



KHS Students Participate in Project Sticker Shock to Deter Underage Drinking

KENNEBUNK, ME – December 15, 2021 – The Kennebunk High School’s Captain’s Club participated in the Project Sticker Shock event on Wednesday, December 15, 2021. The students, along with their advisor Officer Mark Carney from the Kennebunk Police Department, met at the Kennebunk Hannaford before school hours to place stickers on alcoholic beverages in four different stores: Hannaford, Irving, Xtra-Mart, and Cumberland Farms.

Project Sticker Shock, which has been happening statewide since 2001, is designed to reach adults who might be purchasing alcohol legally and providing it to minors. Stickers are placed on multi-packs for beer, alcopops, and other alcohol products that might appeal to underage drinkers with warnings about the penalties for furnishing alcohol to minors. Some of these penalties include fines up to \$2,000 and up to one year in jail.

This project represents a partnership between youth, retailers, concerned parents and community members, prevention professionals, and law enforcement to educate and raise public awareness about underage drinking. Youth are at an increased risk of the effects of alcohol from underage drinking which can lead to poor performance in their school or job, behavioral issues, and unintentional deaths. Project Sticker Shock raises awareness of these consequences to adults and has been shown to reduce youth access to alcohol.

The Coastal Healthy Communities Coalition’s (CHCC) Project Alliance wants to help local clubs and youth groups to participate in Project Sticker Shock. This volunteer project fosters community building and leadership skills while being a fun activity to do with friends. The project only requires an adult to be present while stickering within the store, and it does not take a long time to complete. Please reach out to Morgan (mbates3@une.edu) at CHCC for more information and instructions on how to participate. Visit chccme.org for more information on how to get involved with CHCC’s Project Alliance.

Coastal Healthy Communities Coalition (CHCC) is a non-profit, comprehensive community health coalition working to create healthier communities in Northern York County, Maine. Under the auspices of the University of New England, CHCC leads several public health initiatives to achieve social, policy, and environmental changes, including Project Alliance/substance misuse, lead poisoning prevention, and SNAP-Ed nutrition. CHCC’s community outreach programs occur in the Saco, Arundel, Biddeford, Buxton, Dayton, Hollis, Kennebunk, Kennebunkport, and Old Orchard Beach areas.



PHOTO CAPTION: Students of Kennebunk High School's Captain's Club place stickers on alcohol containers at their local Hannaford Supermarket as part of Project Sticker Shock.