



Coolidge Youth Coalition
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“WHY HERE WHY NOW?”

- 2012 Arizona Youth Survey told us Alcohol was the No 1 Drug of choice for youth in Coolidge
- CYC’s Annual “Safe and Sober” Grad Nite Survey told us 90% of participants reported that UAD is a “major” problem in Coolidge
- On line survey of Adults in Coolidge revealed that alcohol abuse is considered the #1 substance abuse related problem in Coolidge
- 2012 Arizona Youth Survey told us that Coolidge had a higher than State Average of adults in Coolidge driving impaired with youth in their cars
- CYC SADDies (Students Against Destructive Decisions) told CYC/City Council “You may not know anything about Coolidge if you are driving through our town but you will sure know the price of a 6 pack of beer and a package of cigarettes”
- CYC’s ongoing “City Pride Campaign” showed us that most of Coolidge’s “quick stop” businesses were plastered with alcohol/tobacco advertising
- Coolidge had existing signage ordinances in place, that severely limited the amount of alcohol advertising for businesses that were not being enforced because of lack of employees and funding

TIMELINE OF EVENTS:

- CYC started working on this initiative in the Fall of 2013 to the Fall of 2014
- CYC/DFC continued to work with our CYC SADDies, training them on how to go before City Council on this problem; we set up a “Work Study” session with City Council
- CYC got the press involved and got our local paper, The Coolidge Examiner, involved and CYC/SADD got very favorable press on this initiative
- CYC/DFC involved our “Alcohol & Other Drug Committee”(Major stakeholders) & got advice and help from this committee
- CYC/SADD went before City Council at a “work study” session, showed pictures, had 5 or 6 SADD kids speak to our Council, asking them to enforce the City’s sign code; with our kids telling Council that “The did not want their little brother or sisters to see the ‘Coors Babes’ with hardly any clothes on” plastered all over Coolidge; that this was not a good message to be sending to the youth of Coolidge



OUTCOMES:

- In the summer of 2014 Coolidge City Council started enforcing the existing signage code in Coolidge
- This enforcement resulted in approximately 7 Coolidge Businesses removing most of their alcohol/tobacco signage from their front windows and canopies
- Coolidge Examiner ran a series of articles on Alcohol/Tobacco Advertising in Coolidge & the positive effects this CYC Initiative had on Coolidge
- CYC paired this signage enforcement with our “Holiday – Tipsy, Buzzed and Blitzen” DUI Prevention Campaign
- As a result of the above-mentioned efforts, our youth are telling us that they see a big difference in the way our youth perceive their City



“Lessons Learned”

- Listen to your youth – they are the experts in their field
- Utilize your youth and make them your champions – take them with you when you present at City Council, etc.
- Know your data and do not be afraid to use it
- Build on all of your relationships with your stakeholders and get your whole community involved



Our End Result



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