



# Board of Commissioners of Cook County

118 North Clark Street  
Chicago, IL

## Legislation Text

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**File #:** 17-5802, **Version:** 1

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### PROPOSED RESOLUTION

#### **IN “WE DON’T SERVE TEENS,” AN INITIATIVE BY THE FEDERAL TRADE COMMISSION, CONSTELLATION BRANDS BEER DIVISION, AND COOK COUNTY BEER DISTRIBUTORS AND RETAILERS TO ENLIST PARENTS AND OTHER ADULTS TO FIGHT UNDERAGE DRINKING**

**WHEREAS**, Cook County is home to many of the top middle schools, high schools, colleges, and universities in the United States, and during September thousands of students are beginning the fall semester with enthusiasm and great hope to advance in their studies;

**WHEREAS**, for several years, Cook County has recognized the Federal Trade Commission’s “We Don’t Serve Teens” consumer education campaign as a valuable resource to raise awareness among parents, educators, and other adults that furnishing alcohol to minors is illegal and that common-sense measures can further reduce illegal underage drinking and the dangers caused by underage drinking to teens themselves and to the general public; and

**WHEREAS**, the federal Substance Abuse and Mental Health Services Administration (SAMHSA) indicates that progress has continued for more than a decade in reducing underage drinking, but it remains a serious public health problem for adolescents and young adults; and

**WHEREAS**, underage drinking is illegal and persons under the age of 21 are subject to arrest, fines, and criminal records for possession of alcohol beverages or driving after consumption of a single drink; and

**WHEREAS**, a substantial proportion of college students are under the age of 21 and face significantly higher risks than their non-college peers of injury or death from assault, car crashes, and other accidents after illegally consuming alcohol; and

**WHEREAS**, the University of Illinois Youth Survey clearly indicates the importance that family members can play in reducing young adolescents’ access to alcohol and the associated risks of injury and the early onset of serious health problems; and

**WHEREAS**; the guidance from the National Institute on Alcohol and Alcoholism stresses the roles that parents can play in shaping young people’s attitudes toward drinking by talking about the dangers of drinking, serving as positive role models in general, not making alcohol available, and communicating with their children; and

**WHEREAS**, the consequences of illegal underage drinking are often tragic, and all of these hazards are preventable with a sincere commitment of parents, guardians, and concerned citizens to remain involved in the lives of their younger family members, friends and neighbors; and

**WHEREAS**, We Don’t Serve Teens provides concerned adults and teens with useful information on the dangers of underage drinking, the manner in which most teens procure alcohol, the costs of violating the law, and strategies to overcome peer pressure and other negative influences; and

**WHEREAS**, We Don’t Serve Teens information is available at a web site established by the Federal Trade Commission, [www.dontserveteens.gov](http://www.dontserveteens.gov); and the information will be publicized by Cook County-based Constellation Brands Beer Division on billboards, digital ads, bus shelter posters, and at retailers during the month of September; and

**NOW, THEREFORE, BE IT RESOLVED**, Cook County commends the Federal Trade Commission for its efforts to protect our teens and the general public and endorses the basic message: Don't serve alcohol to teens; it's unsafe, illegal, and irresponsible; and

**BE IT FURTHER RESOLVED**, that Cook County calls upon all licensed alcohol beverage retailers to actively participate in We Don't Serve Teens outreach efforts to their customers; and

**BE IT FURTHER RESOLVED**, Cook County commends Constellation Brands Beer Division, Cook County beer distributors, and Cook County alcohol beverage retailers for their many years of sustained support for We Don't Serve Teens; and

**BE IT FURTHER RESOLVED**, the Cook County calls upon all parents, civic leaders, and other adults involved in the lives of teens to post the We Don't Serve Teens logo on their social network pages and to utilize the information available from this initiative to increase awareness of the measures they can take to further reduce underage drinking in Cook County.