



History

ALoud was established in Dallas, Texas, in 1999 by then Dallas Police Chief Ben Click, and Paul Coggins, former U.S. Attorney for the Northern District of Texas. They organized a community response after a large group of high school students were arrested at a Deep Ellum warehouse beer party. Founding members were a group of concerned citizens who were motivated to change the social norm regarding underage alcohol consumption.

Overview

ALoud is a community coalition comprised of representatives from the medical field, private industry, recreational programs, law enforcement, faith-based community, youth, families, senior citizens, youth services, government, universities and social services. More than 200 coalition members representing more than 25 different North Texas cities come together to utilize research-based, proven environmental strategies in the collective quest to reduce the incidence and impact of underage drinking. A significant goal of the environmental strategies is to increase community awareness of the problems associated with underage drinking, decrease community tolerance of underage drinking, decrease the availability of alcohol to youth, and ultimately, decrease drinking and its consequences among young people.

Successes

The community can be changed when multiple strategies over multiples sectors are utilized. For example:

- **Policy**
 - **North Texas Regional Policy Forum** - The Forum focuses on prevention of youth substance abuse, with an emphasis on underage drinking prevention. The Forum seeks to educate a complete cross section of community members on the latest youth substance abuse trends, empower attendees with tools and skills for advocating to protect our youth, and strategize ways that together we will use to create positive change in Texas at both the North Texas area and state levels.
 - **Ordinances** – Highland Park passes the Child Supervision Ordinance that requires parents to monitor underage parties hosted by teens. ALoud supports the process in Highland Park and serves as a consultant and ally for other communities who have since passed similar ordinances.
 - **School Districts** – *Life of an Athlete* program brought to North Texas community by ALoud and result in numerous schools proposing implementation of new student and athlete codes of conduct regarding violations (including alcohol).
- **Collaboration**
 - ALoud collaborates on numerous community initiatives including the **BuzzFree PROMises Dress Giveaway** and the **National Youth Service Day**. The BuzzFree PROMises Dress Giveaway is for junior and senior girls in economic hardship in Carrollton/Farmers Branch ISD, Dallas ISD, Desoto ISD Garland ISD, Mesquite ISD, Quinlan ISD and Richardson ISD. These students are in good standing with their school (attendance, grades and citizenship), sign a pledge to be alcohol and other-drug free on prom night, and then attend the half-day event where they are treated to a variety of workshops and a free prom dress of their choosing. Additional school districts are expected to participate in years to come.
- **Education**
 - **“Family First” Town Hall Meeting** - “Underage Drinking” televised by WFAA/ABC and attended by 800 people.
 - **Media Awareness Campaigns...** **“Those Who Host, Lose the Most” Region-Wide Media Campaign** – an annual awareness campaign in collaboration with other regional coalitions to address adults who provide alcohol to minors. The campaign activities kick-off with a regional press conference; previous speakers include then Dallas Mayor Laura Miller, Ft. Worth Mayor Mike Moncrief, Dallas Police Chief David Kunkle, Ft. Worth Police Chief Ralph Mendoza, TABC, Texas PTA, Methodist Hospital’s Medical director and more. A variety of activities follow in each of the coalitions’ communities.
 - **Speakers Bureau** - ALoud members have made anti-drug education and prevention presentations to *more than 15,000 students, parents and community members* over the last three years during the traditionally recognized Red Ribbon Week and throughout the year.
- **Enforcement**
 - **Controlled Party Dispersal Trainings & Fake ID Training** – ALoud has sponsored and facilitated four different CPD Trainings and an 8 hour Fake ID Training. More than 400 law enforcement officials from 55 local and state agencies have attended. Most report immediate implementation of new policies and procedures as a result of the trainings.
 - **Stings & Responsible Beverage Service Campaign** – ALoud continues to participate in sting operations with the Dallas Police Department, TABC and other area cities who implement stings. ALoud follows up with stores by implementing a Responsible Beverage Service Campaign. And the affect...compliance rates have gone 65% to 84% to 96%.

Reducing the incidence and impact of underage drinking through increased community involvement.

214.522.8600 ~ www.aloud-dfw.org ~ Coalition members and key collaborators listed on back

ALoud Coalition Members/Key Collaborators:

- Bee Services, Inc.
- Buzz Free
- C.A.R.E.
- Carrollton Police Department
- City of Carrollton
- City of Dallas
- City of Dallas Parks & Recreation
- City of Dallas Youth Development
- City of Rowlett
- Communities in Schools
- Contact Crisis Line
- Corsicana ISD
- Counseling Institute of Texas
- Dallas Challenge
- Dallas County Commissioners
- Dallas County District Attorney
- Dallas County DWI Task Force
- Dallas County Juvenile Department
- Dallas Fire-Rescue Department
- Dallas ISD
- Dallas ISD Safe & Drug-Free Schools
- Dallas Police Department
- DeSoto Police Department
- Dignity Memorial Funeral Providers
- Drug Enforcement Agency
- Drug Prevention Resources, Inc.
- Duncanville Police Department
- FBI
- Fellowship Bible Church Dallas
- First Presbyterian Church, Mesquite
- Garland ISD
- Garland ISD LIGHT Counselors
- Garland Police Department
- The Gordy Foundation
- Granado Communication Group
- Grand Prairie ISD
- Grand Prairie Police Department
- Greater Dallas Council on Alcohol & Drug Abuse
- Green Oaks Hospital
- Highland Park ISD
- Highland Park Dept. of Public Safety
- Hill Associates
- IMPACT Communities
- Jones 2000 & Beyond
- Just Say Yes
- Lake Highlands Presbyterian Church
- MADD – North Texas Affiliate
- McKinney ISD
- Mesquite ISD
- Mesquite ISD Council of PTA' s
- Mosaic Family Services
- National Highway Traffic Safety Administration
- Nexus Recovery Center
- North Texas Higher Education Consortium
- Parkland Health and Hospital System
- paxUnited
- Pearce High School
- Prevention Resource Center – Region 3
- Proverbs 31, NFP
- Rainbow Days
- Region 10 Education Service Center
- Richardson ISD
- Richardson Police Department
- Rockwall ISD
- Rockwall County Juvenile Services
- Rowlett Municipal Court
- SMU Center for Alcohol & Drug Prevention
- SMU Police Department
- St. Luke's United Methodist Church
- Solutions 2 Changing Lives
- Tarrant County Challenge
- Team Ft. Collins
- Teen Contact
- Texans Standing Tall
- Texas Alcoholic Beverage Commission
- Texas Department of Transportation
- Texas Municipal Police Association
- Texas Partners in Prevention
- Texas PTA
- Texas Substance Abuse Prevention Coalition
- Texcan Sports Consulting
- The Stewpot
- Thomas Jefferson High School
- University Park Police Department
- West Dallas Community Coalition
- WT White High School
- YMCA of Metropolitan Dallas
- Youth Conversion, Inc.
- Youth Service Providers Network