

The Montcalm Coalition to Prevent Underage Drinking Vision, Mission and Goals:

Vision:

The Montcalm County rates of traffic accidents and other destructive behaviors relating to underage drinking are the lowest in the State of Michigan.

Mission:

MCPUD is committed to organizing and focusing resources to lower the use of alcohol and related consequences linked to underage youth in the community.

Goals:

The following goals were developed as a result of a county wide summit on underage drinking held in November of 2007. Over 150 people participated in developing these goals. Additional focus groups with youth have reinforced these as the focus to be used in addressing underage drinking in Montcalm County. Further explanation of these goals is available by contacting MCPUD at info@mcpud.org or at 989-831-4591.

GOAL 1 – AWARENESS & EDUCATION

Develop awareness activities and educational opportunities for communities, parents, and students.

GOAL 2 – COMMUNITY COMMITMENT

Obtain a commitment to reduce underage drinking from different Montcalm communities and stakeholders.

GOAL 3 – LIMIT ACCESS

Promote business practices focused on limiting the ability of youth to obtain alcohol.

GOAL 4 – FUN & HEALTHY ACTIVITIES

Assure consistent and equitable enforcement that includes increased public awareness of those supplying alcohol.

GOAL 5 – POSITIVE SUPPORT SYSTEMS

Support and develop networks and activities promoting healthy role models and positive choices.

GOAL 6 – ENFORCEMENT EMPHASIS

Assure consistent and equitable enforcement that includes increased public awareness of those supplying alcohol.