



KFADD Newsletter

Kiwanis Family Against Drunk Driving
News from around the Barbourpole

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October 2005, Issue No. 15

Kiwanis and Key Club Project Ideas

Looking for some ideas (and low cost) for simple projects that can have an impact for your local Key Clubs? Here are a few ideas garnered from the recent Underage Drinking Conference in Tucson.

1. Have your clubs do an observation of all the sources where alcohol can be purchased within one mile of their school. This can include restaurants, gas stations, mini-marts, taverns, grocery chain stores. Plot this out on a map and publicize it locally. Alcohol availability is a huge part of the problem. These sources do not even include alcohol that is readily available in their homes.

While at the conference, three of us listed those places that are within 1/2 mile of one high school on one street and listed eleven outlets on just one side of the highway. Five were within one block of the entrance to the school and were located where kids need to pass during lunch hour and after classes.

2. Advertising and billboards - list banners and billboards in the same neighborhood as above that advertise alcohol products. Note the placement of those "advertisements" in relationship to school related activities.

In St. Helens - a Coor's banner for Concerts in the Park is located just across the street from an elementary school. This is in one of the poorer areas of town.

And a major billboard ad is placed above the storage facility for the school busses outside Scappoose. Plus notice all the banners on the gas stations and other establishments.

3. Have members of the club visit the local mini-marts, gas stations and grocery stores to look at product placement. Where are the beer and wine products placed in the store? What about allied or related products such as hats, t-shirts, playing cards, etc.? Near the beer? By the door?

Accessible to young people? Then speak to the managers of the stores and ask them if it is possible to move the product to a less obvious place. Adults will find the product they need. Don't make it simple for the kids to get at.

4. Clothing and related items. Check out your local stores who sell clothing and gimmick items. Go through the clothing racks in both the junior and boys sections of the store as well as the larger sizes. See how many products such as t-shirts and hats have drug and alcohol messages. This includes Wal-Mart, Target, Mervyn's, Fred Meyer, Rite Aide, etc. How about looking for such items as mugs and glasses with alcohol messages? This was done in San Diego and the kids got the TV stations to publicize the results, taking photos of the items. Stores pulled the products very quickly. There are also lists of these stores available where you can write and ask them to not sell this merchandise. Many of these items are also available through record clubs - BMG has a whole line of booze t-shirts and drinking items. Guess who buys most of the CD's today?

5. Talk to your schools about Athletic Policy. Many schools are changing their policies to reflect a stricter attitude about substance abuse tolerance. They are no more slapping the wrist of the athletes, but they are making them accountable for their actions. Athletes, because they are innately risk-takers, can be more prone to substance abuse. Talking prevention is only one part of the solution. Intervention and changing attitudes of both the kids and their parents is a substantial part of finding a resolution to a community problem.

As you can see, what is available in our communities sends a huge message to the young people about our attitudes towards drinking. Be creative and pro-active. You can make a difference locally by sending the right message. As one State has said, "Underage Drinking is not a MINOR problem".

(by Lynn Chiotti, KFADD Committee, Columbia County MADD President)

HOLIDAY FEVER

Another holiday season is just around the corner. Many families and friends will be on the road driving to relatives for holiday festivities and parties.

Many companies will be planning parties and celebrations. Unfortunately, many of these events will serve liquor as refreshment.

Many people will take to the roads to go home after these events without waiting sufficient time or abstained from partaking on these libations.

This is the 25th year of MADD's Red Ribbon campaign to remind drivers of the hazards of drinking and driving.

I am encouraging all Kiwanis clubs and their sponsored Key and Builders Clubs to contact a local MADD Chapter and help them get the ribbons out to the people.

Many members of our Kiwanis Clubs have great locations to set up a car stop-by to "tie one on for life". Please see what you can do to set up locations that are highly visible and easy to get into and out of. Use your imagination on how you can get people to stop and pickup or have a ribbon tied on their car antenna.

Also, encourage all of your club members to show support by putting ribbons on all their vehicles.

Key clubbers can help hand out ribbons to all of their friends and associates to encourage them to think before they drive.

Builders Clubs can help Kiwanis Clubs or Key Clubs if locations have been set up. Let's make this the greatest year of awareness of the hazards of drinking and driving.

Please e-mail me at: barbourpole@ados.com, any ideas on how you can get these ribbons out. I would like to publish this list of special places or clever ideas in the November newsletter.

Let's save lives this year.

(Roger Barbour, editor)

COWBOY

When a cowboy applied for an insurance policy, the agent asked:

"Have you ever had any accidents?"

After a moment of reflection, the applicant responded:

“Nope, but a bronc did kick in two of my ribs last summer, and a couple years ago a rattlesnake bit me on the ankle.”

“Wouldn’t you call those accidents?” replied the puzzled agent.

“Nah” the cowboy said, “they did it on purpose!”

(story borrowed from a Richard DeHaan writing)

We talk about an accident where the driver was driving impaired by drugs or alcohol.

THESE ARE NOT ACCIDENTS!

Those drivers chose to drink or take drugs and then get behind the wheel and drive. We must stop this mind-set. Drinking and driving is no accident. You choose your own fate when you Drink and Drive.

“THINK ABOUT IT” – “DON’T DRINK & DRIVE” – “SAVE A LIFE”

(Roger Barbour, editor)

TO ALL KFADD COMMITTEE MEMBERS AND ALL MADD CHAPTERS

UPCOMING EVENTS:

(Please advise any upcoming events you have scheduled for the next couple of months, and I will list them here in the next newsletter).

NEWS ITEMS:

(I need your help to put out an informative and interesting news letter. Please send me stories or news flashes that can be reproduced in the news letter. Your help will be greatly appreciated.)

e-mail to: barbourpole@ados.com

Thank you,
Roger Barbour
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