

North Coastal Prevention Youth Coalition Sticker Shock



Who We Are

- Students from
 - **El Camino High School**
 - Club Name: Rise Above
 - 15 Members
 - **Oceanside High School**
 - Club Name: Be The Resistance
 - 19 Members
 - **Rancho Buena Vista High School**
 - Club Name: Policy Club
 - 17 Members
- Our Mission
 - To reduce youth access to alcohol, tobacco, and other drugs through environmental prevention in the cities of Oceanside, Carlsbad, and Vista



Club Meetings

Be The Resistance

➤ Meets the second and fourth Tuesday of every month at Oceanside High School campus during lunch.

Rise Above

➤ Meets the second and fourth Thursday of every month at El Camino High School campus during lunch.

Policy Club

➤ Meets the second and fourth Monday of every month at Rancho Buena Vista campus during lunch.



Meetings are used to develop strategies to reduce youth access to alcohol and other drugs in the community.

Overview



Activities

Community Survey



September 2015: we collected 93 surveys in 2.5 hrs

Activities

Sticker Shock

- Nearly 2,000 stickers placed at 20 local stores
- Social media #dontsupplyit
- Media coverage on Univision, SDUT, Vista Press



A campaign focused on increasing awareness about the legal implications of providing alcohol to minors

Media

Stickers aim to thwart underage drinking attempts

Stickers carry reminder: don't buy booze for anyone not old enough to buy it themselves

By Teri Figueroa (/staff/teri-figueroa/)

| 7:11 p.m. Dec. 18, 2015



Oceanside High School student Brenda Castellanos places a warning sticker on beer at Primo Market in Vista on Friday. — courtesy photo

North County — The message on the yellow and black sticker is simple: "If they can't buy it, don't supply it."

The gist: Don't buy booze for anyone who is not old enough to belly up to the counter and buy it themselves.

On Friday, volunteers with the North Coastal Prevention Youth Coalition hit about 20 retail outlets in Vista and Oceanside to slap stickers on multipacks of alcohol.

The stickers — put on the products with the permission of the store owners — are a reminder to adults that it's illegal to buy or supply alcohol to people under 21 years old. The reminder is printed in both English and Spanish.

This marks the sixth year of the event, but the first time that the North Coastal Prevention Coalition took part.

All cities and county areas in the region have "social host ordinances," local laws that hold adults criminally liable for knowingly hosting gatherings where those under 21 are drinking alcohol.

Penalties vary, but some cases can draw a misdemeanor criminal conviction, fines of more than \$1,000 and probation.

According to information provided by the North Coastal Prevention Coalition, more than 400 "social host" citations were written in the county between 2008 and 2014. Of those, 69 percent were issued to young adults, between the ages of 18 and 25 years old. An additional 15 percent of the "social host" citations were issued to people under 18 years old.

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The Vista Press, 5.17.15

3/16/2016

If They Can't Buy It, Don't Supply It! - The Vista Press

'Sticker Shock' campaign warns customers that providing alcohol to minors is illegal.



WHAT: The North Coastal Prevention Youth Coalition (NCPYC) rally together to conduct a "Sticker Shock" campaign at local alcohol retail outlets. The "Sticker Shock" campaign brings prevention advocates and store owners together to spread an important message to customers that providing alcohol to minors is illegal. Sticker Shock involves placing brightly colored stickers on multi-pack alcohol products with messages aimed at adults to comply with underage drinking laws.

FRIDAY, DECEMBER 18, 2015 AT 1:00PM WHERE: 1:00 PM LOCAL KICK-OFF AT OCEANSIDE HIGH SCHOOL

1 Pirates Cove Way, Oceanside, CA 92054

Teams of youth and adults will visit over a dozen retail locations.

