

Project Sticker Shock

What is Project Sticker Shock?

Project Sticker Shock is a youth empowerment activity that aims to reduce underage drinking by limiting youth access to alcohol. The goal is to educate adults who might provide alcohol to youth about the law that prohibits furnishing alcohol to minors. Youth place warning stickers on multi-packs of beer, alco-pops and other alcoholic beverages at participating local stores. The sticker warns that it is illegal to provide alcohol to minors. Adult chaperones, including law enforcement, are present at all times to assure reasonable and foreseeable safety precautions. The impact of the stickers is increased by media coverage of the event.

Why do we do Project Sticker Shock?

According to the 2014 Prevention Needs Assessment, 52.1% of Riverhead High School 12th graders who drink alcohol reported that they obtained it from someone who is over the age of 21. To address this issue, the Riverhead Youth Coalition with the help of local law enforcement, business owners, and adult volunteers participant in Project Sticker Shock.

Who is involved?

The project is a partnership between youth, retailers, schools, parents, community members, prevention professionals, media, law enforcement, and governmental officials.

How long is the event?

The event takes approximately 45 minutes.

What retailers are currently a Sticker Shock partner?

We have conducted Project Sticker Shock at Riverhead Beverage and 7-Eleven. If you would like to be a Sticker Shock partner, you can contact Kelly Miloski at prevention@riverheadcap.org.

What is the role of students?

In addition to stickering on the day of the event, students also have the opportunity to take pictures, be the media spokesperson, design t-shirts, and/or design posters.

