



Contra
Costa
County

To: Board of Supervisors
From: Federal D. Glover, District V Supervisor
Date: April 12, 2016

Subject: Declaring April as Alcohol Awareness Month

RECOMMENDATION(S):

PRESENTATION recognizing April as Alcohol Awareness Month in Contra Costa County, as recommended by Supervisor Glover. (Isabelle Kirske)

BACKGROUND:

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **04/12/2016** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Mary N. Piepho, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: April 12, 2016

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Stephanie Mello, Deputy

Contact: Ed Diokno,
925-427-8138

cc:

BACKGROUND: (CONT'D)

For the past several years, April has been declared Alcohol Awareness Month. At the Request of the members of Friday Night Live, a youth program managed by the Center of Human Development, and in coordination and recommendation of the Alcohol and Other Drugs Commission of the Health Services Department a new product has entered the marketplace - powdered alcohol - which is not covered in any of our ordinances limiting or restricting the sale of said product to minors, they wanted to use April (as Alcohol Awareness Month) to bring attention of this new product and similar products, especially those marketed towards young people.

CONSEQUENCE OF NEGATIVE ACTION:

It will allow and encourage marketers of alcohol products to continue targeting young people who are too young to purchase or imbibe alcoholic products legally. Young people who fall for the marketing may become addicted to alcohol products and become victims of alcohol abuse to the detriment of their lives and the Contra Costa community.

CHILDREN'S IMPACT STATEMENT:

It will help young people become more aware of the predatory marketing strategies aimed at their age group; prevent them from going down the dangerous path which may lead to abuse of alcohol; encourage young people to participate in the democratic process in making policies that affect the lives of their communities and their peers.

ATTACHMENTS

Resolution No. 2016/150