

Take us out to the ball game!

The Ingham Substance Abuse Prevention (ISAP) Coalition in Lansing, Michigan has come up with a unique way to use The Domino Strategy for responsible alcohol use. They have collaborated with their Class A minor league baseball team, the Lansing Lugnuts to promote healthy and responsible use of alcohol by adults and to reduce access to alcohol for underage youth and young adults. The Lansing Lugnuts are part of the Class A Midwest Minor League baseball team and affiliated with the Toronto Blue Jays.

Sara Lurie, Prevention Services Supervisor states, “We first contacted the Lugnuts and inquired about their alcohol policies and procedures. And then we met with the General Manager and discussed how we could work together on how things might be done differently.”

As a result, the ISAP purchased materials from FACE which included, the Domino Public Service Announcements, brochures and key cards. The PSAs will air at each home game with one pre-game message and one rotation during the game.

“Because the PSAs are humorous, yet deliver a safe drinking message, they are a perfect fit for the fun atmosphere of Minor League baseball games,” says Sara.

An Alcohol Awareness Day Event is being planned at the stadium and may include a pre-game ceremony; youth contest award winners and informational tables. The ISAP will also run press releases announcing the adoption of The Domino Strategy to reinforce the message of responsible drinking at the stadium.

As part of a comprehensive program, the ISAP is also working with stadium management to strengthen compliance checks and server training.

There are over 200 Class A Minor League Baseball teams in the United States. This represents a great opportunity to reach thousands of people with a safe drinking message.

The Domino Strategy for responsible alcohol use is a comprehensive program, yet easy-to-use. It includes a variety of media explaining the 0-1-2 low-risk consumption guidelines, the definition of a standard drink, details on who should not drink alcohol and circumstances where people should not drink, the caloric content of alcoholic beverages and the “domino effect” of outcomes that can occur from drinking too much.

For more information on **The Domino Strategy for responsible alcohol use** and to view The Domino Strategy PSAs, go to www.dominostategy.org or call FACE directly at 1-888-822-3223.