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Tips for Jerks – Project Sticker Shock

Be A Jerk is all about helping adults understand that they have a major role to play in stopping underage drinking. After all, where do kids get alcohol? From adults. Whether we're giving it to them, they're taking it from our coolers or fridges, or we're buying it for them, we are a part of the problem. And, more importantly, a part of the solution.

One project that has proven successful around the country is Project Sticker Shock. The goal of this project is to help educate adults that it's unacceptable – and illegal – to buy alcohol for minors.

WHAT IS PROJECT STICKER SHOCK

Working together, young people, community leaders and alcohol vendors place stickers warning of the penalties for giving alcohol to minors a on multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.

The impact of the stickers is increased by media coverage and by longer-lasting posters displayed by participating retailers.



Action Plan: Step-by-Step

STEP 1: Meet as a group and develop a your plan

- Identify those who sell alcohol in your community.
- Decide whether to send them an invitation letter and/or visit them personally to invite them to participate.
- Distribute permission slips to each participating youth and adult volunteer (necessary for all, especially if it serves as the media release form as well).
- Assign responsibilities and deadlines.
- Establish future meeting dates and times.



A group of youth placing warning sticker signs on beer cases

STEP 2: Contact alcohol sellers and line up participating stores

- Send letters/make visits to each store to invite them to participate. Decide how you will follow up if they can't give you an immediate answer.
- Develop a schedule for visiting each store to place the stickers.
- Make appointments with each store and decide who (youth and adults) will visit each store on the agreed-upon day.
- When you make your appointment, find out how many multi-packs of beer, wine coolers, etc. are likely to be accessible to you on the day you visit so you can roughly plan how many stickers you will need at each store (plan to sticker only the alcohol that is easily accessible

– only store staff should move or rearrange large boxes, not youth or adult volunteers). You should also ask how many posters they would display.

- An option for some stores in your area is for the merchants to sticker the items as they sell it. Find out how many they would need for the rest of the month, and plan to leave them that many. At least a week in advance, check to make sure you have enough stickers and posters.



Campaign sticker shock team with an adult chaperone and the store manager

STEP 3: Develop a media plan

- Determine whom in the media you are going to contact and what you're going to say to them. For tips on contacting the media, we've included media tips in the BeAJerk.org document library.
- Inform the participating stores that you are calling the media and ask if it is all right to feature their store in the press.
- Consider calling a reporter who has written a story on your activities in the past and invite them to accompany your group as you do the stickering (be sure to tell them it will be a great photo op) and write a story about the campaign. If you know a reporter is joining you, be sure to have a local law enforcement representative along, and think about whether it might be advantageous to invite other officials, such as Liquor Commission or your local legislative representatives.
- For projects happening in April or May 2011, please contact us at Info@BeAJerk.org. We may be able to help you with your media efforts.

- Consider sending an Op-Ed piece to your local paper, and/or having different people write Letters to the Editor to encourage adults to think twice before providing alcohol to youth, encourage parents not to allow youth to drink at graduation parties, recognize the youth for taking action on this issue, praise the retailers for participating, etc.
- Once you have identified the pieces of your media plan, assign responsibilities and deadlines.



New Jersey Prevention Network



STEP 4: Do It!

- Be sure all youth and adults involved have turned in their permission slips/media releases.
- If useful to your group, fill out the tracking form listing each retailer so you can track your progress.
- Have fun and take pictures.
- Avoid liability issues – youth should not be in the coolers, back rooms, or storage areas. Plan to sticker only the alcohol that is easily accessible.
- Offer to leave additional stickers with the store manager if they wish to place more stickers on the less-accessible items themselves, and/or if they are willing to continue stickering beyond your campaign. Also, don't forget to give them one or more signs to display.

- Stickers should be placed on the cardboard in a way that does not cover the brand name or the UPC symbol. Do not place stickers directly on bottles or cans.
- Videotape the news coverage and clip newspaper articles.

STEP 5: Celebrate and recognize participants / Evaluate your efforts

- Recognize all participants and find a way to publicly mahalo them: youth, adult volunteers, law enforcement, retailers, etc.
- Have a post-campaign debriefing to talk about what you accomplished and identify anything that could be improved next time.
- Fill out the Team Evaluation Form and send it with your store info forms and copies of any local newspaper articles on Sticker Shock (as well as video news clips if possible) to:

*Be A Jerk
 Department of Community Services, City & County of Honolulu
 Attn: Wiwik Bunjamin-Mau
 1505 Dillingham Plaza Suite 206
 Honolulu, HI 96817*

- Encourage your participating retailers to send/fax back their Merchant Evaluation form or visit them to collect it and thank them in person for participating.

