



SERAC

SOUTH CENTRAL CONNECTICUT REGIONAL ACTION COUNCIL

Shining a light on prevention that works

Volume 3, Issue 7

**SPECIAL
POINTS OF
INTEREST:**

- **Community Awareness**
- **Education**
- **Prevention**
- **Intervention**
- **Treatment**
- **Recovery**

INSIDE THIS

Booze in Cy-	2
National Night	2
National Night Cont.	3

CT Strategic Prevention Framework RFP Announcement

The Connecticut Department of Mental Health and Addiction Services (DMHAS), on behalf of the Office of the Governor, is soliciting proposals from qualified private and public entities to implement the Connecticut Strategic Prevention Framework (CT SPF), a data driven planning process designed to effectively prevent alcohol abuse in communities, with a special emphasis on underage drinking. Proposals must address the priority substance problem specific to the sub-region where the project will take place, as identified in Sub-Regional Profiles prepared by DMHAS-funded Regional Action Councils (RACs) in consultation with Community Needs Assessment Workgroups.

Request for Proposals (RFP) Application: <http://www.dmhas.state.ct.us/prevention/SPF.htm>

Bidder's Conference

Date: August 1st, 2nd and 3rd, 2006 (Attendance is recommended for all who intend to apply.)

Application Due Date:

September 15, 2006

Proposed Funding Date:

October 1, 2006

Range of Awards:

\$50,000 - \$100,000/year with potential funding for 3 years

Eligibility:

Proposals may be submitted by coalitions or by individual entities. Applicants may be community-based organizations, faith-based organizations, schools or universities, other public entities (including tribal entities, local governments, etc.), or private non-profit organizations. Local government entities and non-profit agencies may apply as the fiduciary agency on behalf of a coalition.

Evaluation of Project:

All awardees must agree to participate in a national

cross-site evaluation process coordinated by researchers at the University of Connecticut's Health Center. Questions concerning this RFP will be addressed at the Bidders Conferences. Questions may be asked by calling the grant line at (860) 418-6827 or by submitting them in writing or by e-mail to:

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Questions concerning this RFP must be raised by August 30, 2006. Responses to all questions raised at the bidders' conferences will be posted by August 11, 2006 on the DMHAS website <http://www.dmhas.state.ct.us/prevention/SPF.htm>.

Booze in Cyberspace: Alcohol Marketing in Youth-Friendly Media

From podcasts to television on cell phones, the ways people get information are changing faster than regulations can keep up. As forms of "new media" emerge and become more sophisticated, alcohol companies are among the first to take advantage of these new marketing opportunities.

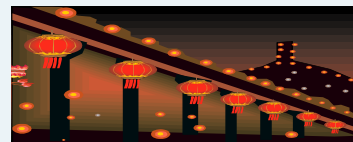
A recent survey of advertising budgets shows that spending for online advertising is growing faster than any other medium—eight times faster than television and six times faster than print. Since alcohol companies are supposed to limit advertising to a 30 percent or less underage audience, they face some restrictions when it comes to "measured media" such as television and print. But new media audiences are not always measured carefully, so the weaker protections

and enforcement make online marketing attractive to alcohol companies who want to get around established codes. A recent study released by the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University showed that many youth were indeed able to access Web sites supposedly designed to keep out underage visitors. CAMY found that in the last six months of, over 600,000 underage youth visited alcohol company Web sites. On some sites, underage youth made up a significant proportion of total visitors—58.6 percent on bacardi.com, 47.4 percent on skyy.com, and 34 percent on budlight.com². That's no surprise given that any teenager can bypass the ineffective age restrictions on these sites by entering a 21+ date of birth.

Coupled with lax age verification, many alcohol companies have designed their Web sites in a way that appeals to youth. Budlight.com, for example, is full of interactive features that have a broad appeal to teens.

Visitors can play games, listen to music, watch and rate Bud Light ads, and send Bud Light emails to friends. There are also a number of items that can be downloaded, including alcohol branded desktop wallpaper, instant messaging icons, and screensavers.

Despite the explosion of new ways to market alcohol, there is some positive news from the digital realm. Search giant Google, whose corporate motto is "Don't be evil," does not permit promotions for beer or liquor in its AdWords program. Companies like Anheuser-Busch should follow Google's example and find ways to reduce youth exposure to alcohol advertising in new media rather than profit from it.



National Night Out

On Tuesday, August 1st, thousands of communities nationwide will join forces and celebrate the "23rd Annual National Night Out" (NNO) crime and drug prevention event. National Night Out, which is sponsored by the National Association of Town Watch (NATW) will involve over 10,000 communities from all 50 states, U.S.

territories, Canadian cities and military bases around the world. In all, over 34 million people are expected to participate in 'America's Night Out Against Crime' on August 1st. NNO 2006 is being supported in part by the Target Corporation and the U.S. Department of Justice, Bureau of Justice Assistance.

National Night Out is designed to: (1) Heighten crime and drug prevention awareness; (2) Generate support for, and participation in, local anticrime efforts; (3) Strengthen neighborhood spirit and police-community partnerships; and fighting back.

Continued on page 3

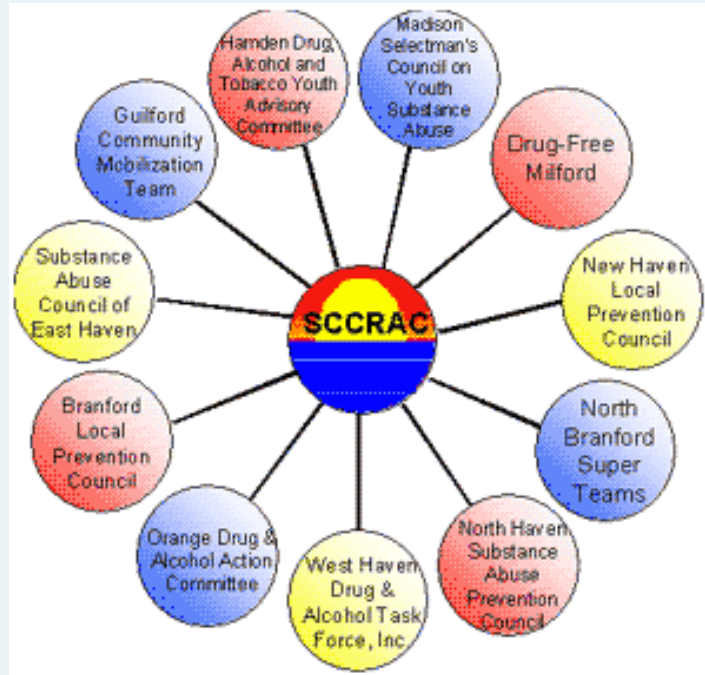
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National Night Out Continued

(4) Send a message to criminals letting them know neighborhoods are organized and fighting back.

On National Night Out, police officers, fire fighters and city officials will visit block parties that are registered to talk about crime prevention, neighborhood concerns, and pass out fun stuff to the kids. What a great way to get acquainted with your neighbors and heroes that

are committed to protecting and serving our community.

Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods 'celebrate' NNO with a variety of events and activities such as block parties, cookouts, parades, exhibit, flashlight walks, contests, and youth programs. NNO has proven to be an effective, inexpensive and enjoyable program to promote neighbor-

hood spirit and police-community partnerships in a fight for a safer nation. Plus, the benefits your community will derive from NNO will most certainly extend well beyond the one night.

For more information or to register a National Night Out event go to www.nationalnightout.org.