



*Building a safe and healthy environment
by effectively educating the community
on positive life choices.*

"PREVENTION WORKS"



Greetings!

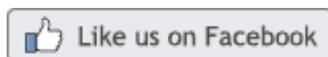
"LOCAL YOUTH KICK OFF PUBLIC AWARENESS PROJECT"

Students from area school districts kicked off "Project Sticker Shock", a youth-led initiative to change adult attitudes about selling and providing alcohol to minors, on Tuesday, April 16, 2019. This public awareness project was sponsored by Chautauqua Alcohol & Substance Abuse Council (CASAC) to bring attention to the issue of underage drinking and the adults who provide alcohol to minors.

Local youth from Clymer, Dunkirk, Falconer and Jamestown were part of a movement of youth working with participating stores to spread "Sticker Shock" waves across Chautauqua County in an effort to reach adults who might be tempted to buy alcohol for youth under 21. The bright yellow and red stickers stand out on the beer cases and provide a strong reminder that "providing alcohol to anyone under 21 is illegal, unhealthy & unacceptable!"

CASAC would like to recognize the Ashville General Store, RoBo Enterprises, RoBo Mobil Falconer, RoBo Convenience Center, RoBo on Main, Tops Friendly Markets in Dunkirk, and Tops Friendly Markets on Foote Avenue in Jamestown, for their desire to manage the sale of alcohol responsibly and wanted to showcase the business as a partner in this effort. A strong community message is sent when businesses like these take responsibility for speaking out against underage drinking. Chautauqua County Schools, teachers, youth leaders, and local participating retail stores are working together to create a safer, healthier lifestyle by combating the problem of underage drinking. Alcohol has been identified as the #1 drug of choice among youth ages 12 - 18 years old, and according to our youth, one of the easiest to get. Together, we are joining forces in "Project Sticker Shock," to educate the public and change attitudes about selling and serving alcohol to anyone under 21.

Some adults do not perceive youth consumption of alcohol as a danger. Some even feel a sense of relief that "it's only alcohol" and not a "real" drug, and as long as the parents have the keys they feel it's ok for them to drink. But, alcohol remains the drug most abused by our adolescent population. Many youth begin drinking at early ages, putting themselves at great risk for alcohol





CASAC Offices are located at:

501 W. Third Street
Suites 3 & 4 Sprinchorn Building
Jamestown, NY 14701
(716) 664-3608
Fax (716) 664-3661

and

51 E. Third Street
Suite 2
Dunkirk, NY 14048
(716) 366-4623
Fax (716) 366-4624

[Visit our website.](#)

problems later in life.

A 2016 survey conducted by the HOPE Chautauqua Coalition, revealed that almost one-third of Chautauqua County teenagers report having had their first drink (more than a sip or two once or twice a month) before their thirteenth birthday. Youth that drink before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21. For each year's delay in initiation of drinking, the likelihood of later alcohol-abuse problems decreases markedly.

Teenagers know how to get alcohol. Whether they obtain it from friends, siblings, unlocked liquor cabinets or licensed alcohol beverage establishments, nearly 90 percent say it is easy to get. When they first start drinking, most youth get alcohol from home, their friends and other adults, with or without their parents' permission.

Our ultimate goal is to change societal views of alcohol and youth. CASAC is proud to be a host for "Project Sticker Shock." This project is an environmental strategy that addresses the underage drinking concerns in our community. This is not an individual issue; this is not a family issue; and this is not a school issue. Underage drinking is a community concern and the most effective way to address it is through community involvement and everyone's participation.

About Us

Since 1974, Chautauqua Alcohol & Substance Abuse Council (CASAC), a United Way partner agency, has provided prevention education and community awareness regarding alcohol and other drugs. CASAC is the only New York State Office of Alcoholism & Substance Abuse Services (OASAS) approved and supported alcohol and other drug prevention agency in Chautauqua County. For further information about CASAC's programs and services, call the Jamestown office at 664-3608, the Dunkirk office at 366-4623, or go to CASAC's website, www.casacweb.org.



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