

March 5, 2015

Dear Media Stakeholder,

The Department of Behavioral Health and Developmental Disabilities has partnered with over 40 non-profit organizations throughout the state of Georgia highlighting the need for underage drinking prevention initiatives. The Georgia Strategic Prevention System (GASPS) is a multilevel system design that aims to prevent substance use and abuse and promote healthy choices and lifestyles among Georgians by implementing sustainable evidence-based strategies.

The objective of this initiative is to implement statewide primary prevention strategies (programs/practices/policies) that are consistent with needs as identified by data collection with the following goals:

- 1) Reduce the early onset of alcohol use among 9-20 year olds
- 2) Reduce access to alcohol and binge drinking among 9-20 year olds
- 3) Reduce binge drinking and heavy drinking among 18-25 year olds

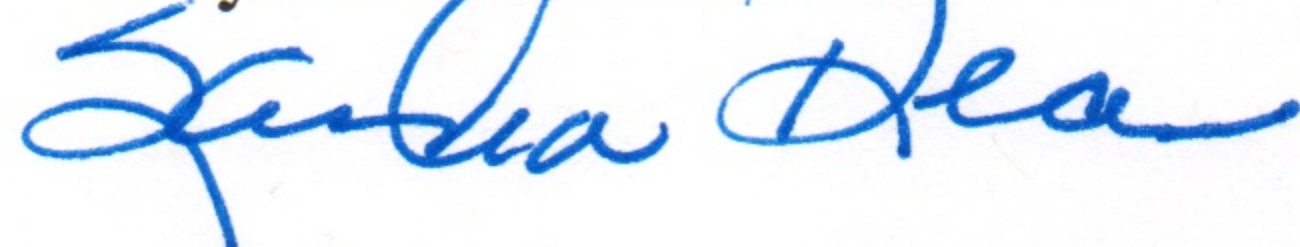
The state has selected to focus on underage drinking initiatives due to the associated consequences. Underage drinking and alcohol abuse among young adults is a widespread public health and safety problem throughout the nation. It has serious personal, social, and economic consequences. Alcohol is the most widely abused substance among youth in the US and in Georgia; most youth between the ages of 9 and 20 use alcohol more than tobacco or any other substance.

April is Alcohol Awareness Month. It is also a time when prom activities are often associated with the use of alcohol by teens. This presents an impactful opportunity for the media to highlight this statewide initiative. We, a group of youth serving GASPS partners within Region 3 (Clayton, DeKalb, Fulton, Gwinnett, Newton and Rockdale Counties) ask that your station provide airtime to non-profits who are actively engaged in the fight against underage drinking. There is power in awareness campaigns. Each organization is unique and utilizes different environmental and program level strategies to engage the community in this initiative. Airtime dedicated to our organization's public service announcements, informative interviews and/or program highlights are some ways in which your medium can assist!

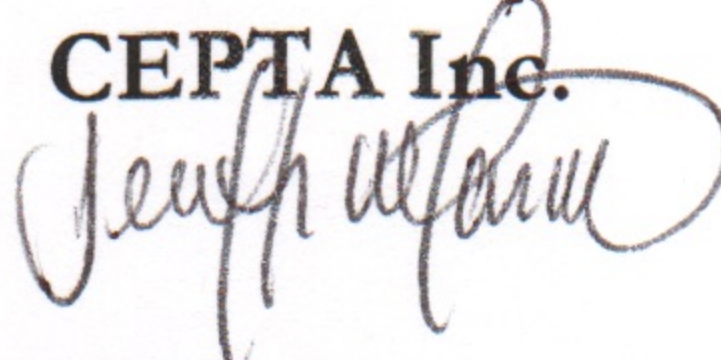
Enclosed, you will find contact information for each organization within this collaborative.

In Service,

Beyond the Bell Inc.



