



GUIDE
Inc.

Warning Glass Cling Campaign Packet

Raise awareness and discourage people over the age of 21 from providing alcohol to anyone under the age of 21 while educating them about the penalties/consequences of doing so.



Warning Glass Cling Campaign

Central Message and Goal

The goal of this project is to remind adults purchasing alcohol that it is illegal to provide alcohol to minors and reduce retail access to alcohol among teens by placing warning glass clings in stores on the glass entrance doors and refrigerator doors that contain alcohol. The messages include both the consequences of providing alcohol to minors as well as bring awareness to the dangerous effects alcohol has on teens.

Planning Steps

1. Distribute permission slip/media release forms to each participating youth and adult volunteer. **Parent consent is needed for youth under 18.**
2. Assign responsibilities and deadlines. **Youth should take lead roles whenever possible.**
3. Establish future meeting dates/times.
4. Identify the alcohol retailers in your community and decide how many you will ask to participate. Alcohol retailers could include gas stations, grocery stores, convenience stores, drug stores, restaurants, etc.
5. Encourage local law enforcement and city officials to partner in your effort.
6. Develop a schedule and plan for contacting/visiting each store. (visit, call or send a letter)
7. Keep track of the vendors you contact and their response on the **Tracking Form: Retailers Approached & Their Decision to Participate.**
8. Decide how you will follow up if they can't give an immediate answer. (Bring a letter with you to the store and forms to be mailed or picked up, call back, follow up, etc.)
9. If stores are willing to participate, make sure you collect all the needed information and complete the **Vendor Sign-Up Form.**
10. Develop a Media Plan: Optional.

Implementation Steps

1. Be sure all of those involved turned in their permission/media release form.
2. Contact the stores a week ahead of time to make sure they remember you are coming.
3. Bring the Vendor Sign-Up Form with you to each store for proof of the manager's permission.
4. Make sure each team is equipped with enough glass clings for their stores. Make a kit (a box with a micro-fiber towel, glass cleaner and glass clings with labels). *It doesn't hurt to always have tape and scissors with you as well!
5. Place glass clings in area(s) approved by the store manager. **Youth must be supervised by adults at all times. If packages must be moved to post materials, only adults over age 21 and/or store employees should handle the alcohol.**
6. Offer to leave any leftover materials with the store manager if they wish to place more on their own.
7. Keep track of the number of English and Spanish glass clings your team placed in each store and other important data on the **Campaign Results Tracking form.**
8. Take pictures!

Celebration and Evaluation

1. After you have finished the activity, ask the store owner/manager to fill out a quick survey.
2. Be sure to thank everyone who participated, including the store owner/manager and other volunteers.
3. Make time to debrief with your team after the campaign is over about what your team was able to accomplish and what could be improved for the future.
4. Celebrate the youth and their work. Have fun! You are making a difference!
5. Discuss how you want to recognize the participants (stores and law enforcement).
6. Check on the stores 2 months later to see if you need to replace the clings and get feedback on the campaign.
7. Don't forget to include the campaign in your event reports!

Target Audience

This project engages local alcohol retailers in order to communicate with adults purchasing alcohol.

Cost

The costs associated with this project are minimal:

- Travel
- Letter printing and postage for each vendor
- Glass Clings and labels will be provided by GUIDE
- Optional: Media campaign and snacks and drinks for a celebration after the campaign



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Warning Glass Cling Campaign

Permission / Media Release Form

Name _____ Age (if under 21) _____

Address _____

Parent's Phone Number _____

Dear Parent/Guardian/Participant:

The Warning Glass Cling Campaign is a public awareness campaign that _____ Youth Action Team is participating in this year. This campaign aims to reduce the underage drinking problem by educating adults who might provide alcohol to youth about the law and the penalties for providing alcohol to minors. Team members will place 5 inch warning glass clings in approved areas by the store managers. The glass clings warn that it is illegal to provide alcohol to minors. It is very important that your child has your permission to participate in this activity because it involves handling alcoholic beverages in each retail store. An adult chaperone will be present at all times. NO YOUTH will carry or move alcohol products during the event.

Consent

1. I give permission for my child to participate in the Warning Glass Cling Campaign.
2. I understand that the activity involves participants placing glass clings on glass doors at participating retail stores and that there will be adult supervision during the activity.
3. This activity may involve local and social media. I give permission and release for my child, (name) _____ to be in a photograph or electronic image to be captured and associated with the Glass Cling Campaign.
4. I have read and understand this authorization consent form and agree to all terms outlined here.

Signature of Parent or Legal Guardian

Date



ALCOHOL RETAIL ESTABLISHMENTS SAMPLE CONVERSATION WITH STORE OWNER / STORE MANAGER

Tips for talking to Store Owner/ Store Manager:

- Have a natural interaction. Imagine you are talking to a friend.
- Practice your short speech out loud.
- Make sure you smile.
- Cover your main points, and keep it simple!

