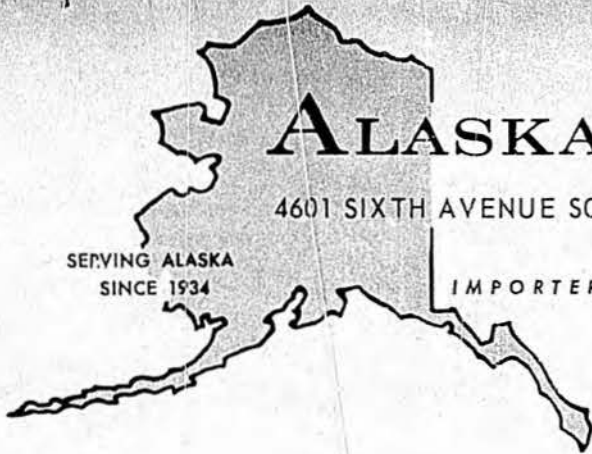


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IMPORTERS AND WHOLESALERS OF LIQUORS, WINES AND BEERS

September 27, 1977

Senator Mike Colletta
P. O. Box 3188
Anchorage, Alaska 99501

Dear Mike:

Enclosed with this letter you will find the response to my inquiry of the Junior League of Spokane, Washington. As a company, Alaska Distributors Co., would be more than willing to participate in the sponsorship of a program such as this in the Anchorage and/or Fairbanks area. The critical support, of course, must come from an organization such as the Junior League in order to make the program work.

Please let me know if I can be of any further service to you in this matter.

Very truly yours,

ALASKA DISTRIBUTORS CO.

Richard Loeb

RL:ia
Enc.

THE JUNIOR LEAGUE OF SPOKANE

DAVENPORT HOTEL
SPOKANE, WASHINGTON 99210

6 September 1977

Mr. Richard Loeb
Alaska Distributors Co.
4601 Sixth Avenue South
Seattle, Washington 98108

Dear Mr. Loeb:

Mrs. Jane Hedequist, our last year's chairman of the Alcohol Education and Awareness Project, forwarded your letter on to me this week.

Our project is as its name suggests -- one of education thereby raising the community awareness of the drug, ethel alcohol. This is provided by my committee of 24 Junior League and community volunteers involved in team speaking engagements at the Junior High school level. Our presentation covers drug alcohol education, discussion of the disease directly resulting from alcohol, and a wrap-up of the presentation with a values clarification session. Each session is presented on separate days, preferably in succession, and one evening of the three is a capsule presentation to the parents of the children.

We are not campaigning for moderation in drinking. We neither endorse nor oppose the use of alcoholic beverages -- rather are concerned that the children and parents we talk to become adequately informed about the drug and better able to choose. Ideally, moderation and responsibility result if the choice is to drink.

The above format of our project is new this year and is just getting under way. The projections are just that -- projections. Yet with the tremendous talents and enthusiasm of these women, I have no doubt each and every one will grow with each presentation made. I've enclosed a copy of "How To Be A Good Host" and our P.R. brochure produced by Whitworth College. Hope they may be of interest to you.

Thank you again for your interest and time in writing to us concerning our Alcohol Education & Awareness project.

Sincerely,

Bridget A. Carstens

BRIDGET A. CARSTENS, Chairman
Alcohol Education & Awareness Project
Junior League of Spokane

A Pioneering Community-Schools Program

Alcohol Education & Awareness



TODAY'S KIDS DON'T DRINK.
Sorry, but the generation gap is greatly exaggerated.
The kids' favorite drug is the same as their parents'
favorite: alcohol.

Sponsored by
THE JUNIOR LEAGUE OF SPOKANE
with Whitworth College

From Caves to Commercials

Drawings of prehistoric cave dwellers don't depict anything resembling today's glamorized commercials for alcoholic beverage consumption, but they do make it clear that our ancient forebearers knew more than a smidgen about drinking alcohol.

Even a gigantic leap through history to the time of our Puritan ancestors reveals that these austere venturers to the New World carried as their ration across the Atlantic some 14 tons of water, 42 tons of beer, and 10,000 gallons of wine.

And nearly 500 years later an organization of socially active women who promote educational and charitable causes in Spokane, Washington, suddenly start poking around with an alcohol education project.

As it happens, their interest had absolutely nothing to do with a desire to revive the prohibition era and even less to do with moralizing one way or the other about "drinking."

Junior League Study of Alcohol

Rather, the program begun in 1975 by the Junior League of Spokane was centered in a concern that people of all ages seem to know so little about such a powerful and pervasive drug. They began by reviewing what kinds of alcohol education exist on the local, state and national levels.

They learned that the nation that spends more than \$17 billion annually to buy alcoholic beverages, and in excess of an additional \$25 billion due to problem drinking and alcoholism, does practically nothing to promote general adult or youth awareness of alcohol abuse.

Consultants and Advisors

The next step was to retain consultants Jay Cross and Carolyn Meiding, formerly with the Rutgers University Center of Alcohol Studies and now with decision study group of Science Management Corporation. They provided study materials to the Junior League and helped the group decide how its concern might most effectively be converted to action.

