



Coalition News

Coalition Staff

- **Chair:**
Ben Brown
- **Vice Chair:**
Linn Cloyd
- **Treasurer:**
Zack Raney
- **Secretary:**
Katrina Coyle
- **Officer at Large:**
Rick Oliver
- **Coordinator:**
Abigail Beausir

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Upcoming Events

Young Boone Meeting	Wednesday 7/05 6:30-8 PM BCPL, Scheben
Young Boone Art Show	Wednesday 8/02 5:30-7 PM BC Cooperative Extension Service
Monthly BCA Meeting	Monday 8/21 9-10:30 AM Florence Gov't Ctr

2017 Alcohol Sticker Shock A Success!!!

In an effort to reduce consumption of alcohol by underage youth, the Boone County Alliance partnered with local retailers to launch an alcohol sticker shock campaign March through June 2017. It targeted adults who might purchase alcohol for underage youth by placing stickers informing consumers of the legal penalties for providing alcohol to individuals under the age of 21 on multi-packs of beer available for sale in Boone County stores.

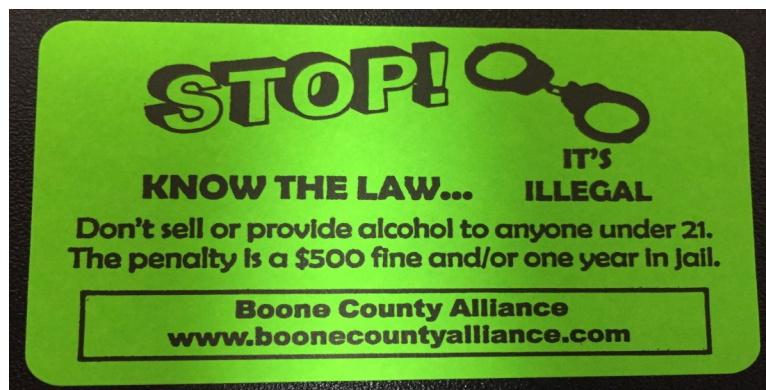
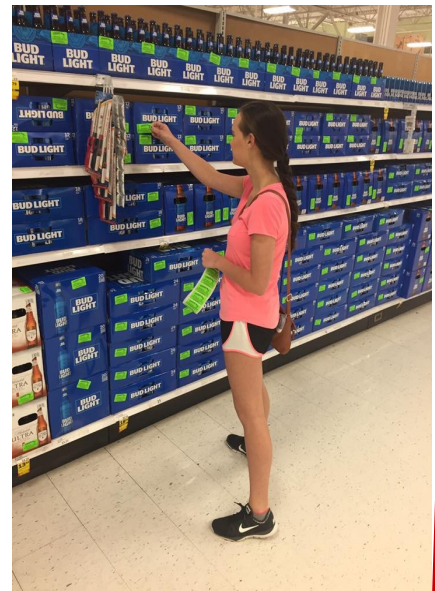
This spring, 13,705 stickers were placed at 51 locations, including local grocery, convenience and liquor stores. Eight new partners this year were BP in Florence, Dixie Gas and Go, UDF, Sam's Club, Marathon Mt. Zion Road, Turfway Food Mart, Thornton's on Industrial Road, and Murphy Express in Florence.

The campaign corresponded with Alcohol Awareness Month as well as the high school prom and graduation seasons, which tend to lead to greater alcohol consumption among youth.

"Adults often provide alcohol to youth who are underage," said Linn Cloyd, Boone

County Alliance Vice-Chair. "The goal of the sticker shock campaign is to help make adults aware of legal consequences of providing alcohol to anyone under age 21. According to a survey conducted by our coalition in 2016, 54.3% of respondents were unaware that Boone County has a social host ordinance, which makes it illegal for anyone to knowingly allow or permit underage alcohol consumption on their property."

Thanks to all who volunteered to make this year's Alcohol Sticker Shock Campaign a success!



This sticker, with a message of the legal consequences of providing alcohol to anyone under the age of 21, was placed on alcoholic beverages and beer coolers throughout Boone County.

