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Tips for Jerks – Project Ideas

Safe Homes

A great place to start keeping alcohol away from kids is at home. We often don't realize how accessible alcohol is to our children and their friends. There are simple steps that can be taken to ensure that only adults have access to alcohol. Locking liquor cabinets and keeping the beer cooler in plain sight of adults at parties are just a couple of ways of keeping kids safe.

Safe Stores

Along with safe homes, we need to encourage merchants to have safe stores. By maintaining positive interactions with those who sell alcohol, we can help keep our kids safe and protect stores, bars and restaurants from the harms of underage drinking. Several Be A Jerk projects include store and restaurant owners and managers pledging they will do everything they can to keep alcohol out of the hands of minors by:

- Attending alcohol server trainings.
- Posting signs regarding ID checking.
- Teaching new employees about State law and store/restaurant alcohol policies.

Responsible Beverage Training for Clerks and Servers of Alcohol

Working with law enforcement and the Honolulu Liquor Commission, community members may offer to assist in helping retailers to identify underage patrons, to understand what their liability is in terms of underage drinking and to develop strategies to prevent underage drinking.

Operation Sticker Shock

In several communities, both teen and adult volunteers have worked with participating stores to place stickers on alcohol products encouraging adults NOT to buy or give alcohol to minors.

Compliance Checks

Individuals and community groups can be strong advocates for the Honolulu Police Department regarding the enforcement of current laws addressing underage drinking. Alcohol compliance checks (sting operations) have been used to ensure that alcohol retailers in our community comply with the law by checking ID's and taking every precaution to keep alcohol away from minors.

Publicizing Community Efforts

Programs and events supporting kids who don't drink happen in our community every day. Letting the media know about these events and that our community does not accept underage drinking in any way will help to change the perception that teens drinking is "normal."

Awareness Project

When tragedy strikes because of underage drinking there tends to be a lot of press coverage. However, most people aren't aware of the numerous "near miss" events. One community is gathering information on these "near misses" to help raise public awareness of the scope of the problem.

Physical Design Projects

Changing the environment where we live in is a great way to impact underage drinking rates. An example of a project can be to clear an area of brush and bushes to eliminate secluded places where young people can gather and drink alcohol. Another example of a physical design project is to identify and illuminate places in the community that have poor lighting giving kids a place to drink at night, out of adult sight.