

Campaign: Be smart! Just say no!

The Alaska Council on Prevention of Alcohol and Drug Abuse Inc. is coordinating a major national public education campaign for the State of Alaska this month to prevent the early use of alcohol by youth.

The campaign — "Be Smart! Don't Start! Just Say No!" — is designed to encourage youth ages 8 to 12, their parents, teachers and other community leaders to spread the word that it is alright to "say no" to alcohol.

Alcohol is the major "gateway drug" leading to use of other harmful substances, according to the council. Preventing early use also reduces

other problem behaviors associated with substance abuse, such as problems with the law, at home and in school.

Campaign materials include a children's magazine, poster, stickers, a parent and teacher's guide and a music video featuring "The Jets."

Television and radio public service announcements have been cut from the music video and will be used to reinforce the benefits of not drinking. Those who are interested in obtaining the public service announcements or more information may contact Marcia

Michel at the council offices, 349-6602; or write the Alaska Council on Prevention of Alcohol and Drug Abuse Inc., 7521 Old Seward Highway, Suite A, Anchorage 99518.

The materials were produced by Children's Television Workshop, creators of "Sesame Street" and "3-2-1 Contact."

Plans call for distributing the materials in elementary schools, to youth organizations, summer camps and youth/parent groups.

Gov. Steve Cowper has declared May the month to "Be Smart! Don't Start! Just Say No!"