



July , 2011

Coalition Connection



The official newsletter of the Cape May County Healthy Community Coalition

Upcoming Events:

National Night Out August 2

Joint HCC CAP/ CDc Meeting
September 13

Girl Power! Conference
October 1

Cape Assist's Red Ribbon Run
October 22

Joint HCC CAP/ CDc Meeting
November 15

Peer Leadership Conference
November 18

Cape May County
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The Cape May County Healthy Community Coalition, a community initiative of Cape Assist, is funded by the Department of Human Services, Division of Addiction Services.

Students Design a Refrigerator Magnet to Prevent Underage Drinking

A team of Peer Leaders from the Cape May Technical High School received commendations for their public service work. The coalition hosted a contest to design a refrigerator magnet to promote the awareness of underage drinking laws.



The winning design was created by Carly Heminway, Laura Flynn, Ami Adams and Roxanne Geylani.

The design was created into a magnet that is being distributed to rental property owners and local municipalities to prevent underage alcohol consumption.

The contest was part of a Peer Challenge at the Peer Leadership Conference held by the coalition, Cape Assist and Rutgers Cooperative Center in November. Students from all schools 6-12th grade were eligible to submit entries. The entries were chosen by their peers through various social media outlets. The top three designs then went to a committee of local community members.

The winning message makes it clear to residents and vacationers that it is illegal to serve alcohol to anyone under the age of 21. The magnets are being offered at no fee and limited quantities of the magnet are still in stock. If you are interested in placing them in rental properties, or in areas where the message can make a difference please contact Kim or Peggy .



The Coalition's second commercial is on the air!

Well, we did it again. The coalition has created another commercial to be aired on our local NBC affiliate TV 40. The coalition has just completed the production of a new commercial that will air in July and August. Its focus is on the risks of drinking and driving. Also, the underage drinking commercial, "We Check for 21" was aired on local TV in June. It ran as a precursor for the "We Check for 21" Conference that was held county-wide on June 23rd.

You can view the new commercial on our Facebook page (Cape May County Healthy Community Coalition), Cape Assist's Facebook or YouTube. You can also keep an eye out for it on NBC 40. It will be shown at various times throughout July and August.

On the Horizon



Be on the Look Out for Alcohol being sold at Fast Food Chains

A trip to your favorite fast food joint may be serving more than your favorite burgers and fries. Soon you may have to flash your ID.

In a bid to boost business, two Sonic restaurants in Florida will be selling beer and wine this summer. The move follows Burger King's "Whooper Bars" that recently opened in Miami, Las Vegas and Kansas City that sell beer. Starbucks recently began to serve local beer and wine in a handful of Seattle stores.

In a tough economy, the move towards alcohol is a way to compete with casual dining and can help boost slow evening sales says a restaurant consulting firm. Fast food chains are trying to compete with places like T.G.I. Fridays and Applebee's where you can have a meal and a drink. Some critics are saying that it is a dangerous idea. Concerns are being voiced about a possible increase in drunk driving. Fast food equals fast drinks and fast drunks. Other critics say mixing fast food and alcohol sends the wrong message to children.

Reference:
usa.today.com/money/industries/food/2011-06-30-fast-food-restaurants-offering-alcohol_n.htm



get connected!

Save the Date

Cape Assist's
Red Ribbon Run

October 22, 2011

At
The Music Pier
on 9th Street
Ocean City Boardwalk

More Details to come.
Keep updated on
www.capeassistevent.com

We Check for 21 Conference

The coalition again partnered with the County Department of Human Services and the County Freeholders to host the event. The "We Check for 21" Conference was a huge success and drew almost 500 servers, bartenders and owners. The main speaker was from the New Jersey Division of Motor Vehicles and who spoke in depth about "ID Chief", a company specializing on very good fake IDs for a very cheap price. The speaker was very knowledgeable about the fake IDs and were able to give the servers real information to make their job detecting them easier.

It's Survey Time

A coalition member satisfaction survey is being created and will be sent to coalition members in August. We greatly appreciate your advice and feedback. The results we receive regarding the coalition's strategies and activities will help us better focus our prevention efforts and ensure that we are serving our community in the best possible way.

Get Your Next Newsletter Electronically

The next issue of the coalition's newsletter will be ready to be sent by e-mail. Please contact us if we do not have your e-mail or you would like it sent to another address. If you receive it electronically and would like to get it through the mail just let us know and we will make the adjustment.

Better Things to Do

Join the Coalition for a "Better Things to Do" coloring party for kids of all ages at National Night Out at the 8th Street Field in North Wildwood on Tuesday, August 2, 2011. Artists will have their work displayed at the event and will receive a colored wristband for their hard work. New Jersey's "Better Things to Do" Campaign is a public awareness campaign to reduce underage drinking.

Cape Assist will also host tables at Wildwood, Middle Township, Lower Township, and Dennis Township's National Night Out events.

The Coalition is looking for YOU!

The coalition is looking for new members to join its Community Advisory Panel. The coalition's focus is to reduce the harmful effects of alcohol that our children, teens and young adults face. Panel members will be asked to serve on the board for at least one year.

Responsibilities will include attending Community Advisory Panel meetings (bi-monthly) and providing input to the panel on decisions regarding the coalition's activities. Participation in coalition task forces and events when needed is also desired.