

ALCOHOL AWARENESS MONTH 2008

Since 1987, the National Council on Alcohol Abuse and Alcoholism has sponsored April as Alcohol Awareness Month in the United States. NCADD has encouraged communities across the country to use this month to focus on alcoholism and alcohol related issues.

Here in Michigan, MCRUD had used the month to help local communities to focus on preventing and reducing underage alcohol use. We have done that by providing materials, technical assistance, and networking opportunities for Michigan groups to either kick off a new initiative, or enhance already existing efforts. In past years, this has included the creation of the MCRUD AAM Organizers' Packet, the Media day at the Capitol in Lansing, and our attendance and assistance with events throughout the state.

MCRUD will once again produce the AAM Organizer's Packet and will make it available for download at the MCRUD website, www.mcrud.org. Just click on the AAM 2008 link from the home page.

We will not be mailing out printed versions of the packet for 2008. We will be including materials that can be used as handouts at your events, as planning tools for your initiatives, or to jump-start the planning process if you aren't sure what you want to do next. The best part is that you can use these materials year-round. In fact, we hope that these materials will help you take your ideas into the other 11 months of the year.

We are also available to help you plan any of your activities, link you with others in your community that may be working on underage drinking issues, and attend your events. For www.mcrud.org, or call Ken at 800-968-4968.