Cover these important points when talking to the Store Owner/Store Manager:

1. **Introduce yourself and identify that you are a member of _____ Youth Action Team.**
2. **Ask to speak to the manager.**
3. **Give the manager a time frame and purpose of your call or visit.**
 - **Example:** Can I have 2 minutes of your time to ask for your support for a public awareness campaign we would like to do in this area?
4. **Briefly explain the Warning Glass Cling Campaign.**
 - **Example:** Our Youth Action Team is working on a warning glass cling campaign. The purpose of the campaign is to raise awareness in the community and discourage people over the age of 21 from providing alcohol to people under 21. We want to bring this message to people over 21 by placing warning glass clings on glass doors in your store. This campaign can also help remind your employees to check ID, making sure that those under 21 are not buying alcohol.
 - **If the manager needs more information:** We want to put these glass clings on the entrance doors to your store, on the refrigerator doors that contain alcohol and/or windows in your store. We will not cover up any of your advertising. We simply want to put the glass clings in a visible location, so people can see our awareness message.
 - **If the manager wants other options:** We can give you the glass clings for you to place on the doors yourself.
5. **Show the manager a sample of the glass cling in English and Spanish if you are making a visit, or describe what is on the glass cling if you are making a phone call.**
6. **Let the manager know you will have an adult with you, and NO YOUTH will carry or move alcohol products during the event.** (If you want, you can give the manager your adult advisor's name).
7. **Ask the manager if he or she wants to support the campaign.**
8. **If the manager wants to participate, have him or her fill out the Vendor Sign-Up Form. (If you are making a phone call, make sure you fill out the form).**
9. **Thank the manager for his or her time.**



Sample Letter

Dear Store Manager or Owner,

Prevention of underage drinking and easy access to alcohol for underage youth is still a high priority in our county.

_____ County survey data from the Georgia Student Health Survey shows that alcohol is the substance of choice for our middle and high school students. When asked if they used alcohol in the past 30 days, ___% of middle school students and ___ of high school students answered Yes.

The _____ Youth Action Team is conducting a Warning Glass Cling campaign in _____ (month) in efforts to prevent underage drinking in the _____ (Your City or County) community. The main goal of this campaign is to remind parents and other adults that alcohol is damaging to developing brains and that it's against the law to provide alcohol to minors. During the campaign, we have volunteers who will visit your store to place 5 inch warning glass clings in English and/or Spanish on the glass entrance doors, glass refrigerator doors and/or windows in your store to remind people of our message. Alternatively, our team can provide you with the glass clings, so you can place them on the glass doors. The glass clings also serve as a reminder to your employees about carefully checking IDs for alcohol purchases. In Georgia, providing alcohol to a minor is a Class 1 misdemeanor, with a punishment of up to \$1,000 and up to 12 months in jail, or both.

Please join this very important campaign by returning the enclosed form. We'll be in touch within two weeks to follow up and answer any questions you may have.

Sincerely yours,

_____ Youth Action Team



Warning Glass Cling Campaign Vendor Sign-Up Form

Store Manager/Contact Person: _____ Email: _____
Store Name: _____ Phone Number: _____
Address: _____ Zip Code: _____
Fax: _____

Yes! I am interested in participating in the Warning Glass Cling campaign.

To participate, please choose from the following:

OPTION 1:

___ I will allow youth and adult volunteers to place English and/or Spanish glass clings on specified glass doors and/or windows in my store. If yes, how many glass doors/windows? _____

Please select which day(s) and time(s) that you would like for us to come to your store:

- Month _____, Year, Time: _____
- Month _____, Year, Time: _____
- Month _____, Year, Time: _____

OPTION 2:

___ I will place glass clings on doors myself in Month, Year. _____ Youth Action Team can contact me, and I will let them know when I am planning to place them on the doors to determine a delivery date. I will also allow team members to come to my store to check up on the progress of the Warning Glass Cling campaign.

Manager or Owner's Signature _____ **Date** _____

Please mail or fax this form to _____ by this date _____.



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MERCHANT SURVEY

Store Name: _____ Zip Code: _____

After the activity is done, thank the manager and ask him or her to answer these four questions.

Circle and/or fill in your response.

1. Why did you choose to participate in the Warning Glass Cling Campaign?
 - a. It is the right thing to do.
 - b. I want to advocate for positive youth and community development.
 - c. Other _____

2. How would you describe your experience with the Warning Glass Cling Campaign?
 - a. Positive
 - b. Negative
 - c. Other _____

3. Do you have any suggestions on how to make the campaign better?
 - a. If yes, what? _____
 - b. No

4. Would you like to participate in the future?
 - a. Yes
 - b. No

Acknowledgements

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