

National City Alcohol, Tobacco and Other Drugs (ATOD) Task Force

Media Advisory

Stop the Mile of Bars from Developing Near Schools

Contact: Yenni Lamas Cell (619) 890-4687, Office (619) 472-4608

WHAT: The City Council of National City seeks to change existing Zoning Ordinance (Title 18), which would eliminate the existing restriction that limits any alcohol establishment to be within 660 feet from any public school. Community residents and professionals rally to stop the change, which would effect the very areas where alcohol is most dangerous- close to youth.

WHERE: **Sweetwater High School, Front of School
2900 Highland Ave National City**

WHEN: **Monday, September 15, 2003
10:30a.m.**

WHO: Dana Richardson, Paradise Valley Hospital
Frank Lopez, National City Alcohol Tobacco and Other Drugs Task Force
Maria Amon, Parent and Resident of National City
Nancy Garcia, Granger Junior High School Student
Dulce Rocha, Former Student of Sweetwater High
Alma Graham, National School District

WHY: 75% of National City is oversaturated with alcohol outlets according to the Alcoholic Beverage Control. Alcohol availability near schools creates problems and raises safety and security concerns for National City residents and students. Studies have shown that, one additional alcohol outlet in communities yield the following results:

- ◆ 3.4 additional assaults (Scribner, 1999)
- ◆ 2.7 additional motor vehicle accidents (Scribner, 1999)
- ◆ Increase violent crimes committed by youth (Alaniz/ Parker, 1998)
- ◆ More than 4 out of 5 respondents surveyed (83%) say they are concerned about underage drinking in San Diego County (IPS Poll, 2003)
- ◆ A recently released report by National Academies of Sciences calls for more measures to reduce underage drinking such as improved policies for detecting and stopping underage drinking parties. (NAS, 2003)

Visuals: **Over Saturation Map**, showing Alcohol Availability in National City
Call to Action Flyer asking residents to attend National City City Council Meeting on Tuesday, September 16, 2003 at 1243 National City Blvd. National City, CA. 91950 at 6pm