



Partners For A Drug-Free Community
THE CHEMICAL PEOPLE

PARTNERS FOR A DRUG-FREE COMMUNITY
SHASTA COUNTY CHEMICAL PEOPLE, INC
PO BOX 493777 ~ REDDING, CA 96049
(530) 241-5958 ~ FAX (530) 247-0915
E-Mail: drugfree1@cs.com

**Partners For A
Drug-Free
Community**

Adult Conferences

After School
Activities Program

Enforcement of
Underage Drinking
Laws

Friday Night Live

Graffiti Eradication

Just Say No/Club
Live

Parent to Parent

Peer Mentoring

Red Ribbon Week
Activities

Safe and Drug Free
Schools and
Communities

Sober Graduation

Youth Conferences

Dear Community Groups/Organizations/Shasta County Community Members,

The Shasta County Chemical People board of directors would like to respond to the recent articles in the Record Searchlight citing the increase in DUI fatalities over the last few years. Shasta County is facing an epidemic alcohol use that impacts our young people. We as adults need to recognize that our own social norms surrounding the use of alcohol contributes to the fact that teens are starting to drink earlier, more often, and more heavily than ever before. In ever increasing numbers, teens are experiencing the devastating effects of alcohol use and abuse including increases in car crashes, unwanted pregnancies, crime, violence and a whole range of physical, social and academic problems.

Shasta County teens report frequent experiences of drinking to the point of intoxication, driving under the influence and riding with drivers who have been drinking. According to the National Institute on Drug Abuse (NIDA) 2000 study 8% of the nation's eighth graders, 24% of the tenth graders, and 32% of twelfth graders have been drunk during the last month. Forty percent of eleventh graders have driven after drinking. In Shasta County since the year 2000 thirty-two high school teens have died in motor vehicle crashes – 40% of which were as a result of driving under the influence.

IT IS TIME TO TAKE A STAND! The Shasta County Chemical People board of directors is concerned about the seriousness of teen alcohol use and abuse. All of us want to create a community in which our children learn and grow in a safe and healthy environment. We must recognize our responsibility to work together wisely and consistently to provide the leadership, modeling, and boundaries to achieve this goal.

Because non-profit dollars are scarce, community groups and event organizers have a powerful incentive to utilize the sale of alcohol at events to boost fund raising profits. It is time for the community to realize that an event in which alcohol is sold has an impact on our youth's perception that drinking, public intoxication, and driving under the influence are acceptable behaviors. When the community norm is to have alcohol on sale at "family" oriented events consider the message broadcast to our young people – It's OK for mom and dad to drink and then drive home with their children in the car.

We as a community can make a difference! We must make the commitment to become a catalyst for change. Let's help our youth make it to their future, please join the Shasta County Chemical People and refrain from selling alcohol at family and community events.

Thank You

Shasta County Chemical People Board of Directors