



# City of Chicago



R2013-973

Office of the City Clerk

## Document Tracking Sheet

**Meeting Date:** 10/16/2013

**Sponsor(s):** Reilly (42)

**Type:** Resolution

**Title:** Support of "We Don't Serve Teens," an initiative by the Federal Trade Commission and Chicago Businesses to combat underage drinking

**Committee(s) Assignment:**

**RESOLUTION IN SUPPORT OF “WE DON’T SERVE TEENS,”  
AN INITIATIVE BY THE FEDERAL TRADE COMMISSION AND CHICAGO  
BUSINESSES TO COMBAT UNDERAGE DRINKING**

*Whereas*, Sustained effort is needed to continue progress in combating underage drinking in Chicago as each year, a new group of our younger citizens enter a period of life when they are more mobile and independent of their parents and caregivers;

*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 which also poses a significant challenge to law enforcement, public health officials, educators, and parents and

*Whereas*, Over 800 persons between the ages of 15 and 20 were killed in drunk driving crashes last year in the United States with many more seriously injured;<sup>1</sup>

*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;<sup>2</sup>

*Whereas*, research by government agencies and the American Academy of Pediatrics shows that those who begin drinking early in their teenage years face a substantially increased risk of lifetime substance abuse;<sup>3</sup>

*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;<sup>4</sup> 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 how teens obtain alcohol and the places where 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*, Chicago-based Crown Imports has initiated and financed a coordinated print, television, radio, and billboard campaign to publicize We Don't Serve Teens in Chicago during the month of September;

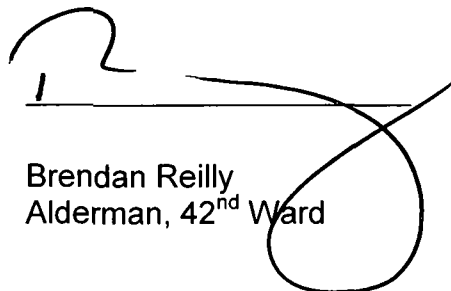
Now, Therefore, Be It *Resolved*, the City of Chicago commends the Federal Trade Commission for its efforts to protect the safety of our teens and of the general public; and be it further

*Be it 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

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

*Be it Resolved*, the City of Chicago calls upon all parents and other adults involved in the lives of teens to post the We Don't Serve Teens logo and web address on their social network pages and to utilize the information available from [www.dontserveteens.gov](http://www.dontserveteens.gov) to inform other parents and friends of the measures they can take to further reduce underage drinking to protect our younger citizens and the broader Chicago community.

BE IT FURTHER RESOLVED, That a suitable copy of this resolution be prepared and presented to Crown Imports.



Brendan Reilly  
Alderman, 42<sup>nd</sup> Ward