



## BLACKSTONE VALLEY PREVENTION COALITION

# "Not So Easy" Program Newsletter

Winter 2022



The "Not So Easy" Program newsletter is issued quarterly to provide alcohol licensees, community partners and the public with information about alcohol, underage drinking, relevant issues/laws, and to highlight the great work of local licensees keeping our youth and community safe!

## "NOT SO EASY" PROGRAM

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The Blackstone Valley Prevention Coalition's "Not So Easy" Program supports local alcohol licensees (retailers/establishments) with valuable information and training needed to maintain safe and responsible alcohol sales and service to prevent underage drinking. Together, we spread the word throughout our community that it is **"Not So Easy" for underage youth to buy or be served alcohol!**

The program includes the communities of Burrillville, Central Falls, Lincoln and Woonsocket. Participation in the "Not So Easy" Program activities are at no cost to the alcohol licensees and their employees. It is funded by the Rhode Island Department of Behavioral Healthcare, Developmental Disabilities & Hospitals through the Partnerships for Success II Grant.

## COMMUNITY CHAMPION



### Pro's Liquors- Woonsocket



Berta Leon, ATI Program Coordinator and Cheryl DaCosta, Partnerships for Success Coordinator present a certificate of appreciation to Trushar Patel, owner of Pro's Liquors in Woonsocket for partnering on Project Sticker Shock. Not pictured: youth participants of the Above the Influence after school program at Woonsocket High School due to COVID precautions.

The BVPC is honored to select Trushar Patel and the staff of Pro's Liquors in Woonsocket as the first Community Champion of the "Not So Easy" Program! Mr. Patel has owned Pro's since 2014. When asked by BVPC staff to partner on Project Sticker Shock in December, Mr. Patel and his employees did not hesitate to say "Yes". He explained that he owns a liquor store in East Providence and has worked with the East Providence Prevention Coalition in the past. Pro's also has a "Not So Easy" poster displayed at their register to remind customers that they must show a valid ID.

Mr. Patel said that they like to support these activities- "It doesn't hurt the business and it's a way to do something for the community. It brings awareness that we don't sell to underage youth and reminds adults not to provide alcohol to underage youth." Thank you, Mr. Patel and the employees of Pro's Liquors for all you do for the youth and community of Woonsocket! We appreciate you!



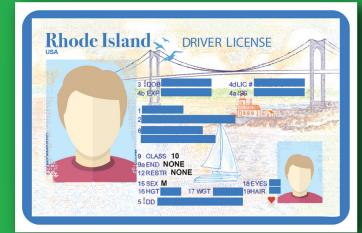
# ALCOHOL SERVER TRAINING



The Blackstone Valley Prevention Coalition partnered with the Woonsocket Rotary Club in September 2021 to hold responsible alcohol server training for Rotary and community members who volunteered to serve alcohol at the Beer and Wine Gardens at Autumnfest. There were 30 people who participated in the training and obtained state certification, which lasts 3 years.

Autumnfest is held every year on Columbus Day weekend and draws over 100,000 people. It is northern Rhode Island's largest fall festival. Thank you to the Woonsocket Rotary Club and all of those who took on the major responsibility of working at the beer and wine gardens. They provided alcohol service and ensured the safety of all those who attended.

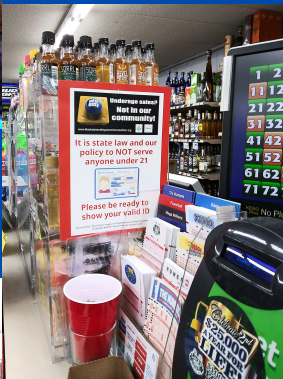
If your establishment/store is interested in learning more about the training or dates of upcoming training, email [cdacostabvpc@gmail.com](mailto:cdacostabvpc@gmail.com).



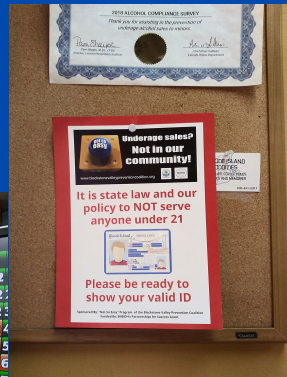
La Casona  
Restaurant



Pro's Liquors



Washington Hill  
Liquors



Central Warehouse  
Liquors



Providence Street  
Liquors



21+

## POSTERS AT RETAILERS

To assist licensees with ensuring that patrons are aware of the law related to not purchasing or providing alcohol to anyone under 21 and that IDs will be checked, we developed 2 posters. These were mailed to 150 licensees in the 4 Partnerships For Success communities.

Licensees are encouraged to send photos of the posters hung in their establishment to BPVC and they are posted on our Facebook page. BVPC staff who see posters hung up also take a photo.

Those that had posters displayed were:

- Providence Street Liquors (Woonsocket)
- Washington Hill Liquors (Lincoln)
- Central Warehouse Liquor (Central Falls)
- Pro's Liquors (Woonsocket)
- La Casona Restaurant (Central Falls)

To obtain posters or to send a photo of the posters displayed in your establishment, please email [cdacostabvpc@gmail.com](mailto:cdacostabvpc@gmail.com).



