

# UNDERAGE DRINKING





Underage Drinking:  
You've Got  
2much2lose



# What is 2M2L?

- Statewide initiative to reduce & prevent underage drinking

- Enforcement
- Community involvement
- Youth leadership

- Formerly known as Project Under 21/U21

- Name/logo change
  - Keeping up with the youth/target market
  - Time for change

# Enforcement



- 2M2L Training
  - Oklahoma Law and underage drinking
  - Compliance Checks
  - Controlled Party Dispersals
- Connecting coalitions with local law enforcement
- Find youth volunteers for Compliance Checks



# Community

- Area Coordinators provide technical assistance to community coalitions and other community groups
- Presentations at schools, community organizations
- Information booths at fairs, schools, and events

# Youth Leadership

- Camp 2M2L
  - Campers create an action plan specific to their community to reduce/prevent underage drinking
  - River Float
  - Talent Show
  - Activities
  - FUN



# Youth Leadership

- 2M2L Clubs

- Led by students; sponsored by a teacher or other adult
- Receive assistance from Area Coordinators; **FREE STUFF**
- Create/plan/host their own events
- Make change in their own community



# Strategies

- Educate law enforcement, community groups, youth regarding strategies to reduce/prevent underage drinking:
- Policy
  - Social Host Ordinances
  - Noise Ordinances
- Enforcement
  - Compliance Checks, etc.
- Community Involvement
- Media Advocacy

# 2M2L Materials: FREE STUFF!!



- Pens
- Pencils
- Stickers
- Buzz Cards



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# State Coordinator



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# Bixby Police Department

Partners with 2 Much 2 Lose to reduce underage drinking

Grant funding is available through the Oklahoma Highway Safety Office

Multi-faceted approach to solving a critical problem with youth and alcohol



# Community Partners

- Youth
- Parents
- Police
- Community Leaders
- Retailers
- District Attorneys
- Judges



# What Has Safe-Team Done

- Built relationships with youth
- Built relationships with retailers
- Community Meetings
- Attended 2 Much 2 Lose Camp
- Organized Every 15 Minutes Program
- Passed stricter laws



# What Has Safe-Team Done

- Created a Billboard
- Performed Compliance Checks
- Performed third party compliance checks
- Provided Youth Training
- Provided Youth Programs



# Media

- Increases your audience
- Tells the community what we are doing and why we are doing it
- Builds a working relationship with media
- Creates a positive image for today's youth, police departments, Community based youth outreach organizations, etc.



# Use All Media Outlets

Use of Media is CRITICAL in any effective program

- Television
- Radio
- Newspaper
- Internet
- Billboards



# What We Have Accomplished

- Compliance rate from 58% in 2005 to 96% in 2008
- Good working relationship with area youth
- Passed social host ordinance
- Made community aware of our efforts (billboard, media events, community meeting, etc.)
- Began retailer training

# How I Got Started!

- Saw a problem in the 6<sup>th</sup> grade and wanted to address it
- Planned a Nightmare Assembly
- Community Briefing
- Billboard and Media

# What I Have Done!

- FCCLA (Family Career Community Leaders of America) held a Nightmare assembly for students
- Held a Community Briefing
- Compliance Checks
- 2M2L Camp
- Heading up Every 15 Minutes

# Reactions That I Have Had...

- Friends
- School
- People I encounter
- Respect from peers

# What We Would Like To Do!

- Make a Difference in our community
- Make a difference in our school district
- Make this program known
- Assist you in getting started in your area
- Make A Difference- SAVE LIVES!!!

# Every 15 Minutes

Every 15 minutes someone dies in an alcoholic related collision. At our school, every other year before prom, we have a dramatized car crash that involves a drunk driver and innocent bystanders driving home from Prom!

## WARNING!

The video you are about to see is a realistic event that occurs every 15 minutes. This is serious and not meant to be taken lightly.

# How To Get Youth Involved In Your Area?

- Partner with an existing youth organization
- For Example: FCCLA, SADD, Student Council, DFY, etc.
- Hold an Assembly
- Media

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