

Local Middle School Wins Alcohol Public Service Announcement

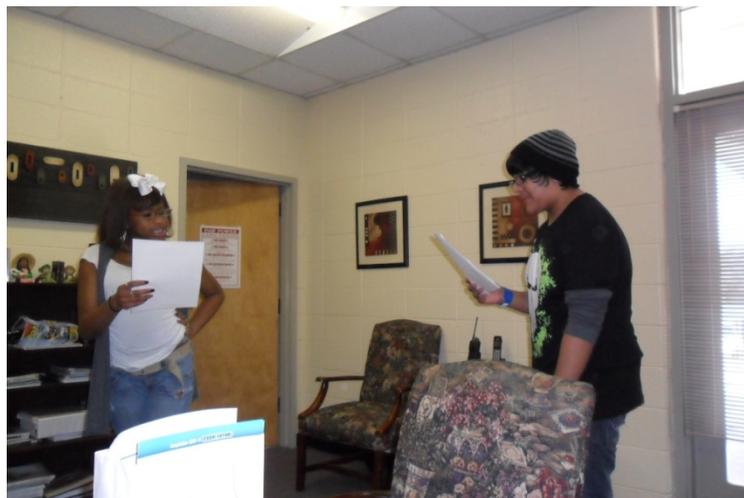


Live Healthy Douglas Coalition partnered with Chestnut Log Middle for an audio Alcohol Public Service Announcement (PSA) Contest. The Alcohol PSA was part of the Department of Behavioral Health and Developmental Disabilities (DBHDD)/Office of Prevention Service and Programs (OPSP) statewide alcohol awareness campaign. Live Healthy Douglas Coalition and Cobb & Douglas Public Health are part of the Region 1 communities and the contest was

part of the Alcohol Awareness Month community education events. The program coordinator, Tamekis Williams of the Live Healthy Douglas Coalition worked with the principal, Dr. Nicole Keith and six 8th graders from Chestnut Log Middle. The participants were narrowed down from 6 to one male and one female participant. The final participant who reenacts the audio PSA is Kayla Hill (8th) and Timothy Olvera (8th).

The audio PSA's focus was to educating the public about monitoring access to alcohol in their home. The setting of the PSA is after class on a Friday and the students are discussing what they are doing for the weekend. One student hypothetically states that he is "getting wasted" this weekend and his counterpart states that he is not old enough to purchase alcohol. The student then states that he has alcohol in the "refrigerator right by the milk." The student goes on to state how easy it is to access the alcohol and how his parents do not know he consumes the alcohol and mentions that "it's not like they check the bottle when they finish."

This PSA educates the community about the #1 place where youth access alcohol and that is a friend's house or their very own home. It sends the message that parents/guardians may need to do an assessment of how easy it is for their youth to access alcohol in



their home. We all know that most parents educate their kids about the danger of alcohol use/abuse and some may feel that their child may never indulge in drinking alcohol or using other drugs like prescription drugs. It is important that parents reiterate the risk and consequence associated with alcohol use/abuse over and over again because the facts show that a friend's home and a youth's very own home is where they access alcohol the most. It is important for parents to find ways for their children to not have such easy access to alcohol in the home; especially since summer break. It would be best if parents would place their alcohol under lock and key such as a cabinet with a lock.

The PSA won the Region 1 state competition and will be sent to DBHDD, where they will send it to local radio stations. If you would like more information about underage and young adult alcohol use/ abuse and to hear the PSA, please visit www.didyouknowfacts.net and click on Region 1 Douglas Public Health. You may also contact Tamekis Williams, MSW, LMSW of Live Healthy Douglas Coalition at 770-947-3629.