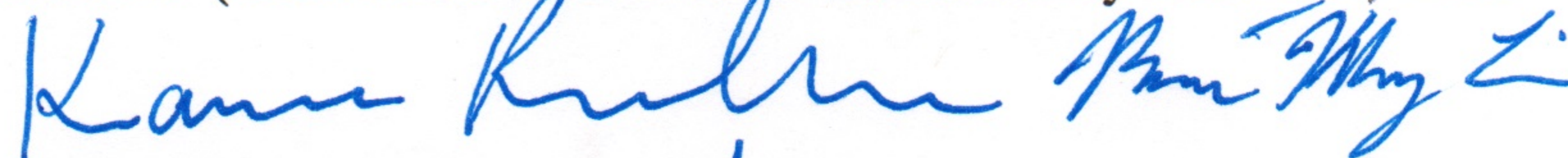
CEPTA Inc.



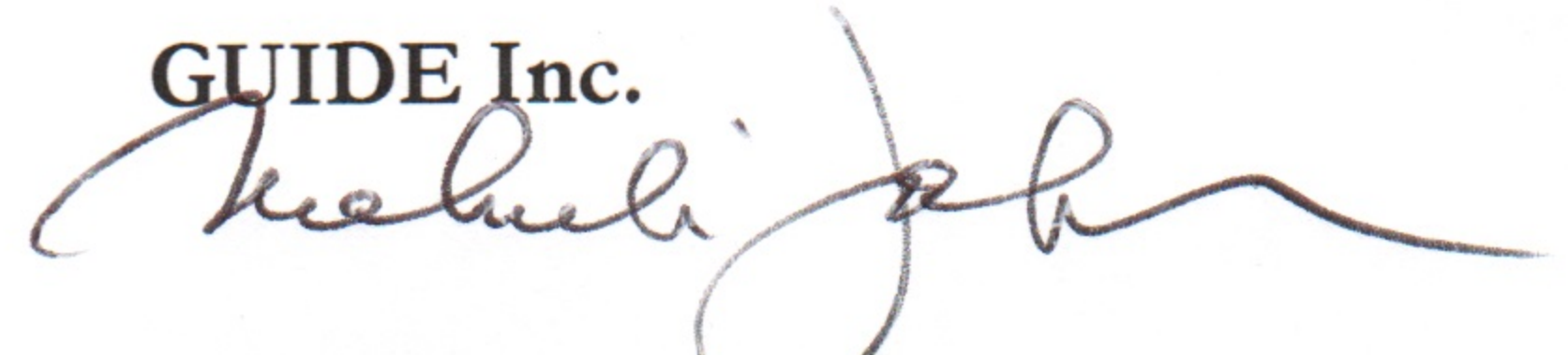
The Council on Alcohol and Drugs Inc.



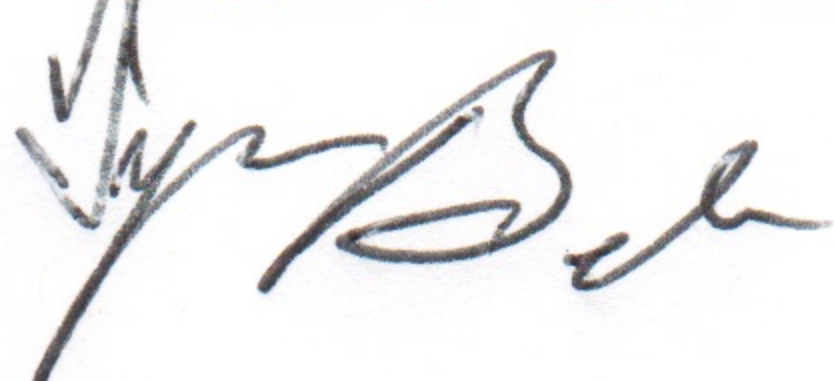
CPACS (Center for Pan Asian Community Services) Inc.



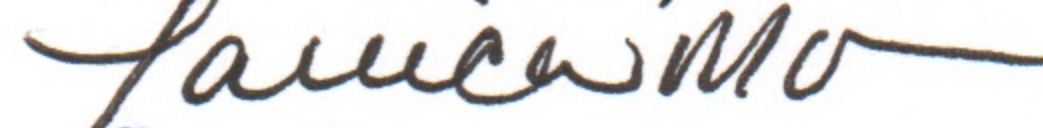
GUIDE Inc.



Learn to Grow Inc.



Street Smart Youth Project Inc.



Joni Moore
Decatur Prevention Initiative

HEARTS for Families, Inc.

