



Office of the Chicago City
Clerk



R2011-1143

Office of the City Clerk

City Council Document Tracking Sheet

Meeting Date:	10/5/2011
Sponsor(s):	Reilly, Brendan (42)
Type:	Resolution
Title:	Calling for support of "We Don't Serve Teens" initiative to enlist Chicago parents and other adults in combating underage drinking
Committee(s) Assignment:	Committee on Finance

**RESOLUTION IN SUPPORT OF "WE DON'T SERVE TEENS,"
AN INITIATIVE BY THE FEDERAL TRADE COMMISSION AND CHICAGO
BUSINESSES TO ENLIST CHICAGO PARENTS AND
OTHER ADULTS IN COMBATING UNDERAGE DRINKING**

Whereas, Underage drinking has declined over the last two decades, rates of alcohol use by teens remain high and patterns of underage drinking present a significant challenge to law enforcement, public health officials, educators, and parents; and

Whereas, Middle school, high school and younger college students in Chicago are at significant risk of serious illness, injury, and death when they engage in illegal underage drinking; and

Whereas, Over 1000 persons under the age of 21 are killed in drunk driving crashes annually in the United States with many more seriously injured;¹

Whereas, Younger teens who experiment with alcohol are most likely to consume it in their homes or the homes of friends and to obtain the alcohol from adult family members, placing those teens at a substantially increased risk of lifetime substance abuse;²

Whereas, The Federal Trade Commission has developed We Don't Serve Teens as a research-based initiative to educate adults on the basic facts and remind them of the well known risks of harm to the underage drinkers themselves and to the general public;³ and

Whereas, We Don't Serve Teens provides parents and other adults with the means to play an active role in further reducing underage drinking through greater awareness of the manner in which teens obtain alcohol and the manner in which most underage drinking occurs; and

Whereas, We Don't Serve Teens provides young people with useful information on the dangers of underage drinking, the costs of violating the law, and strategies to overcome peer pressure and other negative influences; and

Whereas, We Don't Serve Teens messages and directions to the program web site will be appear on signs on Chicago Transit Authority and PACE busses during the month of September, as well as radio advertisements on Chicago-based Hispanic radio stations; and

Whereas, the Federal Trade Commission has enlisted support of Chicago-based Crown Imports to utilize its distributor and retailer networks to provide information to Chicago

citizens at the neighborhood level and to participate in neighborhood events in support of the program;

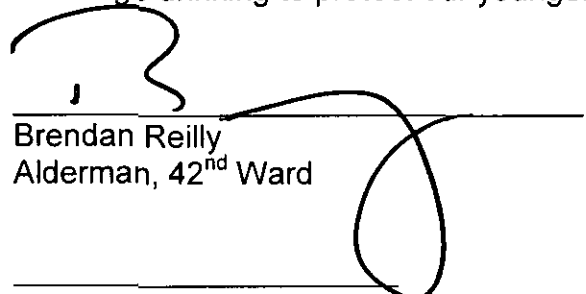
Now, Therefore, Be It

Resolved, the City of Chicago commends the Federal Trade Commission for its efforts to protect the safety of our teens and of the general public; and be it further

Resolved, that the City of Chicago calls upon all licensed alcohol beverage retailers to actively participate in We Don't Serve Teens outreach efforts to their customers; and be it further

Resolved, the City of Chicago commends Crown Imports, Chicago beer distributors, and Chicago alcohol beverage retailers for their ongoing support for We Don't Serve Teens; and be it further

Resolved, the City of Chicago calls upon all parents and other adults involved in the lives of teens to utilize the information available from the We Don't Serve Teens initiative to increase awareness of the measures they can take to further reduce underage drinking to protect our younger citizens and the broader Chicago community.



Brendan Reilly
Alderman, 42nd Ward

¹ National Highway Traffic Safety Administration analysis of Federal Accident Reporting System Data.

² U.S. Department of Health and Human Services, *Report to Congress on the Prevention and Reduction of Underage Drinking*, July 2011, pp. 10, 12, and 15.

³ Federal Trade Commission, information available at <http://www.dontserveteens.gov/stoppingaccess.html>, last accessed September 6, 2011.