



CAMPAIGN BACKGROUND AT-A-GLANCE

Developed & presented by the Cobb Alcohol Taskforce...

- ✓ Founded, November 1999 as the Cobb Underage Drinking Taskforce
- ✓ Changed name, March 2009 & established 12 member Board of Directors
- ✓ Uses national model program, Communities Mobilizing for Change on Alcohol
- ✓ An alliance of individuals & organizations which mobilizes & challenges Cobb County adults to reduce underage & youth binge drinking by advancing strategic enforcement, policy & education goals.
- ✓ Currently about 75 members & 150 associate members strong & open to all
- ✓ Current financial support provided by the Cobb Community Collaborative & Cobb County School District (STOP Act & GRAA Grants)

Problems identified...

- ✓ Significant body of evidence identified alcohol...
 - as top threat to youth health & safety
 - as having serious effects on public health, safety, crime & quality of life
 - as being very easy for youth to get
- ✓ Underlying conditions identified as contributing to problems...
 - parents/adults believing underage drinking is a rite-of-passage
 - parents/adults believing there's nothing they can do to prevent underage drinking
 - parents/adults hosting underage drinking parties/gatherings
 - weak parental/adult monitoring of youth activities & behaviors
 - weak/inconsistent enforcement of minimum legal drinking age laws

Solutions developed...

- ✓ As a result of a Cobb County Town Hall Meeting on Underage Drinking a campaign was developed with support from a Justice Assistance Grant, U.S. Department of Justice
 - to limit youth access to alcohol
 - to garner support for social host policies
 - to build effective partnerships among law enforcement & citizens

Cobb Safe Neighborhoods Safe Homes Campaign...

- ✓ Involves residents, neighborhoods, apartment complexes, community civic/faith groups; working together with law enforcement partners to prevent underage drinking & youth access to alcohol & other drugs – keeping Cobb youth, families, neighborhoods & communities safe.
- ✓ Campaign vision – “Zero Adult Providers” in Cobb County
- ✓ May 2010 campaign goes viral – on YouTube & www.cobbat.org
- ✓ Goal – add 1,000 residents & community organizations to campaign in 2010