



**For Immediate Release
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Enforcing Underage Drinking Laws in Glen Cove
SAFE's PRIDE Coalition Travels to Albany, NY to Spread Their Message

If you have a youth in your life, you have most likely worried about the potential risks of underage drinking, and rightfully so. According to the Substance Abuse and Mental Health Association of America (SAMHSA), many more young people use alcohol than tobacco and other drugs, and by age 18, 70% of teens have had at least one drink. Furthermore, alcohol use among adolescents is associated with poor grades, absenteeism, and higher rates of school drop out.

According to the Bach-Harrison Prevention Needs Assessment administered in January 2010, the rates reported for alcohol use by teens are above national norms, with 25% of students reporting taking part in binge drinking. Students reported a lower perception of risk for alcohol use along with a perception that “everyone is doing it”, which may lead to internal pressure to be like “everyone” and use alcohol, tobacco, or other drugs. Most high school Seniors reported that it is very easy for them to obtain alcohol products and drinking and driving rates are as high as 20% among this grade level.

Alcohol use by young people is often made possible by adults, including social hosting by parents and the illegal sale of alcohol to minors. Through the Enforcing Underage Drinking Grant (EUDL) from New York State Office of Alcoholism and Substance Abuse (OASAS), SAFE Inc.'s PRIDE Project Coalition and the Glen Cove Police Department have been able to partner to increase law enforcement efforts, while also providing informative media campaigns and increased public education. Policing efforts include shoulder tap drills, the use of underage decoys, and the implementation of party patrols at times that are high risk for underage drinking, such as prom and graduation season. Through the use of these environmental strategies, the PRIDE Coalition and the Glen Cove Police Department have been able to decrease the availability of alcohol to youth and teens in Glen Cove.

On April 14th, 2011 the PRIDE Coalition's Community Committee leadership team traveled to Albany, NY to meet with other EUDL sub-grantees from across New York State. The PRIDE Coalition showcased their accomplishments, including the SAFE Inc. public service announcement, public education events, and 100% vendor compliance for the sale of alcohol as of April 2011.

“It was a great experience sharing Glen Cove's EUDL success stories to a statewide audience in Albany,” reported Councilman Tony Jimenez, PRIDE Community Committee Chair. “The cooperation of City government, law enforcement, community and SAFE, Inc. is invaluable in our being recognized as a model for other localities to learn from.”

“The partnership between SAFE, Inc. and the Glen Cove Police Department is the key to making sustainable change regarding alcohol in our community,” stated Dr. Sharon Harris, SAFE Inc. Executive Director and PRIDE Coalition Co-Chair. “By utilizing environmental strategies, we have been able to change social norms pertaining to alcohol, paving the way for a safer Glen Cove. We are grateful to have the opportunity to utilize the EUDL funds to accomplish this goal.”

For more information regarding SAFE, Inc and the PRIDE Coalition, or to view SAFE Inc.’s Public Service Announcement, visit www.safeglencove.org. Want to follow the PRIDE Coalition on Facebook? Find us at <http://www.facebook.com/GlenCovePrideCoalition>.



Representatives pictured with OASAS EUDL Representative. From Left: Sgt. Chris Ortiz, Glen Cove Police Department; Dr. Sharon Harris, SAFE Executive Director; Walter Davies, NYS OASAS; Councilman Tony Jimenez, Community Committee Chair; Paula Castiglia, PRIDE Project Coordinator.



Councilman Tony Jimenez, PRIDE Community Committee Chair, addresses to EUDL panel of sub-grantees about the effectiveness of community partnerships in implementing environmental strategies.