

# PRESS RELEASE

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## PREVENTING UNDERAGE SALES TO MINORS AND COMMUNITY EDUCATION

### FOR IMMEDIATE RELEASE

**JACKSON, MI (June 12, 2014)** – The Jackson County Substance Abuse Prevention Coalition (JCSAPC) is excited to announce they are teaming up with local youth again to visit the county’s alcohol and tobacco retailers this summer. Most importantly, each visit is FREE for vendors! The youth will provide a packet containing all required signage and educational materials, discouraging alcohol and tobacco sales to minors. Vendors will be reminded of what to do if someone underage tries to buy, as well as the consequences of selling to underage youth.

The JCSAPC is comprised of community leaders representing local law enforcement agencies, courts, schools, health and human service agencies, youth serving organizations, substance abuse treatment providers and the media. The Coalition is working to provide updated information and support to the Jackson community as a whole. One of the Coalition’s goals is preventing the access and availability of tobacco, alcohol and other drug products to underage youth.

Each retailer will receive a one-on-one visit from Jackson area youth and an adult chaperone. Information to be provided will include: legal age-limit signs; the new Michigan license identification information; materials to educate their employees about the proper sale of tobacco and alcohol; and information related to fines and policies regarding the sale of alcohol and tobacco to underage youth.

In Jackson County, 171 tobacco retailers will be visited along with 132 alcohol vendors. Rhonda Rudolph, JCSAPC member and Jackson Tobacco Reduction Coalition Coordinator states, “These visits are part of a community wide comprehensive approach to reduce youth access to tobacco and alcohol. I encourage our vendors and retailers to work with our youth to make these site visits a positive experience. Additionally, other available resources in Jackson County include: providing smoking cessation resources to include the Michigan Tobacco Quit Line at 1-800-QUIT-NOW (784-8669), smoke-free worksite regulation and alcohol and tobacco prevention programming.”

The Coalition appreciates the continued support of Jackson County alcohol and tobacco retailers and the community to uphold the integrity of State and Federal laws.

### **More information about:**

- *Jackson County Substance Abuse Prevention Coalition* and its activities, please contact Briana Jefferson at (517) 796-5133 or via email at [bjefferson@uwjackson.org](mailto:bjefferson@uwjackson.org)

*Our efforts are funded through Community Mental Health Authority of Clinton, Eaton and Ingham Counties, Substance Abuse and Mental Health Services Administration and the Michigan Department of Community Health.*

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