



CONTACT: Donnis Reese Ph.D.
Executive Director
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www.achconline.org

FOR IMMEDIATE RELEASE

248-802-6789

donnis@achconline.org

**The Alliance of Coalitions for Healthy Communities (ACHC) is offering
Communities Mobilizing for Change on Alcohol (CMCA)
to reduce underage drinking in Oakland County**

ACHC is beginning an evidence based program to mobilize Oakland County to reduce underage drinking. CMCA is a community organizing program that will provide an assessment of the factors that allow minors to have easy access to alcohol. From youth surveys across Oakland County, most youth say alcohol is easy or very easy to get. Too many youth in Oakland County drink alcohol and easy access is a major factor in creating this health, educational, social and legal problem.

Youth Leadership Institute will provide three intensive two-day trainings which will equip participants to implement CMCA. The trainings will be 9:00 a.m. – 3:00 p.m. March 23-24, May 18-19, and September 4-25. Participants are asked to attend all six days of the trainings. The Oakland County Sheriff's Office will host the trainings in March and May at the Training Room in the Sheriff's Office at 1200 N. Telegraph Rd., Bldg 38East in Pontiac Michigan. ACHC is still seeking a location for the training September 24-25, 2009.

ACHC is recruiting participants to assure that each sector of Oakland County is represented. Those interested in attending the trainings, and those who want more information, are asked to contact Dr. Donnis Reese, 248-802-6789. "Those who attend will create the movement to change policies, procedures and practices that allow underage drinking to rob our youth of all the potential opportunities they could have." states Reese, Executive Director of ACHC.

During the intensive trainings participants will learn

- About the CMCA 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

More information is available on the ACHC website: www.achconline.org.