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For Immediate Release

Date: December 30, 2008
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Local Youth, Retailers and Sanford Police Department Participate in
Project Sticker Shock

Partners for Healthier Communities staff, Sanford Police Department, and Strategies for Stronger Sanford, along with representatives from Safe Schools, Healthy Students, weathered the recent snow storm and visited four local retailers in Sanford/Springvale on Saturday, December 20, to conduct Project Sticker Shock. This program targets people age 21 and over who might purchase alcohol legally and provide it to underage friends or relatives. The group placed florescent orange stickers on multipacks of alcohol with a strong reminder: “Providing Alcohol to Minors is Illegal! Fines are up to \$2,000 and/or up to one year in jail!”

Connie Roux, Substance Abuse Prevention Coordinator for Partners for Healthier Communities, a program of Goodall Hospital, said, “With the New Year upon us, there is no better time to resolve to prevent underage drinking.” When adults supply alcohol to youth, it sends a very mixed message. Placing reminders on alcohol is one proven way to reduce the sale of alcohol for minors.

Due to weather conditions, only four stores were visited. However, this project will be continued to include local retailers who have volunteered to participate. Thank you to the following retailers who supported this project: Sleepers Market, Rogers Supa Dolla, J & S Grocery and Deli, and Little General. Video of this event can be seen on local cable channel 12.

Sticker Shock is supported by funding from the Maine Office of Substance Abuse and is sponsored locally by Partners for Healthier Communities, a program of Goodall Hospital. Please contact Connie Roux, 490-7711, if you would like more information about future community initiatives related to underage drinking.

Photo 1: Sticker shock 08: (caption; l-r, Andrew Raymond, Joan Affonso, Thomas McGincy, Shutan Poissonier, Skyler Horrigan, Jessica Poissonier)

Sidebar: attached: Prevention Strategies for Parents