Junior League officials involved private and public schools, local and state agencies, and the business sector in an initial study of what might be done.

The Spokane Community Alcohol Center played an especially important role — advising and contributing staff assistance. Others who encouraged the Junior League through services and cooperation include the Spokane County Medical Society, Spokane County Bar Association, Joey August Distributors, Spokane area private and public schools, State of Washington Department of Social and Health Services, the Western Area Alcohol Education and Training Program, and Distilled Spirits Council of the United States (DISCUS), Washington, D.C.

Alcohol Education Goals

After appraising both available resources and the need, the Junior League established two goals:

To train volunteers to work with community groups, and *to train teachers*.

The Junior League recruited 16 adult volunteers to undergo a training program which probed the

physiological, psychological, historical and cross-cultural dynamics of alcoholic beverage consumption. Extensive reading, visits to local alcohol treatment centers, and interacting with guest speakers were important components of their experience.

Speaker's Bureau and Courses for Teachers

A speaker's bureau was formed to reach out into the community with attractive education and awareness materials and to communicate the Junior League's interest in working with the schools, service clubs, professional groups, churches, and others in the area who might support a broad-based alcohol education effort. The speaker's bureau has been well received and continues to respond to requests.

In the fall of 1975 Whitworth College agreed to develop an alcohol education course for classroom teachers. Forty professionals were awarded scholarships by the Junior League to enroll in the new course. Grades 1-12, public and private schools, and teachers in English, social studies, health, and physical education, plus counselors, were represented.

The class, offered for academic credit, focused on prevention of alcohol abuse — especially on responsible decision-making which grows out of a full understanding of the reasons for imbibing, the alternatives to consumption, and the potential consequences. Value clarification approaches were explored. Teachers developed curriculum materials and teaching strategies to be used in each grade level from first grade through high school.

What Participants Say

Both teachers and the volunteer training group responded enthusiastically to the Junior League program. Some typical written evaluations:

— "... very worthwhile. I feel we can begin to teach and seriously make an impression."

— "I have really changed my way of looking at alcohol and how it could be approached in an elementary classroom."

— "I'm going into my classroom excited. . . . I feel good about teaching and searching for more data."

— "This definitely did give awareness and a cultural knowledge. It is a beginning."

The Results

Junior League and Whitworth College officials echo the view of those volunteers and teachers who believe the program has made an impressive and auspicious beginning.

The attempt to link education in the schools with a coordinated program of community level education aimed particularly at parents has been successful. Just as promising is the cooperative spirit between an institution of higher learning and an active community social organization.

The Junior League has found little resistance to the aim of improving alcohol awareness to the point that, regardless of age, *the choice to drink or not is based on factual information rather than ignorance.*

Alcohol Education: The Next Steps

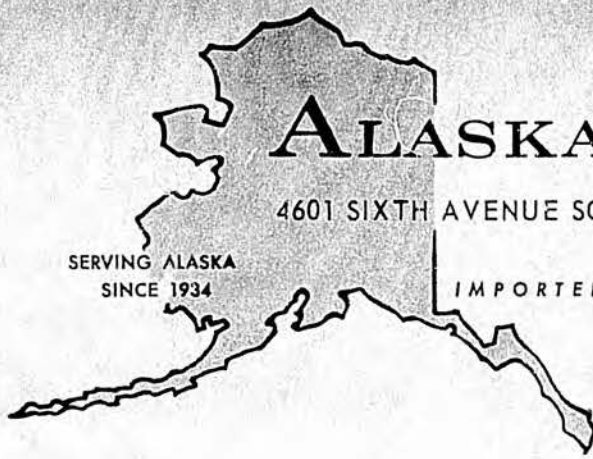
Because of the initial response and the tremendous need, the pioneering effort is continuing into a new phase. Whitworth College will continue to offer the teacher course and is interested in establishing a Center for Alcohol Education which might be a focal point for the development of alcohol education programs and materials.

The Junior League is moving into a cycle of training new adult volunteers and plans to seek funds in the community to provide even more scholarships for teachers.

For Information

If you would like to attend an *alcohol awareness course for teachers*, contact Dr. Tom Savage, Whitworth College, Spokane, WA 99251.

For information about investing in a *scholarship* for the alcohol awareness course or to request a *speaker's bureau* program, call or write The Junior League of Spokane, The Davenport Hotel, W. 807 Sprague, Spokane, WA 99201 (624-6602).



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IMPORTERS AND WHOLESALERS OF LIQUORS, WINES AND BEERS

September 7, 1977

Senator Mike Colletta
P.O. Box 3188
Anchorage, Alaska 99501

Dear Mike:

After talking with you, I was able to find out a little more information with regard to what is going on in Eastern Washington. The Moderation in Alcoholism program is being carried out by the Junior League of Spokane and I have written to a Mrs. Jane Headquist for information on their program. According to Maury Druhl, who was able to get some information for me, they are cooperating with Whitworth College. I will pass on to you whatever I receive from Mrs. Headquist as soon as it arrives in Seattle.

Very truly yours,

ALASKA DISTRIBUTORS CO.

Richard Loeb

RL:cd