



# San Marcos Prevention Coalition

WORKING TOGETHER FOR ALCOHOL AND DRUG FREE SAN MARCOS YOUTH

## Underage Drinking Prevention Retail Signage Campaign

### What is the campaign?

With support of the state's Department of Alcoholic Beverage Control (ABC), the San Marcos Prevention Coalition (SMPC) coordinates with retail stores that sell alcohol in San Marcos to voluntarily place a warning sign that states, *"Buying, Selling, or Providing Alcohol to youth under age 21 is against the law, punishable by fines and/or jail."* The SMPC, along with their National Guard civil servant coalition partners, will produce and install free of charge the signs to participating stores.

### Why is the campaign necessary?

In San Marcos alcohol is the most abused drug by our youth. Research shows underage youths can successfully purchase alcohol for themselves from retail stores, or ask someone of legal age to purchase it for them (shoulder tap).

The Underage Drinking Retail Signage Prevention Campaign piloted in other southern California cities successfully:

- 1) Deterred youth from trying to purchase alcohol .
- 2) Deterred adults of legal age from purchasing alcohol for minors.
- 3) Reminded store clerk to card patrons and not sell alcohol to anyone under 21 years old.

This campaign will assist in reducing youth access and consumption of alcohol to reduce underage drinking.

The following is a sample of the type of sign that will be placed voluntarily with participating retail stores in San Marcos:



For questions about the campaign please contact coalition manager K.C. Strang at (858) 688-5537 or via email at [kcstrang1@gmail.com](mailto:kcstrang1@gmail.com)