehensive communications campaign: social media, advertising, handouts, bus



Join! Follow! Support!

- www.facebook.com/CanYouAffordIt
- twitter.com/CanYouAffordIt
- iknewsomeonewho.blogspot.com/

For more information on the Coalition and how to become involved, please email us at: canyouaffordit@gmail.com

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