WHO: North Coastal Prevention Youth Coalition (NCPYC) members

- Councilmember Esther Sanchez, City of Oceanside
- Lisa Contreras, Director of Communications, Oceanside Unified School District
- Nannette Stamm, Chief Health Promotion Officer, Vista Community Clinic

The following have approved media coverage at their site:

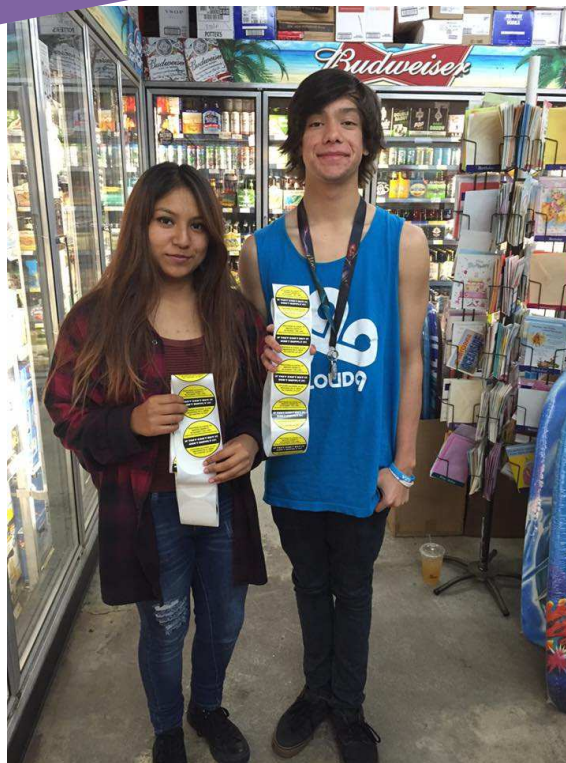
- La Mexicana (Vista)- 440 N. Santa Fe Ave
- Rodeo's Market (Vista)- 356 Vista Village
- Primo Market (Vista) – 1535 W. Vista Way
- Red and White (Oceanside)
- Z-Market (Oceanside)
- Wisconsin Market (Oceanside)

San Diego Union Tribune, 5.18.15

Activities

Sticker Shock 5.27.16

- Nearly 2,000 stickers placed at 15 local stores
- Social media #dontsupplyit
- Media coverage on CW6, SDUT, Vista Press.



A campaign focused on increasing awareness about the legal implications of providing alcohol to minors

Media

CW6 Sticker Shock



Visited 15 stores in Vista and Oceanside to kick off Memorial Day Weekend on May 27, 2016.

Activities

Prescription Drug Abuse Training

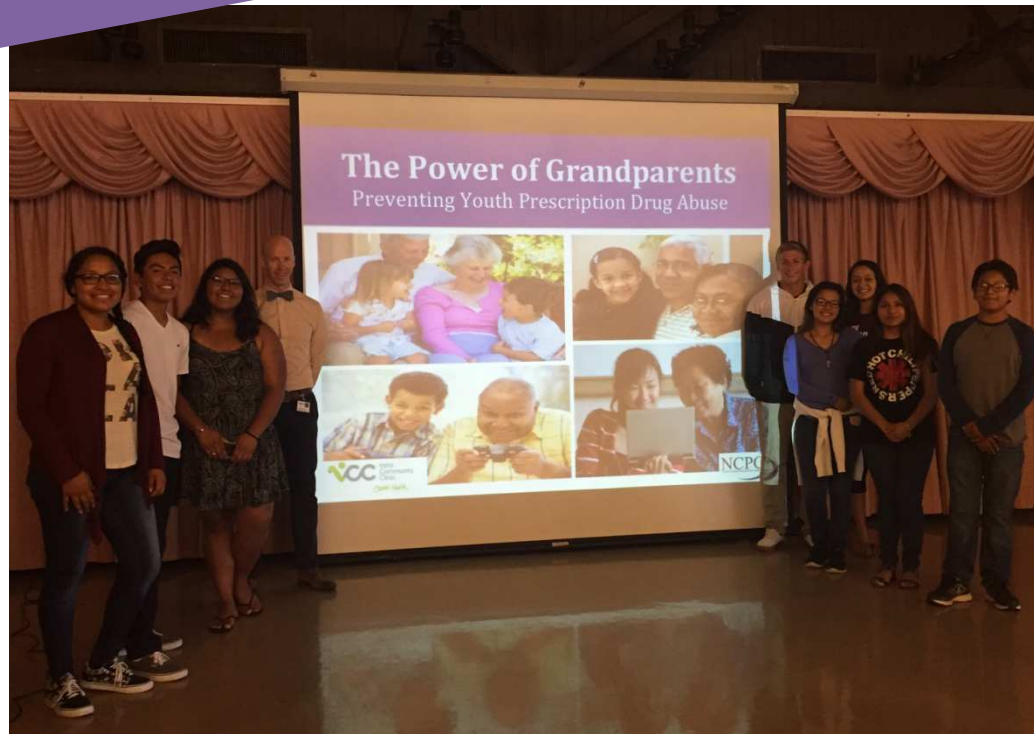
The Power of Grandparents Preventing Youth Prescription Drug Abuse



