

STOP PROMOTION OF ALCOHOL AIMED AT KIDS!

**OJJDP Underage Drinking Enforcement
Training Center
9th Annual National Leadership Conference
August 2-4, 2007**

**Presented by Pete Schulberg,
Communications Director,
Oregon Partnership**



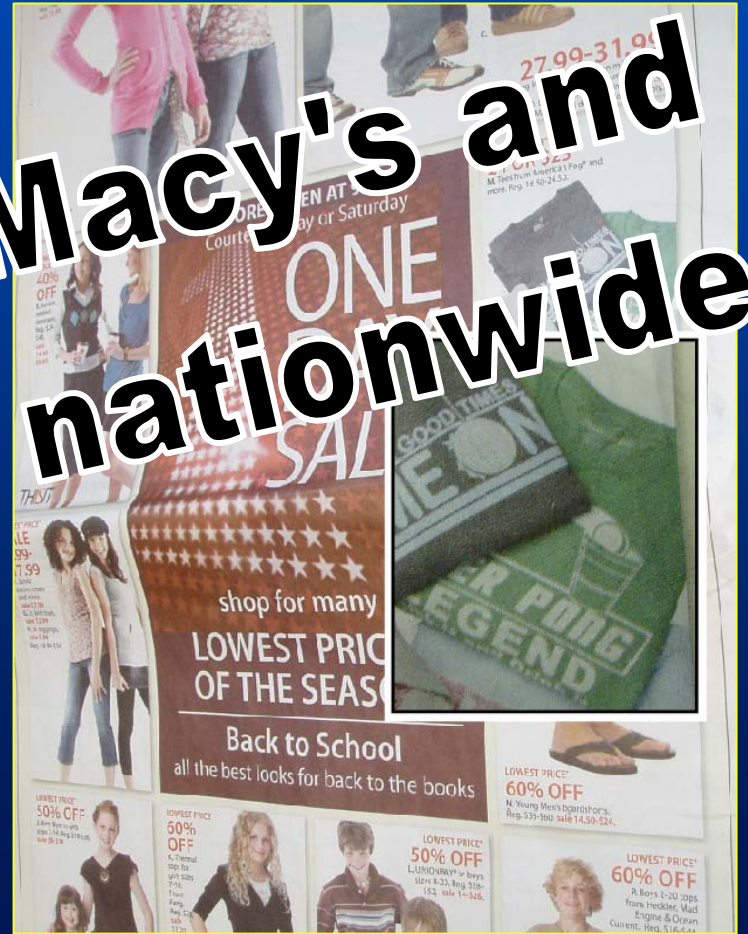
What Are We Talking About?

- **Taking action to face the challenges of underage drinking in your community**
- **Eliminating youth-oriented alcohol promotions and products when they appear in your community**

The Culprits

Beer T-Shirts

Removed from Macy's and Bloomingdales nationwide



Spykes



**Anheuser-Busch
discontinues all sales**

Binge-Drinking Games



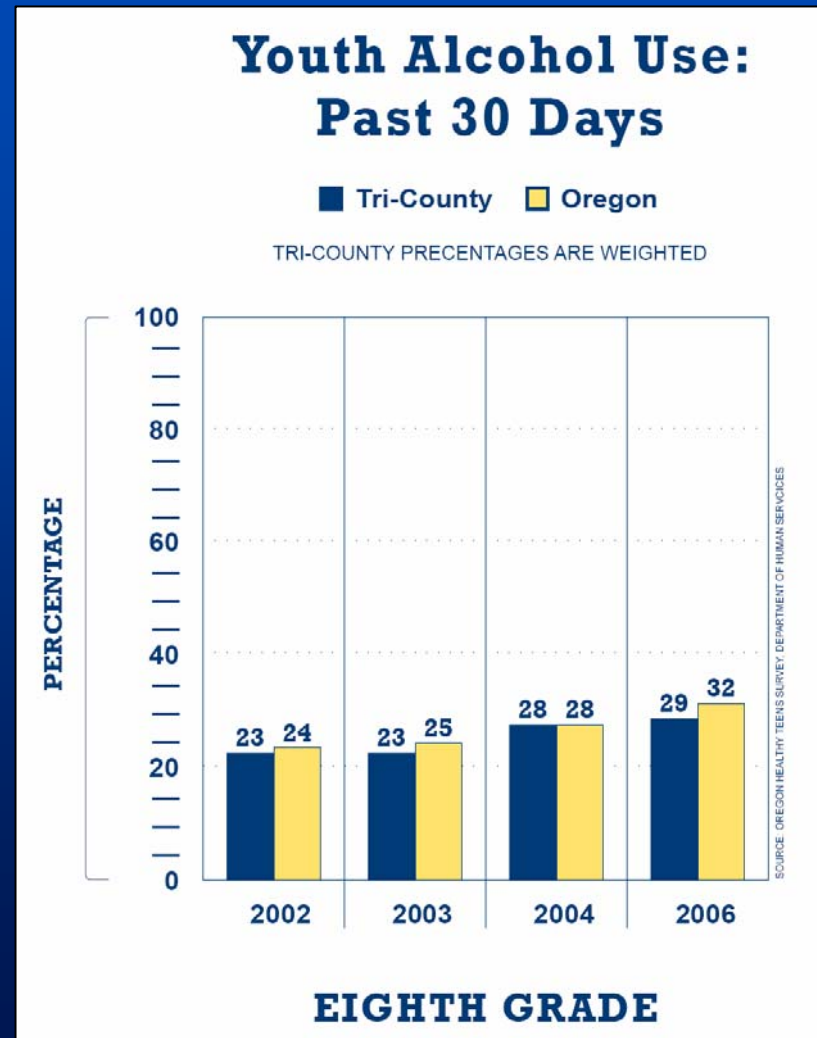
**Removed from Kohl's
and Linens 'n Things**

What is Oregon Partnership?

