



Sussex County Coalition for Healthy & Safe Families
A program of the Center for Prevention and Counseling
61 Spring Street, Newton, NJ 07860
Phone: 973-383-4787 Fax: 973-383-67576

To: Sussex County **Elementary and Middle School** Teachers and Guidance Counselors

From: Becky Carlson, Coordinator; Laura Breiten; and Meg Samuel-Siegel

Re: April's Alcohol Awareness Month Public Service Announcement Contest

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.
- 40% of Sussex County 8th graders have tried alcohol (more than a few sips)
- The average age that Sussex County 8th graders first tried alcohol is 11.2 years
- Only 77% of S.C. 6th and 7th 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 to celebrate Alcohol Awareness Month. Our goal is to educate and reinforce students' healthy choices to abstain from alcohol by allowing them to share their own prevention messages, creating a positive social norms campaign. This theme of this year's contest is, "The Bad News About Booze."

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. Please share the attached entry form for the contest with your students. Within the guidelines listed below, students should be as creative and original 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.

Contest rules for students in grades 4-12:

- Essay and poster entries must be based on the contest's theme
- 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 poster or essay.
- Students may work with a partner or as a group, but we must receive a permission slip from each contributor.
- **Submissions missing any of the above will not be considered.**

**Please return all entries to:
CFPC's Coalition for Healthy & Safe Families, 61 Spring St., 3rd floor, Newton, NJ 07860
No later than March 24, 2010**

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

Please share this letter and the entry form with other teachers you feel would be interested.