

ADAP Strategy/Activity Planning Tool

STRATEGY	STICKER SHOCK
Goal	Reduce underage and binge drinking among persons aged 12 to 20
Evidence based?	No – Supporting activity
IOM Category	N/A
CSAP Strategy type	N/A

KEY ACTIVITIES:

Description of key activities that should be completed to fully implement the strategy

1. Identify the alcohol retailers in your community. Decide whether to send them an invitation letter and/or visit them personally to invite them to participate.
2. Establish a timeline for the project and assign responsibilities and deadlines (see Sticker Shock handbook referenced below for sample action plan).
3. Identify sticker design to be used, printer and cost. Send sticker design to VDH District Director and PC.
4. Distribute permission slips to each participating youth and adult volunteer (necessary for all because it also serves as the media release form –see Sticker Shock handbook referenced below for sample permission slip/media release).
5. Send letters/make visits to each store to invite them to participate. Decide how you will follow up if they can't give you an immediate answer.
6. Make appointments with each participating store and decide who (youth and adults) will visit each store on the agreed-upon day. When making your appointments, find out how many multi-packs of beer are likely to be accessible to you on the day you visit and whether the retailer would like additional stickers to apply to future sales so you can roughly plan how many stickers you will need at each store.
7. Order stickers based on number of stores participating and expected volume of products to sticker at each.
8. Develop a media plan which could include a media event to kick off the project (see sample media advisory and media event agenda in referenced handbook), calling a local reporter to accompany your group on a day of stickering, writing an op-ed and/or letters to the editor encouraging adults to think twice before providing alcohol to youth, encouraging parents not to allow youth to drink at parties, recognizing the youth for taking action on this issue, praising the retailers for participating, etc.
9. Invite local law enforcement to participate in the event. At any media events where youth will be handling beer, you should have a representative from law enforcement present. This is essential at media events to avoid any criticism about youth handling beer illegally as well as to demonstrate the value of youth and law enforcement working together.
10. On the day of your stickering event:
 - Be sure all youth and adults involved have turned in a permission slip/media release.
 - Sticker only alcohol that is easily accessible (youth should not be in back rooms, coolers or storage areas).
 - Stickers should be placed on the cardboard in a way that does not cover the brand name or the UPC symbol. **Do not place stickers directly on bottles or cans.**
 - Offer to leave additional stickers with the store manager if they wish to place more stickers on the less-accessible items themselves, and/or if they are willing to continue stickering beyond your project.
 - Take pictures

11. After the event, recognize all participants and find a way to publicly thank them: youth, adult volunteers, law enforcement, retailers, etc.

12. Send feedback form to merchants about a week after the event (sample in handbook).

13. Have a post-project debriefing to talk about what you accomplished and identify anything that could be improved next time.

Additional indicators to be reported to ADAP:

a. Did you conduct any Sticker Shock events during the past quarter?

[if yes to above]

b. How many businesses participated in Sticker Shock?

c. How many youth volunteers participated in Sticker Shock?

d. Was there media coverage of your Sticker Shock event(s)?

Sources:

Project Sticker Shock: A Handbook for Youth and Community Groups For Implementation, Maine Office of Substance Abuse and Mental Health Services (SAMHS), 2012.

<http://www.maine.gov/dhhs/samhs/osa/pubs/prev/2012/stickershockguiderev.pdf>