

A SUCCESSFUL EXAMPLE OF COMMUNITY LEVEL CHANGE



PARTS COALITION- SALINAS, CA



DIA DE LA FAMILIA INCIDENT

- **2009: LOCAL ARTIST PUBLICALLY GIVES HARD LIQUOR TO MINOR DURING FAMILY EVENT**
- **PARTS DECIDE ON ACTION PLAN FOR SOCIAL HOST ORDINANCE**



PARTS IN ACTION

- PARENT AND YOUTH MEETINGS
- DOOR TO DOOR FLYER DISTRIBUTION
- CITY COUNCIL MEETINGS
- BILINGUAL PSAS (AIRED ON TELEVISION, RADIO AND WEB)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=K9R35WZM9CM](https://www.youtube.com/watch?v=K9R35WZM9CM)



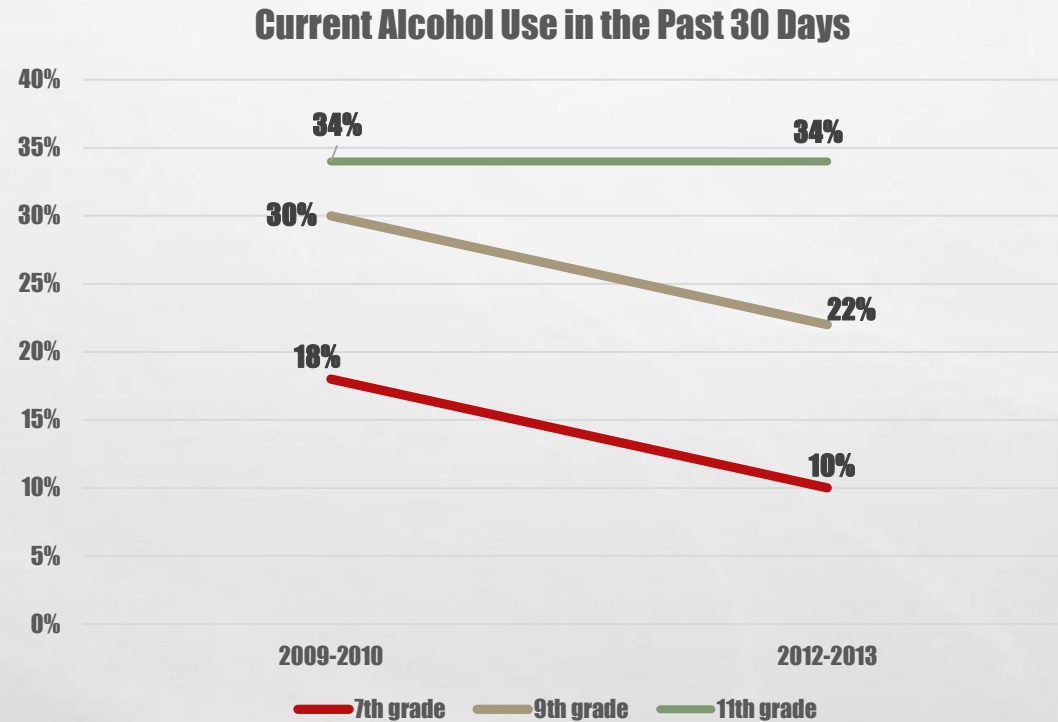
ADDRESSING LOCAL LAW MAKERS



MOBILIZING OUR YOUTH

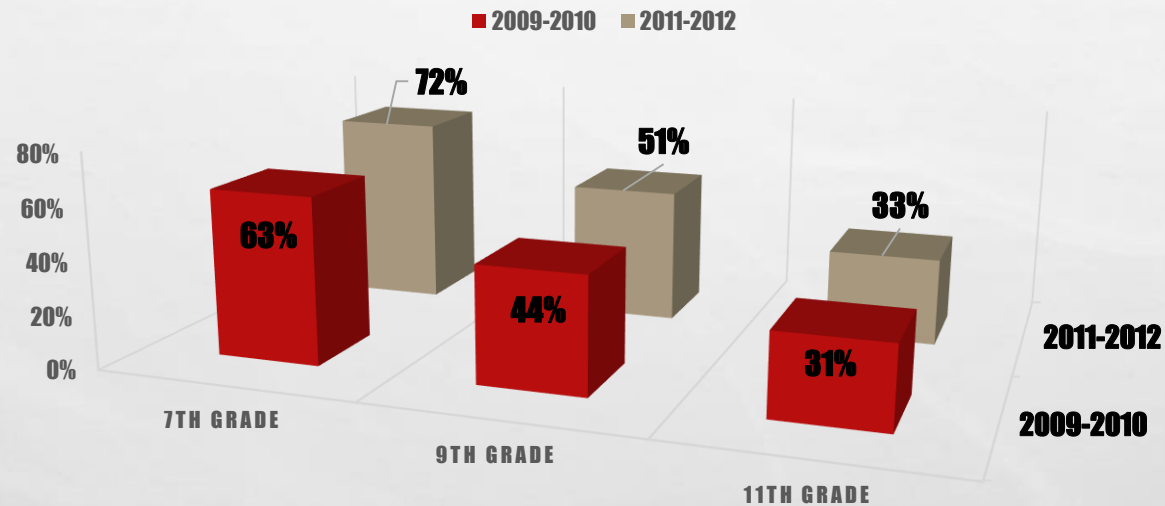


OUR SUCCESS IN NUMBERS



OUR SUCCESS IN NUMBERS (CONT.)

YOUTH WHO REPORT TO NEVER HAVE HAD ALCOHOL



QUESTIONS ?

- **PLEASE CONTACT:**
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