



News Release

(630) 221-7029

PLT Organizations

360 Youth Services
Advocate Health
Alliance Against Intoxicated Motorists
Breaking Free
Building Parent Connections
Carol Stream Police Department
College of DuPage
District 87 Schools
Downers Grove Township
DuPage County Health Department
DuPage County Juvenile Probation
DuPage Metropolitan
Enforcement Group
DuPage Regional Office of Education
Glen Ellyn Police Department
Hanover Police Department
Heritage Health
Hinsdale Fire Department
Illinois State Police
Latino Treatment Center
Linden Oaks Behavioral Health
Lions Clubs International
Lisle Township
NAMI DuPage
National Guard
Northeast DuPage Family and
Youth Services
Northwestern Medicine
On Balance Parenting
Parents and Teens Together
Robert Crown Center
Rosecrance
Samaritan Interfaith
Streamwood Behavioral Health
Teen Parent Connection
Village of Carol Stream
Warrenville Youth and Family Services
WeGo Together for Kids
YWCA

Students ask community to 'Help us prevent underage drinking'

DUPAGE COUNTY— DuPage County high school students along with neighboring communities outside of DuPage, will be sending a strong message on June 14 that preventing underage drinking is everyone's responsibility.

Parents and Teens Together (P.A.T.T.) and the DuPage County Prevention Leadership Team (PLT) will kick off the second annual regional "Project Sticker Shock", a youth-led initiative to change adult attitudes about selling and providing alcohol to minors. The event will take place at Jewel-Osco stores in Carol Stream, Naperville, Lombard, Mundelein, Buffalo Grove, Oak Park, Elgin and Joliet. Additionally, the Wilmington Coalition for a Healthy Community will be conducting sticker shock campaigns at local liquor stores around Wilmington and the Alliance Against Intoxicated Motorists (AAIM), will have a supporting role in this initiative.

Local youth volunteers from these communities will be part of this event to help "shock" consumers of alcohol and bring attention to the issue of underage drinking and the adults who provide alcohol to minors. These youth and adult volunteers will visit Jewel-Osco stores to place bright orange bottle hangers on beer, wine and other liquor products that will remind adult consumers that their actions matter and that preventing underage drinking is everyone's responsibility.

"Adults need to set a better example for kids," said Doug Petit of P.A.T.T., a non-profit organization dedicated to providing positive alternatives to underage drinking. "When adults supply alcohol to youth it sends them a very mixed message. Underage drinking is not only a teen problem; this is a community problem."

"Sticker Shock sends a compelling message to parents and other adults about underage drinking, especially since that message is coming from teens," said Jordan Esser, Project Coordinator of PLT, a community coalition working to reduce youth substance use and increase mental wellness among DuPage County youth.

Centers for Disease Control and Prevention research shows that alcohol remains the most commonly used and abused drug among youth and is responsible for more than 4,300 deaths annually among underage youth. Data from the Illinois Youth Survey for DuPage County shows underage drinking is also a local issue.

-MORE-

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Twenty-one percent of 10th graders and 40 percent of 12th graders reported drinking alcohol in last 30 days.

For more information on Project Sticker Shock or the PLT, visit www.DuPagePLT.org

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