Groups implementing Sticker Shock Campaign should follow these guidelines:

1. Stickers should be placed on multi-packs, not directly on bottles or cans.
2. Stickers should not cover brand names or bar codes.
3. Youth should be supervised by adults (chaperones and store staff) at all times in the store.
4. Ask the store staff if they have any specific requests, expectations, or restrictions about where/how stickers should be applied.
5. If packages must be moved to apply stickers, only adults over age 21 and/or store employees should handle the alcohol.
6. For youth groups implementing Sticker Shock Campaign, adult coordinators/teachers should ensure that youth under 18 have parental permission to participate in the campaign.



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Sticker Shock Store Information Form

Date of Campaign: _____ Contact: _____

Youth/Community Group: _____

Return this form to: _____ By date: _____

<p>_____</p> <p>name of store</p> <p>_____</p> <p>contact person</p> <p>_____</p> <p>mailing address</p> <p>_____</p> <p>street address (if different)</p> <p>_____</p> <p>city & zip code</p> <p>_____</p> <p>phone #</p> <p>_____</p> <p>fax #</p>	<p>Participating stores need to provide the following information:</p> <p>1. How many 8x11 posters would you like to hang in your store? _____</p> <p>2. Approximately how many multi-packs of each of the following types of alcoholic beverages do you expect to sell (on average) in a week during the month?</p> <p>Beer: _____ (i.e. 6, 12, 18, 24, or 30 packs)</p> <p>Wine coolers: _____</p> <p>Other: _____ (other alcoholic beverages that might appeal to underage drinkers)</p> <p>Total: _____</p> <p>Note: our intention is to provide enough stickers for each participating store to carry the campaign.</p>
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For group use:

Person(s) who requested store's commitment to participate: _____

Date planned for stickering: _____ Visit completed: _____

Evaluation form collected: Yes No Mahalo sent/delivered (after campaign): Yes No

Comments:



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Sticker Shock Team Evaluation Form

Please return this form to: Wiwik Bunjamin-Mau Department of Community Services City and County of Honolulu 1505 Dillingham Boulevard, Suite 206 Honolulu, HI 96817 Phone: 808.348-6152 Email: Info@BeAJerk.org Fax: 808.832-7969	Please return along with your Store Information Forms Mahalo! Group: _____ Contact: _____ Phone: _____ Email: _____
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- How many stores participated in your group's Sticker Shock project? _____
- How many approximately stickers and posters did you distribute?
 _____ Stickers _____ posters
- Did any stores refuse to participate? Yes No If so, how many? _____
- What reasons did they give for not participating? _____

- What media activities did you build into your plan? _____

- Did any media coverage result? Yes No If so, please describe (attach examples if possible): _____

- How would you rate the overall success of your group's sticker shock project?

1	2	3	4	5	6
Terrible – wouldn't do again		Okay – would do again, but with changes		Great!	Would love to do again
- What were some of the positive outcomes/results from your group's sticker shock project? _____

- What would you suggest doing differently next time? _____



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Sticker Shock Merchant Evaluation Form

To Participating Merchants: Please fill this form out 1-2 weeks after your participation in the Be A Jerk Sticker Shock Campaign. This will help us greatly in our evaluation of the Sticker Shock Campaign and our planning efforts for the next time. Mahalo for your help!

Please return this form to: Wiwik Bunjamin-Mau Department of Community Services City and County of Honolulu 1505 Dillingham Boulevard, Suite 206 Honolulu, HI 96817 Phone: 808.348-6152 Email: info@BeAJerk.org Fax: 808.832-7969	Store: _____ Address: _____ Contact: _____ Phone: _____ Email: _____
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1. How would you rate the overall success of the Sticker Shock Campaign?

1	2	3	4	5	6
Terrible – wouldn't do again		Okay – would do again, but with changes		Great!	Would love to do again

2. Why did you choose to participate in the Sticker Shock Campaign? _____

3. Did you receive any customer comments about the stickers or the signs? What feedback did you receive? _____

4. What are some positive results you saw as a result of the sticker shock project? _____

5. What would you suggest doing differently next time? _____

6. 6. Any other comments/feedback? _____
