

*Join us for this
unique opportunity,
and let's change our
communities together.*

Registration Form

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Please note: By registering for the training on March 23-24, you are also registering for the remaining two training sessions, May 18-19 and September 24-25.

CMCA Training Success Defined

The CMCA Intensive Training includes three, two-day training sessions.

Learn:

- About the Program
- How to Impact Environmental Prevention
- Community Organizing
- How to Reduce Social Access
- How to Reduce Commercial Access
- Policies to Reduce Youth Access to Alcohol
- How to Reduce Access Through Community Stakeholder Policies
- Action Planning, Implementation & Evaluation



presents

Communities Mobilizing for Change on Alcohol (CMCA)

Three Two-Day Trainings:

9:00 a.m. – 3:00 p.m.

March 23-24, 2009

May 18-19, 2009

**Oakland County Sheriff's Office
Training Room**

1200 N. Telegraph Rd, Bldg.38 East
Pontiac, Michigan, USA, 48341-1044

September 24-25, 2009

(Location to be determined)

What is the CMCA?

CMCA stands for Communities Mobilizing for Change on Alcohol. It is a SAMSHA model program that utilizes community-organizing strategies to reduce youth access to alcohol. It focuses on changing community policies and practices, and it can be implemented in virtually any rural, suburban, or urban community.

CMCA has proven that effectively limiting access to alcohol for people under 21:

- Directly reduces teen drinking.
 - Communicates a clear message to the community that underage drinking is inappropriate and unacceptable.
-

Learn a range of community organizing techniques to address legal, institutional, social, and health issues.

Use these techniques to:

- Eliminate illegal alcohol sales to youth by retailers.
- Obstruct the provision of alcohol to youth by adults.

CMCA deals with these factors and has been proven effective in reducing alcohol consumption by youth.

CMCA offers resource materials to help your community:

- Mobilize to make institutional and policy changes.
- Limit youth access to alcohol.
- Improve general health and well-being
- Build an evidence base for practice and implementation by changing the physical and social environments and have lasting and sustainable change.
- Increase responsible merchant practices.
- Engage multiple stakeholders. With this new knowledge, they aim to decrease access to alcohol and to alter the perception of consumption within the environment.



Recipients of substance abuse services have rights protected by state and federal law and promulgated rules. Contact Substance Abuse Quality Assurance & Licensing Sect., Recipient Rights Coordinator, PO Box 30664, Lansing, MI 48909. Federal, State and/or County funding has been provided through the Oakland County Health Division/Office of Substance Abuse Services to support project costs. ACHC staff adheres to the Certified Prevention Specialist Code of Ethics including confidentiality

See change in your community with CMCA's proven results:

- Reduce propensity to sell to minors by increasing ID checks where alcohol is sold.
 - Decrease arrests among 18- to 20-year-olds for driving under the influence of alcohol.
 - Increase 18- to 20-year-olds awareness of the consequences of providing alcohol to young teenagers and see a reduction in the practice.
-

For more information contact:

Donnis Reese, Ph.D.
Executive Director, ACHC
www.achconline.org
P: 248.802.6789
E: ExecDir@achconline.org

Dr. Alexander C. Wagenaar, Professor, Department of Epidemiology and Health Research and Institute developed the program for Child Health Policy at the University of Florida, College of Medicine. **The Youth Leadership Institute** designs and implements community-based programs that provide youth with leadership skills in the areas of drug and alcohol abuse prevention, philanthropy, and civic engagement. The Youth Leadership Institute is the official National Training Provider for CMCA.



YOUTH LEADERSHIP INSTITUTE