



Sussex County Coalition for Healthy & Safe Families
A program of the Center for Prevention and Counseling
61 Spring Street Newton, NJ 07860 973.383.4787

To: Sussex County **High School HEALTH TEACHERS** and Guidance Counselors
From: Becky Carlson, Coordinator; Laura Breiten; and Meg Samuel-Siegel
Re: April's Alcohol Awareness Month Contests

Some sobering facts about underage drinking:

- More children are killed by alcohol than all illegal drugs combined.
- Children who begin drinking alcohol before the age of 15 are 7 times more likely to develop alcohol problems at some point in their life than those who wait until age 21.
- 88% of Sussex County 12th graders have tried alcohol (more than a few sips)
- The average age that Sussex County 12th graders first tried alcohol is 14.5 years
- Only 54% of S.C. 11th graders perceive that their parents would care "Some" or "A Lot" if they drank alcohol

Each year we sponsor a public service awareness contest in April (Alcohol Awareness Month), to encourage students to make healthy choices and abstain from underage drinking. Last year we received over 200 entries from schools throughout the county! We thank you for any past support and hope to have your participation this year. This year we are inviting students in grades 4-12 to create a poster or essay highlighting their best message that tells friends and classmates, "The Bad News About Booze." New this year we are also sponsoring a new Digital Mixtape contest, which invites students ages 14-20 to submit original music or poetry explaining how they "KEEP IT FRESH" and maintain a lifestyle free from alcohol and other drugs.

These contests are meant to educate and reinforce students' healthy choices to abstain from alcohol and other drugs by allowing them to share their own prevention messages, creating a positive social norms campaign (for information on how selected entries will be used, please see the entry forms). Either contest can be a wonderful project to incorporate into your curriculum. Please share the attached entry forms with students, co-workers, and any other eligible youth who may be interested. Within the guidelines listed below, students should be as creative as possible. We hope that this will be a positive learning experience for all involved and we look forward to seeing all of the entries.

ESSAY AND POSTER CONTEST GUIDELINES FOR STUDENTS IN GRADES 4-12:

- Essay entries must be 200 words or less
- Poster entries should be created on 8.5"x11" paper (Artwork must come from the student's imagination)
- No copyrighted characters, images, or celebrities may be used or inferred (If you have seen it/him/her on TV, in movies, video games, etc., it can't be used in your entry)
- Students must submit a completed and signed entry form with their essay or poster
- Entries should be sent to the Center for Prevention and Counseling, 61 Spring St., 3rd fl., Newton, NJ 07860
- **The deadline for entries to be received is March 24, 2010**

DIGITAL MIXTAPE GUIDELINES FOR AGES 14-20:

- All work **MUST** be original and cannot contain samples, reproductions, or usages of other copyrighted works
- Entries must be emailed to becky@centerforprevention.org in MP3 format, along with contact information
- Contestants must mail a completed and signed entry form/release to:
Center for Prevention and Counseling (CFPC), 61 Spring St., 3rd fl., Newton, NJ 07860
- **The participant's MP3 and entry form must be received at CFPC by March 24, 2010**

RULES APPLICABLE TO BOTH THE POSTER/ESSAY AND DIGITAL MIXTAPE CONTESTS:

- Entries must be based on the contest's theme
- Students may work with a partner or as a group, but we must receive a permission slip from each contributor.
- Submissions which have not adhered to guidelines outlined above for the appropriate contest will not be considered.

Please call Becky or Laura at 973-383-4787 if you have any questions.