

**Shelby County Takes Action
Press Conference
Underage Drinking
Prevention Day
May 21st, 2012 - 1 p.m.
Buster's Liquors & Wines**



2012 national
prevention
week

MAY 20-26



May 17, 2012 – Memphis, TN -- Memphis Area
Prevention Coalition along with Buster's Liquors

and Wines is hosting its Underage Drinking Prevention Day as part of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) **National Prevention Week 2012**, a time for communities to come together and focus on the importance of preventing substance abuse and promoting mental, emotional, and behavioral well-being. National Prevention Week echoes a key message of the U.S. Surgeon General's National Prevention Strategy, emphasizing that prevention should be woven into all aspects of our lives – including where and how we live, learn, work, and play – and that everyone has a role in creating a healthier nation.

Shelby County Mayor Mark Luttrell will be on hand to read a proclamation regarding underage drinking.

Harm Associated with Underage Drinking in Tennessee:

Underage drinking in Tennessee leads to substantial harm due to traffic crashes, violent crime, property crime, unintentional injury, and risky sex.*

- During 2009, an estimated 35 traffic fatalities and 815 nonfatal traffic injuries were attributable to driving after underage drinking.
- In 2009, an estimated 56 homicides; 31,100 nonfatal violent crimes such as rape, robbery and assault; and 46,700 property crimes including burglary, larceny, and car theft were attributable to underage drinking.
- In 2009, an estimated 606 teen pregnancies and 20,819 teens having risky sex were attributable to underage drinking.

Memphis Area Prevention Coalition and Buster's Liquors and Wines have come together to host this Underage Drinking Prevention Day Press Conference as part of **National Prevention Week 2012** and embrace the national theme "We are the ones. How are you taking action?" This national health observance recognizes that helping to prevent underage drinking helps promote overall health and well-being in our community. MAPC and local wine and spirit retailers will also be unveiling their "Providing Alcohol to Youth is a Crime" signage initiative.

For more information, visit www.memphisprevention.org or call Anne Sommer at 901-482-2977.

*Office of Applied Studies, Substance Abuse and Mental Health Services Administration. Treatment Episode Data Set. (2011). Substance Abuse Treatment by Primary Substance of Abuse, According to Sex, Age, Race, and Ethnicity, 2009. Available [On-line]: <http://www.icpsr.umich.edu/icpsrweb/SAMHDA/studies/30462>