NCPYC members are trained on the dangers of prescription drug abuse, how to educate senior citizens on proper disposal, & how to keep prescription medications locked up.

Activities

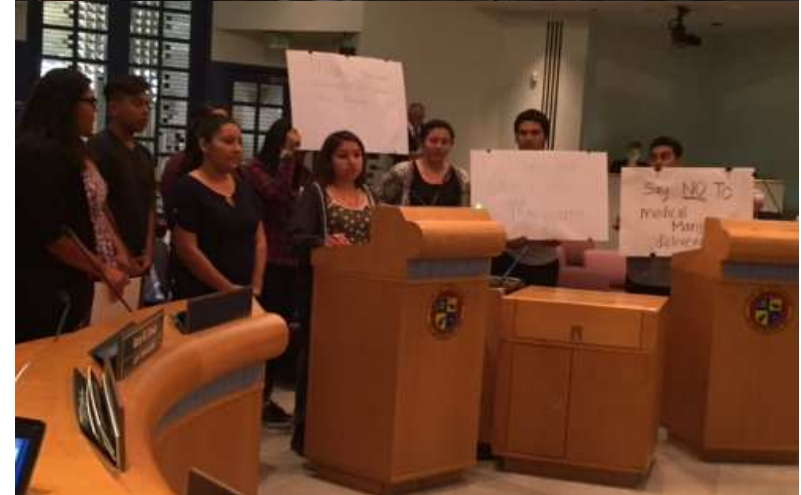
Power of Grandparents



NCPYC members presented alongside Dr. Ronan during a Women's Luncheon at Rancho Carlsbad.

Activities

Oceanside City Council



NCPYC members spoke before Oceanside City Council

Activities

420 Remix Event



Volunteered at the 420 Remix: Celebration of Sober and Drug-Free Life Choices Event. About 700 middle school students from Carlsbad, Oceanside & Vista attended our event!

Activities

Tobacco Purchase Surveys & Youth Quest



An operation in Escondido and Oceanside
Youth Quest : Youth met with State Assembly Members in Sacramento

Activities

Cigarette Butt Clean-Up



We picked up over 10,000 cigarette butts in Downtown Oceanside.

Activities

Won a Statewide Photo Contest!!

Tobacco and Its Impact in My Community Photo Contest- Sponsored
by the California Department of Public Health, California Tobacco
Control Program



1st Place -
Secondhand
Smoke/Vape
category. Photo by
Esmeralda Gonzalez
(ECHS), age 17,
Oceanside, CA



YouthQuest 2016



YOUTHQUEST 2016 - SACRAMENTO

NCPYC members traveled to Sacramento to meet with state legislators and other tobacco control coalitions.

Socials

Spring Break Social



Leadership Development

YDI Camp



Participated in FNL Youth Development Institute!

Fundraisers

Applebee's Fundraiser



Raised money for our clubs!



Wrapping Up

- We had fun!
- We learned new things!
- We participated in a variety of activities in our community!
- We are funding 6 scholarships for graduating seniors!



**Thank you for
your support!**