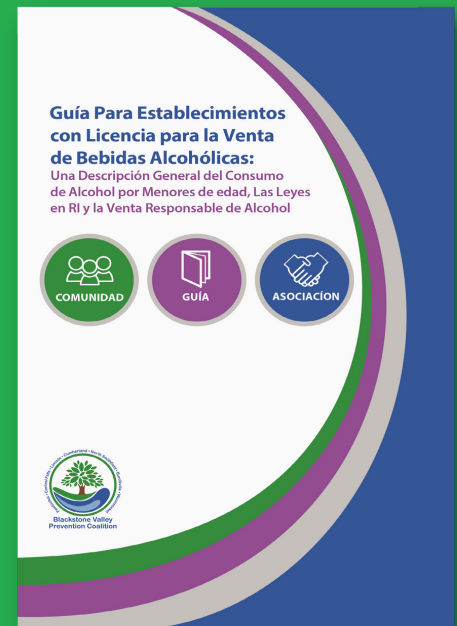
## GUIA PARA LICENCIATARIO DE ALCOHOL - VERSION EN ESPAÑOL

**¡ESTA AQUÍ!** ¡La versión en español de la guía para establecimientos con licencia para la venta de bebidas del alcohol creada por la Coalición de Prevención de Blackstone Valley (BVPC) está completa y estará disponible a finales de febrero de 2022! La publicación se titula "Guía para Licenciarios de Alcohol: Una Descripción General del Consumo de Alcohol por Menores de Edad, las Leyes de RI y la Venta Responsables de Alcohol". La guía original se publicó en marzo de 2021 para apoyar a los licenciarios de bebidas alcohólicas de la región. La información incluye:

- Hechos y consecuencias sobre el consumo de alcohol en menores
- Efectos del alcohol en el cerebro
- Medida estándar de una bebida
- Concentración de alcohol en la sangre (BAC)
- Consumo excesivo de alcohol y envenenamiento por alcohol
- Leyes estatales de Rhode Island sobre la venta de alcohol a jóvenes menores de edad
- Comprobación adecuada de identificaciones
- Mejores prácticas comerciales

Si está interesado en obtener copias para su tienda/establecimiento, envíe un correo electrónico a [cdacostabvpc@gmail.com](mailto:cdacostabvpc@gmail.com).

**IT'S HERE!** The Spanish version of the BVPC's alcohol licensee guide is completed and will be available at the end of February 2022!



## DID YOU KNOW.....

That the Lincoln Prevention Coalition has a campaign called **SAFE House**?

The **SAFE House** campaign was created to inform and educate parents about underage drinking and provide a platform for parents to feel safe about allowing their teen to attend a party, knowing that the host parent has taken a pledge to not allow underage drinking at their home.

**SAFE House** is a statewide parent-to-parent campaign that works to reduce the amount of parents in the community who are providing teens with alcohol and/or allowing teens to drink in their homes. By pledging, parents agree to not provide teens alcohol and not allow teens to drink at their home. Over 20 communities, spanning from RI and Massachusetts have community members that have taken the pledge to not serve alcohol to underage youth.

The campaign includes:

- A pledge for parents to not provide or willingly allow teens to drink alcohol in their home
- A list of households in the community who have signed the pledge
- Ways that adults and teens can make sure that gatherings stay safe and sober
- How to start a conversation with teens about underage drinking

To learn more:

- Website- <https://www.safehouselpc.com/>
- Scan the QR code
- Call- (401) 333-8426
- Email- [pshayer@lincolnri.org](mailto:pshayer@lincolnri.org)



## **PROJECT STICKER SHOCK**

Project Sticker Shock is a statewide public awareness campaign to discourage adults over the age of 21 from providing alcohol to minors. Regional Prevention Coalitions partner with local alcohol retailers to place stickers with messages on multi-packs of beer, alcopops and other alcohol products that appeal to underage youth. Tags are placed on wine and other bottles of alcohol.

Messages included:

- We Check IDs
- Don't provide alcohol to minors
- Don't buy alcohol for minors
- Don't be a host to underage drinking

During the months of November and December 2021, the Lincoln and Woonsocket Prevention Coalitions conducted Project Sticker Shock with several liquor stores. A total of 1,100 stickers and tags were distributed. The participating stores were:

November 2021

- Lincoln Liquors (Lincoln)
- One Stop Liquor (Manville)

December 2021

- Pro's Liquors (Woonsocket)

Thanks to these liquor stores for their partnership and commitment to the safety of the youth and members of our community.

A special "Thank You" to the South County Prevention Coalition for sharing their sticker and tag designs with us.

If your liquor store is interested in partnering on a Project Sticker Shock campaign, please email [cdacostabvpc@gmail.com](mailto:cdacostabvpc@gmail.com)



## **BLACKSTONE VALLEY PREVENTION COALITION**

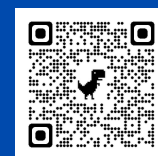
The Blackstone Valley Prevention Coalition (BVPC) is a regional coalition of community members that come together with a mission to develop, implement and advocate for effective community-based prevention initiatives. What we do:

- Serve as a catalyst to engage community members to improve the health and wellness of their community
- Form partnerships to initiate comprehensive, collaborative community prevention initiatives
- Disseminate information about alcohol, tobacco, other drugs and issues related to individual and community health & wellness
- Develop media campaigns to provide information to the community
- Provide community education opportunities on health & wellness issues
- Provide healthy youth alternative activities within each community and the region as a whole

For more information, visit: [www.blackstonevalleypreventioncoalition.org](http://www.blackstonevalleypreventioncoalition.org)

### **Want to receive this newsletter electronically?**

If you prefer to receive this newsletter via email, please scan this QR code and provide us with your contact information.



Funding made possible by the Partnerships for Success II Grant, provided from the Substance Abuse and Mental Health Services Administration (SAMHSA) to the Rhode Island Department of Behavioral Healthcare, Developmental Disabilities & Hospitals (BHDDH).

