



Coalition News

Coalition Staff

- **Chair:**
Linny Cloyd
- **Vice Chair:**
Ben Brown
- **Treasurer:**
Jill Northcutt
- **Secretary:**
Katrina Coyle
- **Officer at Large:**
Rick Oliver
- **Coordinator:**
Abigail Beausir

Contact Information

Mailing Address:

8001 Veterans Memorial Drive
Florence, KY 41042

Phone:

859-341-4264 ext. 2158

Email:

BCAllianceKY@gmail.com

Website:

www.boonecountyalliance.com

Upcoming Events

Boone County Fair	8/6-8/11 Boone County Fairgrounds
Young Boone County	Tuesday 8/7 6:30-8 PM BCPL Scheben
Monthly BCA Meeting	Monday 8/20 9-10:30 AM NKY Health Department

2018 Alcohol Sticker Shock A Success!!!

In an effort to reduce consumption of alcohol by underage youth, the Boone County Alliance partnered with local retailers to launch an alcohol sticker shock campaign March through June 2018. It targeted adults who might purchase alcohol for underage youth by placing stickers informing consumers of the legal penalties for providing alcohol to individuals under the age of 21 on multi-packs of beer available for sale in Boone County stores.

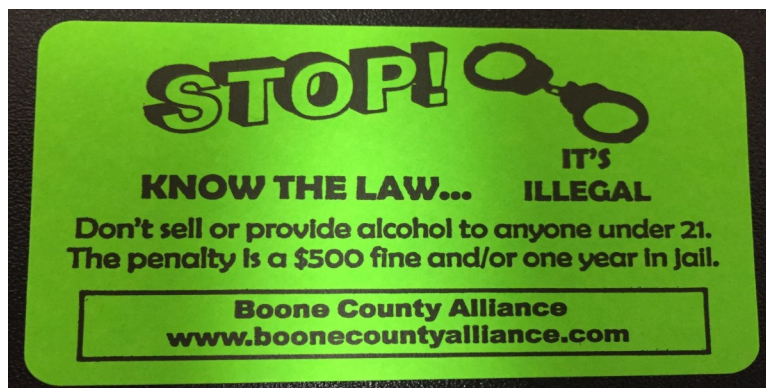
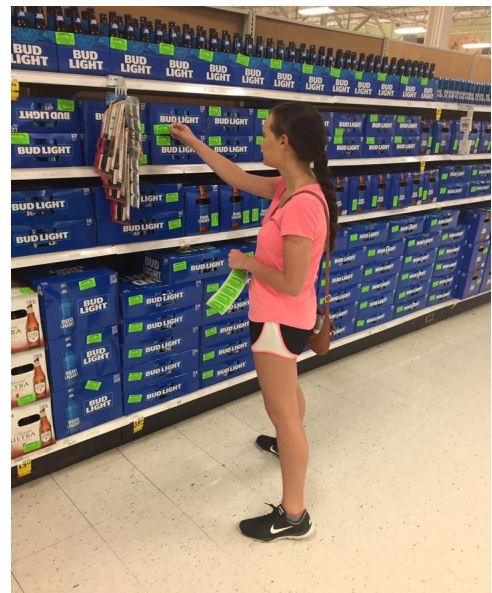
This spring, 17,766 stickers were placed at 52 locations, including local grocery, convenience and liquor stores. Four new partners this year were Target, Airport Mobil, Aldi, and Hollywood Liquor.

The campaign corresponded with Alcohol Awareness Month as well as the high school prom and graduation seasons, which tend to lead to greater alcohol consumption among youth.

“Adults often provide alcohol to youth who are underage,” said Linny Cloyd, Boone County Alliance Vice-Chair. “The goal of the sticker shock campaign is to help make adults aware of legal consequences of pro-

viding alcohol to anyone under age 21. According to a survey conducted by our coalition in 2017, 54.3% of respondents were unaware that Boone County has a social host ordinance, which makes it illegal for anyone to knowingly allow or permit underage alcohol consumption on their property.”

Thanks to all who volunteered to make this year’s Alcohol Sticker Shock Campaign a success!



This sticker, with a message of the legal consequences of providing alcohol to anyone under the age of 21, was placed on alcoholic beverages and beer coolers throughout Boone County.

