



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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NABCA FUNDS A NATIONWIDE EFFORT TO UNIFY PREVENTION EFFORTS IN CHILDHOOD ALCOHOL DRINKING

The ENGAGE project facilitates developing virtual statewide partnerships on childhood drinking prevention that will collectively unify prevention efforts across all states.

ALEXANDRIA, VA (September 6, 2012) -- With a \$20,000 grant from the National Alcohol Beverage Control Association (NABCA), the Leadership to Keep Children Alcohol Free Foundation (LKCAFF) has developed a nationwide effort called, ENGAGE, which addresses the issue of childhood alcohol drinking by forming virtual statewide partnerships in each state.

According to the 2010 National Survey on Drug Use and Health, about 10 million Americans between the ages of 12-20 report current alcohol consumption. This age group represents about 26% of the population for whom alcohol use is illegal.

“Groups such as Students Against Drunk Driving address alcohol issues with older youths who are still under the legal drinking age. Not many messages are directed to children 9-15 years old,” said Hope Taft, president of the board of LKCAFF. “Our members and board believe it is time for underage drinking prevention advocates within each state to unite around our common goal.”

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The not-for-profit, non-partisan coalition of current and former Governors' spouses and public and private organizations has as its initiative preventing alcohol use by children ages 9-15 years old.

A website launching the effort went live on September 3. The Foundation's goal is to unite coalitions, task forces, workgroups, public safety boards, physicians and health care professionals and numerous other businesses and organizations via a virtual network within each state where communication with state administrators, the Office of the First Spouse, and national leaders can easily occur.

"This virtual network will also allow LKCAFF to organize and present webinars, promote upcoming conferences, and aggregate news feeds about what is happening around the country related to the control, enforcement of laws, and the availability and accessibility of alcohol," said Bonnie Hedrick, Website Content Management Consultant to LKCAFF.

"I can see great potential in forming virtual state wide coalitions of groups interested in childhood drinking prevention," said Jim Sgueo, President and CEO of the NABCA. "By all of us working together for this particular effort, many ideas and actions are sure to result in greater awareness for parents and children about childhood drinking as well as how to prevent it."

"Our two organizations are working together and feel optimistic about a great potential to form and grow virtual state wide coalitions of groups interested in childhood drinking prevention, said Taft. "We are excited about the possibility of making this field stronger, more visible and effective in helping kids get to adulthood alcohol free."

For more information about LKCAFF and to join the ENGAGE effort, visit www.alcoholfreechildren.org. For more information about the NABCA, visit www.nabca.org.

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ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support alcohol control systems by providing credible resources, compiling research and fostering relationships to address policy for the responsible sale and consumption of alcoholic beverages.

ABOUT LKCAFF

The Leadership To Keep Children Alcohol Free Foundation (LKCAFF) is a not-for-profit organization comprised of First Spouses and/or their delegates to prevent or reduce the incidence and prevalence of childhood/underage drinking. The Foundation has developed products for distribution to First Spouses for their use within their respective states and has been instrumental at the federal level in helping shape policy related to underage drinking. It also assisted in the roll-out of the 2007 Surgeon General's Call to Action to Prevent Underage Drinking to numerous states.