



City of Cambridge

R-31.

IN CITY COUNCIL

June 4, 2001

COUNCILLOR SULLIVAN
COUNCILLOR BORN
COUNCILLOR BRAUDE
COUNCILLOR DAVIS
COUNCILLOR DECKER
MAYOR GALLUCCIO
VICE MAYOR MAHER
COUNCILLOR REEVES
COUNCILLOR TOOMEY

- WHEREAS: A press conference was held on May 22, 2001 by the Mothers Against Drunk Drivers (MADD) in collaboration with the Cambridge License Commission, the Cambridge License Advisory Board and the Cambridge Police Department to highlight the problem of underage drinking; and
- WHEREAS: Survey results were presented by high school students serving on the MADD's Youth in Action Group on the retail and social availability of alcohol to minors; and
- WHEREAS: Cambridge city officials and community leaders signed "The Cambridge Commitment" to prevent underage drinking; now therefore be it
- RESOLVED: That this City Council go on record praising the city officials and community leaders for signing "The Cambridge Commitment" and further go on record urging all residents to be cognizant of the effort to prevent underage drinking.

In City Council June 4, 2001.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

Councillor Sullivan

P-31

Whereas: A press conference was held on May 22, 2001 by the Mothers Against Drunk Drivers (MADD), in collaboration with the Cambridge License Commission, the Cambridge License Advisory Board & the Cambridge Police Dept. to highlight the problem of underage drinking; &

Whereas: Surveys ^{results were} ~~the~~ ~~presented~~ presented by high school students serving on the MADD's Youth in Action Group. on the retail & social availability of alcohol to minors; &

Whereas: ^{Cambridge} City officials & Community leaders signed "The Cambridge Commitment" to prevent underage drinking; now therefore be it

Resolved: That this City Council go on record praising the City officials & Community leaders for signing the "Cambridge Commitment" and ^{further} go on record urging all residents to be cognizant of the effort to prevent underage drinking.

MS 5/22 @ 11:40

Even on

Core Commitment

License Commitment

Ben will send info



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager Richard C. Rossi, Deputy City Manager

TO: Donna Lopez
FROM: Ini Tomeu
DATE: May 22, 2001
RE: Resolution on Cambridge Commitment to Prevent Underage Drinking

Hi there! Benjamin Barnes, chairman of the Cambridge License Commission asked me to give you some background information for a resolution Councillor Sullivan has asked or will be asking you to do regarding the signing of Cambridge's Commitment to Underage drinking.

On May 22, Mothers Against Drunk Drivers (MADD), in collaboration with the Cambridge License Commission, the Cambridge License Advisory Board and the Cambridge Police Department held a press conference to highlight the problem of underage drinking.

Area high school students serving on MADD's Youth in Action Group presented survey results on the social and retail availability of alcohol to minors.

The press conference culminated with city officials and community leaders signing "The Cambridge Commitment" to the prevention of underage drinking.

(See Cambridge Commitment and MADD news release for additional info.)





FOR IMMEDIATE RELEASE

CONTACT:

Amy Fradette (508) 875-3736
Executive Director
MADD MetroWest

STUDENT SURVEYS REVEAL HOW EASY IT IS TO GET ALCOHOL

MADD MetroWest Youth In Action members recently visited area package stores to determine how easily teenagers can access alcohol. The students conducted two different projects. The alcohol purchase survey was conducted by having a legal, youthful-looking buyer enter a package store to determine if they will be carded. The second project, a shoulder tap survey, used high school age students who approached adults to ask them if they would be interested in purchasing alcohol if given money.

To complete the alcohol purchase survey, Youth In Action members recruited some youthful-looking, legal age adult decoys. The decoys visited 49 package stores in 9 different communities. The stores visited by the decoys were also visited last year by different adult decoys. Of the 49 stores visited, 38 carded our decoys. However, 11 were still willing to sell alcohol without checking for ID.

"We are encouraged by these results because it shows that 80% of the surveyed stores challenged our adult decoys. This is a 10% increase from last year's survey," stated Terry Hartnett, a senior at Dover-Sherborn High School.

"We also wanted to see how easily we could get alcohol by asking someone else to buy it for us," stated Leanne McGuinness, age 16, from Lynn. A shoulder tap survey is conducted by having students hang out in front of or near a package store. When adults approach the store, they are asked if they would be interested in purchasing alcohol. After getting a response, an informational magnet is given to the person corresponding to their answer.

"Our purpose is to inform the public about the penalties and dangers associated with providing alcohol to minors," said McGuinness "Understanding the penalties could save a life."

-more-

Mothers Against Drunk Driving, MetroWest Chapter

**100 Concord Street, Suite 300 Framingham, MA 01702 Telephone: (508) 875-3736 Fax: (508) 875-0757
Email: fradette@mail2.gis.net**

Students approached 100 people and found that 83 would not buy them alcohol. The students were pleased with these results. What troubled them about the results was how long it took them to find someone willing to say "Yes." Students found that, on average, it would take them about 10 minutes.

In addition to releasing the survey results Youth In Action members asked community leaders and liquor license holders to join forces against underage drinking by signing a pledge called "The Cambridge Commitment." This commitment states that community leaders in partnership with liquor license holders will pledge to prohibit underage alcohol sales and give a clear, consistent message to teenagers that underage drinking is not acceptable in their community.

Society can no longer afford to turn their backs on the brutal truth about underage drinking. Alcohol is the #1 drug of choice – killing more young people than all other illicit drugs combined. Underage drinking costs Massachusetts \$934 million annually. The solutions would not be nearly as expensive.

Youth In Action is a team of youth activists whose mission is "to increase awareness of underage drinking and to reduce social and retail availability of alcohol to minors resulting in safer and healthier environments." This youth-led program is sponsored by Mothers Against Drunk Driving.

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The Cambridge Commitment

As community leaders in partnership with liquor license holders, we pledge our commitment to prohibit the sale of alcoholic beverages to minors. Our community is committed to sending clear messages in our laws, policies and procedures that underage drinking is not acceptable in our community.





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833P

Resolution #31

Praise to city officials and
community leaders for signing
"The Cambridge Commitment" to
prevent underage drinking and urge
residents to be cognizant of the
effort to prevent underage drinking.

Councillor Sullivan

In City Council June 4, 2001

ORDER ADOPTED