



Dear Fellow Prevention Advocates,

With Spring Break fast approaching, Oregon Partnership, partnering with the Community Action to Reduce Substance Abuse coalition (CARSA) and the state Department of Human Services, is once again launching a campaign for parents, adolescents and teens focusing on **safe and healthy alternative activities to drinking over the school break**. As key individuals who influence parents, students, policy makers and other leaders within our community, we are asking for your help in distributing this information in your schools and neighborhoods. The Spring Break Alternative Activity campaign offers a variety of tools that you can use within your network, be it a school, school district, neighborhood, or business. These components include:

- Face It, Parents Posters: the key message encourages healthy activities over the break. Students and parents who see the poster can access a list of alternative activities via the Oregon Partnership website.
- Prevent Underage Drinking STOP Magnet highlighting the law regarding furnishing to minors.
- Prevention letter from the Portland Police and Multnomah County Sheriff offices.
- Prevention article (for school/community newsletters) about healthy and/or active alternative choices.
- A radio public service announcement and print ads. Electronic versions can be accessed via the Face It Parents website at www.faceitparents.org
- Access to free movie passes for Regal Cinemas (two per request) via information on the Oregon Partnership website. Limited number of movie passes available.



The success of this campaign will rely on the efforts made to utilize these materials within your school and community. With the exception of the recorded public service announcement, samples of these materials are included in this packet.

This packet also includes a worksheet outlining many ways these materials could be incorporated into your current spring break campaign, or used to mobilize students or parents to take action. Ideas for activities range from publishing in your community or school newsletter the Prevention Letter from law enforcement officials, to conducting a Town Hall that educates both parents and students on the risks of underage drinking. No doubt you have a variety of ideas and activities of your own to choose from; this list is meant to help supplement and strengthen your existing programs.

For schools and youth groups who choose to utilize our campaign materials, we have also included an evaluation form asking for information about how the Spring Break campaign materials were used. For any school or youth group that completes this feedback form, the CARSA coalition will provide coupons for pizza - a party to be planned at your convenience!

We are confident that you can join this effort to reduce youth alcohol consumption over Spring Break. Please contact Oregon Partnership for additional help or materials. We look forward to hearing from you and learning about how your school or community made a difference to reduce underage drinking over Spring Break.

Best regards,

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Oregon Partnership exists to end substance abuse and suicide.