

April 19, 2007

«Agency»  
«Title\_Dept»  
«Address1»  
«Address1line2»  
«City1» «State1» «Zip1»

Dear «Prefix» «Last\_Name»,

As a valuable member of the community, we invite you to join us for **The Plunge II: Uniting Communities and Health Care to Tackle Underage Drinking on Thursday, May 24, 2007**. Come learn about the problem, its causes and consequences and how we can formulate solutions that protect our youth and improve our community.

Marshfield youth have ready access to alcohol, a problem that affects our community in many ways. Youth [Underage] alcohol use costs \$2,000 per year, per child, in Wisconsin in the form of vehicle crashes, violent crimes, burns, drowning and suicide.<sup>1</sup>

In a recent survey of Marshfield High School tenth graders, nearly 44 percent of Marshfield youth surveyed reported drinking in the 30 days prior to the survey.<sup>2</sup> In addition, 30 percent of youth reported binge drinking (five or more drinks in a row within a couple of hours). Only four percent of these youth reported getting alcohol from a store, restaurant, bar or a public event. Adults are providing alcohol to Marshfield youth. *Together we can unite to keep alcohol out of the hands of our youth!*

The day will begin with registration from 8:30-9:00 a.m. at the Wisconsin Army National Guard in Marshfield (new Armory) located at 319 West 29<sup>th</sup> Street near the Marshfield Airport. Presentations will begin promptly at 9:00 a.m. We will travel through the community by charter bus (lunch provided) and return to the Wisconsin National Guard by 4:00 p.m. Presentations for the day will include:

- Local young adults who were heavy alcohol users in high school
- A family impacted by an underage drunk driver
- Health risks associated with underage drinking
- Marshfield underage drinking DUI's and what constitutes a drink, as well as what youth are drinking now
- Solutions panel highlighting current community initiatives and future commitments

The Marshfield Area Coalition for Youth is sponsoring this event in collaboration with Marshfield Clinic Center for Community Outreach. **For more information and to reserve your seat, please call the Center for Community Outreach at 715-221-8400. RSVP by May 4, 2007. Note: If any special accommodations are needed, please let us know when you RSVP.**

Sincerely,

Marshfield Area Coalition for Youth Member

<sup>1</sup> Pacific Institute of Research and Evaluation, 2003  
<sup>2</sup> Youth Risk Behavior Survey, 2006

*Sample plunge invitation courtesy of Marshfield Area Coalition for Youth, Marshfield, WI, Northwoods Coalition member*