



MCRUD AGREEMENT

MCRUD is the Michigan Coalition to Reduce Underage Drinking. The mission of the Michigan Coalition to Reduce Underage Drinking is to provide leadership on state and national issues and to assist individuals, grassroots groups, and organizations to reduce underage drinking locally. Our primary mission is to assist you at the local level with the issues you have identified. Any work done at a larger level, state-wide or nationally, is done to support local grassroots efforts.

To fulfill our mission, MCRUD uses various approaches which are appropriate based on the community's make-up and needs. We do not have a one-size-fits-all-communities approach or a specific "program" which we use everywhere. However, as a member of MCRUD, it is essential that the ideas and strategies utilized to reduce excessive and underage drinking are based on sound public health and evidence-based research.

The Community Guide is a collection of evidence-based findings gathered by the Community Preventive Services Task Force¹. It is an intervention based resource to help State, local, and community organizations select evidence-based methods to improve health and prevent disease. Excessive alcohol consumption strategies include:

1. Electronic Screening and Brief Interventions
2. Privatization of Retail Alcohol Sales
3. Responsible Beverage Service Training
4. Dram Shop Liability
5. Over-service Law Enforcement Initiatives
6. Maintaining Limits on Days of Sales
7. Maintaining Limits on Hours of Sales
8. Increasing Alcohol Taxes
9. Regulation of Alcohol Outlet Density
10. Enhanced Enforcement of Laws Prohibiting Sales to Minors

Additional resources include: Alcohol: No Ordinary Commodity: Research and Public Policy, 2nd Edition (2010), The World Health Organization's Global Status Report on Alcohol and Health (2014) and The US Surgeon General's Report on Alcohol, Drugs, and Health (2016)

The MCRUD Agreement is a statement of the Michigan Coalition to Reduce Underage Drinking outlining the factors we believe contribute to underage drinking and the measures we believe must be undertaken to address this problem. Persons and organizations, who affiliate with MCRUD, share this point of view and are committed to carrying out the suggested strategies to the extent they can.

Please join us! Complete the attached application and become a partner with us.

If you have a question about how MCRUD is operated, what MCRUD does, or any other questions, please contact MCRUD Coordinator Mike Tobias at 800-968-4968 or miket@preventionnetwork.org or by visiting the website at www.preventionnetwork.org

¹ The Community Guide. About the community guide at <https://www.thecommunityguide.org/about/about-community-guide>.

MCRUD AGREEMENT SIGN ON FORM

ORGANIZATION: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY& STATE: _____ ZIP _____

PHONE: (____) _____ E-MAIL: _____

We support the MCRUD Agreement and are committed to carrying out its suggested strategies to the extent we can.

signature	date	role in organization
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You may include our organization on a list of MCRUD supporters Do not list our organization

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Our organization is primarily: adults youth college students a mixture

Our organization is mostly: volunteers professionals a mixture

We consider our organization: community based school based college based faith based parent group

youth group coalition business/workplace ATOD prevention provider health or human service

Other (specify): _____

Our organization operates with: full time paid staff part time paid staff no staff
(Check all that apply) volunteer staff an office no office

Our organization is already involved in underage drinking prevention. Our activities are:

Technical assistance from Prevention Network staff for:

Understanding the MCRUD Agreement and/ or using it to raise community awareness. Ideas

for underage drinking prevention activity.

Involving youth, parents, schools, campuses, or other community sectors in our prevention work.

What specific sector(s): _____

Working with law enforcement and courts

Working with media

Other (please explain):