

Keeping Alcohol Out of the Hands of Kids is TV Spot theme

The temptation to drink among teens is known to rise when school is out and summer is in full swing. It is also a fact that adults have the power to keep alcohol out of the hands of kids, and that is the theme of a new 30-second TV spot created by Tri-Town Community Action Agency's North Providence, Smithfield and Johnston Substance Abuse Prevention Coalitions.



The TV spot opens with a life guard saying she is not the only one that can save a life this summer. It features a parent, police officer, older sibling and liquor store owner, each of whom play a vital role in preventing access to alcohol by underage youth.

[Click here to watch the video](#)

The concept for the spot was developed by Barbara Dawson of Dawson Communications and produced by Jim Karpeichik of Ocean State Video. Funding was provided by a grant from the Substance Abuse Mental Health Services Administration through the RI Department of Behavioral Health, Developmental Disabilities and Hospitals and managed by the Tri-Town Community Action Agency and the Smithfield, North Providence and Johnston Coalitions.

To view the spot, which is running on WJAR Channel 10, click the link below.

[Tri-Town Community Action Agency Commercial](#)

For more information about Tri-Town Community Action Agency programs and services please call: 401-351-2750

Visit our website at
www.tri-town.org
Thank you.

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