



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
Health Department
Contact: Samantha Caravana
508.991.6199 ext: 144

Health.consultant@newbedford-ma.gov

Date: Friday, June 19, 2015
For Immediate Release

P R E S S R E L E A S E

New Bedford Health Department Kicks Off “Project Sticker Shock” public awareness effort to reduce youth access to alcohol

New Bedford, Massachusetts –Tomorrow, Saturday, June 20, 2015, the New Bedford Health Departments will kick off Project Sticker Shock, an effort to reduce youth access to alcohol by encouraging adults to not buy or provide alcohol to minors. Project Sticker Shock is part of the Health Department’s PROUD (Partners Reducing Underage Drinking) program.

The event will take place on Saturday, June 20, 2015, at Freitas Package Store located at 1295 Cove Road, New Bedford, from 12:00 P.M. to 1:00 P.M., and at Douglas Wine and Spirits located on Kings Highway, New Bedford, from 2:00 P.M. to 3:00 P.M.

Through Project Sticker Shock, the PROUD program is targeting underage access to alcohol and the acceptance of underage drinking in the community.

“Of New Bedford youth who choose to drink, three-quarters of them obtain alcohol from family and friends, or by taking it from their home,” says Samantha Caravana, Coordinator of the PROUD program. “In addition, there can often be a high level of adult acceptance around underage drinking. Adults sometimes don’t perceive youth access to alcohol as the serious problem that it is.”

Local youth are part of a statewide Sticker Shock movement designed to reach adults who might be tempted to buy alcohol for youth under 21 who cannot buy it legally themselves. Local youth participating in the New Bedford Sticker Shock event will place bright green stickers on multi-packs of alcohol sold at Freitas and Douglas package stores. The stickers provide a public reminder to adults purchasing alcohol to “Know the Law! It is illegal to purchase or provide alcohol for anyone under 21!”

“Underage drinking is an ongoing problem in New Bedford,” explains Officer Gary Sarmiento of the New Bedford Police Department. “PROUD is an effective partnership within our community to raise awareness about underage drinking to curb youth access and create a safer and healthier community.”

The PROUD program applauds Freitas Package Store and Douglas Wine and Spirits for their commitment to manage the sale of alcohol responsibly. The participation of local merchants in this effort is a big help in combating rising trends in underage drinking.

The PROUD program is funded by a grant from the Massachusetts Department of Public Health's Bureau of Substance Abuse Services (BSAS) awarded to the New Bedford Health Department.

###

*Find us on Facebook www.facebook.com/CityofNewBedford and
Twitter www.twitter.com/NewBedford_MA!*