

# Area Task Force to Launch Sticker Shock Project

During National Drug and Alcohol Facts Week (Jan. 25-Jan 30), the Bristol County Underage Drinking Prevention Task Force led by Bristol County District Attorney Thomas M. Quinn III's Office, is launching a "Sticker Shock" project targeting adults in the area. Sticker Shock is a program to raise public awareness about the minimum drinking age law by placing stickers on multi-packs of beer, wine coolers and other alcohol products that appeal to underage drinkers. The target of the stickers are adults over 21, and the goal is to discourage adults from providing alcohol to minors. In addition to the stickers, stores are given the option of placing a sign, identical to the sticker but larger, in the window or at the checkout counter.

The Bristol County Underage Drinking Prevention Task Force is a collaborative of Community Leaders, Police Departments, Health Departments, Health and Human Service Workers whose goal is to reduce underage drinking and other risky behaviors that teens may engage in. The task force selected National Drug and Alcohol Facts Week to roll out a countywide Sticker Shock project as it is close to Super Bowl weekend and teen access to alcohol could be on the rise.

"The purpose of sticker shock is to raise awareness among adults in the community that it is illegal to buy alcohol for a minor. Many stores in Bristol County have participated in this activity in the past and many have enthusiastically agreed to participate again" said April Cabrera, Program Manager, Community Affairs Unit, Bristol County DA's Office.

The sticker project is part of a cooperative effort between the Bristol County District Attorney's Office, Police Departments from Norton, Mansfield, Fairhaven, Freetown,

Dartmouth, Fall River, and New Bedford. Students from various high schools who will work with the police departments to do the sticker shock project hope to raise awareness among adults who may be enticed to providing alcohol to their underage peers. They are hoping that this project will engage adults and get them to think twice about providing alcohol to anyone under 21. Be on the lookout for large stickers that read "Warning: 21 or Bust... Providing alcohol to an individual under the age of 21 is illegal" at a store near you.

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