**Sample Media Release Template: *CANS***

**Contact:** (list name, email & phone number of a contact person)

**Youth Survey Local Stores**

(City/community name) The \_\_\_\_\_\_ (coalition or group name) finds local stores in our area \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (make a general statement based on your local CANS results). This is based on information the group collected while conducting a Community Assessment of Neighborhood Stores (CANS).

Over the past several weeks, the youth involved with \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name of group) have been surveying stores as part of the statewide effort to prevent underage alcohol use. In \_\_\_\_\_\_\_\_ (city/community) there are \_\_\_ retailers that sell alcohol. Of the \_\_\_ that were surveyed, we found that:

(list 3 items that your group found most interesting from your surveys)

* \_\_ out of \_\_ stores \_\_\_\_\_\_\_\_\_\_\_\_\_
* Only \_\_\_ stores included \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_ of the stores placed toys next to ads for alcohol

(example)

* 8 out of 10 stores surveyed included alcohol advertising on the outside of the store;
* only 2 of 10 stores included family-friendly advertising on the outside of the store
* 4 of the stores placed toys next to ads for alcohol

(The above items could also be listed as a percentage.  
So “8 out of 10 stores surveyed” could be listed as “80% of stores surveyed”

“We know that alcohol advertising encourage youth to drink” (said group/coalition spokesperson). “A [2006 study](http://www.camy.org/factsheets/sheets/Alcohol_Advertising_and_Youth.html) found that the more alcohol ads young people see, the more likely they are to drink. Visiting these stores gives us much needed information about our community and what we can do to supporting youth in making healthy choices and avoiding alcohol.”

The stores were surveyed as part of a statewide campaign to engage adults and youth in taking action to reduce underage drinking. The campaign, entitled **Let’s Draw the Line Between Youth and Alcohol** is sponsored by the [Washington State Coalition to Reduce Underage Drinking](http://www.starttalkingnow.org). The CANS is a simple, two-page form that community groups can use to gauge the availability of and marketing of alcohol and tobacco at local stores. The form also collects information about the healthy foods.

(Quote from youth participant. Example:)   
“I was surprised by the amount of alcohol advertising we saw. Especially when it was right next to the candy my younger sister likes.”

(Additional quote from group/coalition spokesperson. Example:)   
 “We’re drawing the line because alcohol is especially harmful to the still-developing teen brain” said (spokesperson). “Teens who drink are more likely to experience school failure, assaults, unprotected sex, alcohol poisoning and car crashes. They are also more likely to develop alcohol problems, compared to those who wait until they are 21 to drink.”

For more information about the Let’s Draw the Line campaign, email [LDTL@dshs.wa.gov](mailto:LDTL@dshs.wa.gov). For questions about the CANS survey, contact Paul Davis at [Paul.Davis@doh.wa.gov](mailto:Paul.Davis@doh.wa.gov). Information and tips for parents for preventing underage drinking can be found at [www.StartTalkingNow.org](http://www.StartTalkingNow.org).

For information about joining the \_\_\_\_\_\_\_\_\_\_\_ group/coalition, contact\_\_\_\_\_\_\_\_\_\_.

(Insert additional information about your coalition/group).