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### **SUPER BOWL -POSITIVE STICKER SHOCK CAMPAIGN**

**Flemington, NJ** – Prevention Resources, Inc., the Partnership For Health Drug-Free Taskforce, Positive YOUTH, and One Voice of Hunterdon, Inc. have partnered with local restaurants on a Positive Sticker Shock Campaign. This campaign aims to reach adults and provide conversation starters with teens. When it comes to prevention, teens are often overloaded with information about the harms of substances like alcohol, marijuana, and vaping. This social norm campaign highlights that most teens in Hunterdon County do not drink, smoke, or vape. Stickers provide local statistics from the countywide PRIDE school survey data about what teens are not doing when it comes to alcohol, marijuana, and vaping.

In advance of Super Bowl weekend (February 1-7) local restaurants will be posting stickers on pizza boxes and take-out containers frequently seen by adults and teens. One message reads, “Approximately 80% of Hunterdon County High School Students Have NOT Consumed Alcohol in the Past 30 Days. Make Sure Your Teen is One of Them.” In addition to the opportunity for conversation, there is also a QR code on the sticker which brings people to Prevention Resource’s website for more information and a chance to win a gift card to one of the partnering restaurants.

This project represents a partnership between youth, retailers, concerned parents, community members, and prevention professionals with the goal of education and public awareness. Collaborating with responsible business owners brings value to our community and helps to keep our youth safe and drug-free. Thank you to the following restaurants for participating in the Super Bowl - Positive Sticker Shock campaign:

Al Frescos -Flemington  
Di Molas Pizza -Clinton  
Dominick’s Pizza -Clinton  
Frank’s Pizza -Clinton  
Harper’s Table -Clinton  
Jack’s Pizza -Flemington  
Jersey Mike’s -Clinton  
Maria Rosas -Sergeantsville  
Marinelli’s Pizza -Flemington  
Sorella’s Pizza and Pasta-Whitehouse  
Zen Bowls at HealthQuest -Flemington



For more information or to become involved in preventing youth substance misuse, please visit the Prevention Resources website [njprevent.com](http://njprevent.com) or the One Voice website [onevoicehc.com](http://onevoicehc.com). To get involved with One Voice please contact Program Director Peggy Dowd at [peggy@onevoicehc.com](mailto:peggy@onevoicehc.com).

[Prevention Resources is promoting health and wellness of individuals, families, and community through education, collaboration, advocacy and treatment.]

[One Voice of Hunterdon is a community coalition using collaboration with our faith communities to address social issues.]

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