

CONTACT US



To learn more about **CMCA**
or to be part of the
Mission to
Reduce Underage Drinking
in **Brockton**, contact:

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www.healthimperatives.org/cmca



BROCKTON



Health Imperatives

Promoting Personal and Public Health Since 1977

942 West Chestnut Street
Brockton, MA 02301

Brockton
Communities
Mobilizing *for*
Change on
Alcohol



BROCKTON

**WORKING TO REDUCE
UNDERAGE DRINKING
IN BROCKTON!**

A Program of:



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Brockton CMCA

Brockton Communities Mobilizing for Change on Alcohol (CMCA) is a science-based, community-organizing program designed to reduce the accessibility of alcohol to adolescents by changing community standards, policies, and practices.

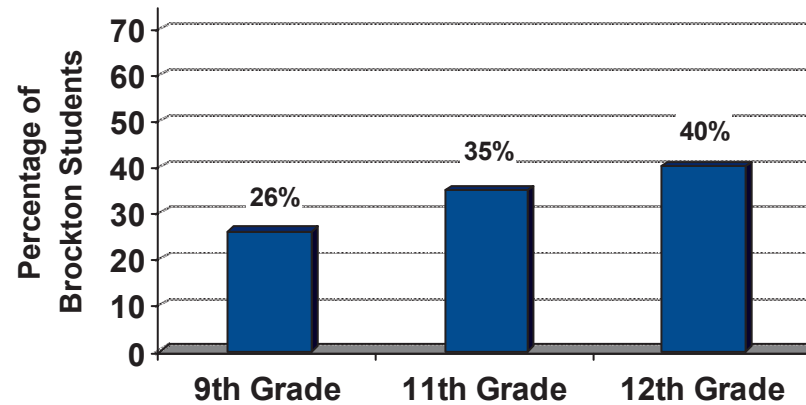


High School students participate in *Project Sticker Shock* which warns of the consequences of providing alcohol to minors.

Why Does CMCA Focus on Alcohol?

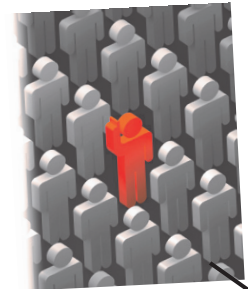
Alcohol is the most widely used drug among youth — more than all illegal drugs combined — and is associated with a **host of risk behaviors** that include violence, substance abuse, school drop-out rates, teen pregnancy, delinquency, depression, and anxiety.

Percentage of Brockton High School students in grades 9, 11, and 12 who reported having a drink of alcohol (more than a few sips) in the past 30 days.



Information was obtained from Brockton High School students in grades 9, 11 & 12. *The Youth Risk Behavior Survey* was administered by Health Imperatives in 2011.

Join Us!



Here's how YOU can be involved in our positive prevention strategies to reduce underage drinking in Brockton!

- ☑ **Raise Awareness about Social Host Liability laws** — Distribute brochures to educate the Brockton community about the consequences of providing alcohol to minors.
- ☑ **Implement Project Sticker Shock** — Recruit and/or chaperone project Sticker Shock youth participants.
- ☑ **Conduct Compliance Checks** — Raise funds to conduct compliance checks.
- ☑ **Promote 21 Proof** — Support Brockton CMCA as they train liquor store owners and managers to prevent underage sales.
- ☑ **Pass Local Ordinances** — Work with Brockton CMCA and city leaders to develop policies to reduce youth access to alcohol.
- ☑ **Complete a one-on-one interview** — To schedule a one-on-one interview with the CMCA coordinator to discuss your thoughts about underage drinking in Brockton, call 508.583.2250 X215.



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