- **OP is Oregon's leading non-profit that partners with communities, educators, law enforcement, treatment providers and families to prevent alcohol and drug abuse**
- **Conducts statewide public awareness campaigns on underage drinking, drug trends and parental action**
- **Advises state and national lawmakers on preventing substance abuse**
- **Operates four 24-hour crisis lines where our trained staff and volunteers respond to more than 16,000 calls a year.**

The Challenge In Oregon

- Eighth-grade alcohol use remains unacceptably high



Getting Started

- **The Merchants - Familiarize yourself with stores popular with kids and the products they sell**
- **Headquarters - Stores popular with kids almost always national chains, little involvement in local communities. Remember, product decisions are usually made at headquarters**
- **The Web – visit store websites. They often describe target markets as teens or tweens – even for products promoting drinking**

Targeting The Product


- Write letters to the parent company
- Work with your partners
- Promote media coverage
- Effective messaging

Action Alerts!

- Quick response with short, clear e-mails
- Eye-catching format
- Say exactly what you want people to do
- Utilize an extensive e-mail network, including national contacts and the media

You forwarded this message on 3/28/2007 11:55 AM.

From: Oregon Partnership [dslifman@orpartnership.org] Sent: Tue 1/30/2007 2:40 PM
To: Daniel Slifman
Cc:
Subject: Action Alert - Put a Spike through Spykes: Take new product off store shelves!




OREGON PARTNERSHIP
ACTION ALERT!

Put a Spike through Spykes: Take new product off store shelves!

Packaged in tiny 2-ounce, multi-colored bottles and containing 12 percent alcohol, Spykes is a new malt beverage product by Anheuser-Busch that shouldn't be sold in Oregon or anywhere else. Spykes mixes malt liquor with ginseng, caffeine and guarana extracts. It comes in four sweet flavors: Spicy Lime, Spicy Mango, Hot Melons and even Hot Chocolate.

[Click here to download an image Spykes bottles.](#)

[Click here to view a close up of the Spykes label.](#)



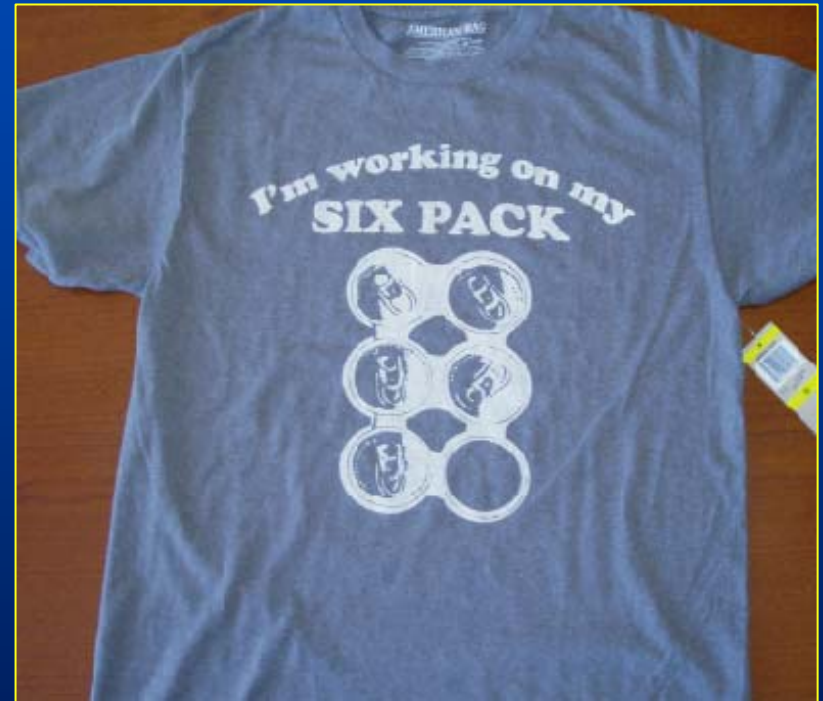
Because they are small and easily hidden in a pocket or backpack – and inexpensive at \$.99 a bottle – we are asking that if you see them in stores, request that they be taken off the shelves. We are asking our local prevention partners to forward this on to parents and school officials. These products are not recognizable as alcohol and they can easily be hidden in pockets

Use the Media!

- **Use Action Alerts AND press releases**
- **Post on web sites and blogs**
- **Use media coverage to generate interest**

The Macy's T-Shirt Story

- Started with one person incensed with ad
- Parent company didn't respond to our letter
- Until extensive local TV coverage
- New York Times article cemented victory



The Spykes Story

- Great cooperation with partners
- National media took notice in big way
- OP blog helped spread message and got results



The Drinking Games Story

- Kohl's and Linens 'n Things responded relatively quickly to media coverage and pressure from interest groups
- OP worked with Join Together and the Center of Science in the Public Interest



For More Information:

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