

<Date>

<Name>

<Title>

<Organization>

<Address 1>

<Address 2>

<City, State, ZIP>

Dear Prominent Community Leader,

As part of Alcohol Awareness Month activities, the Substance Abuse and Mental Health Services Administration (SAMHSA) is sponsoring a *Reach Out Now* National Teach-In during April 2009. This Teach-In is based upon a two-part set of *Reach Out Now* materials which will be sent to fifth- and sixth-grade classroom teachers throughout the Nation. These focus group-tested materials are designed specifically to foster a dialog among teachers, parents, and children on underage alcohol use.

SAMHSA's goal is to have *Reach Out Now* Teach-Ins in all U.S. States, Territories, and the District of Columbia. Because prevention of underage drinking is so important to the health of our children and our community, <name of your organization> is hosting one or more local Teach-Ins.

We now are inviting you to lead a Teach-In at <name of school> <during April ____, 2009>. We will provide you with a step-by-step lesson plan and talking points that you can use during the 30-minute presentation. We also will be coordinating media outreach and providing supplies, such as <give examples of what you plan to provide>. Experience has shown that *Reach Out Now* Teach-Ins led by prominent spokespersons such as yourself encourage broader use of these materials by youth, teachers, and parents. Prominent spokespersons also can draw increased media attention to the important public health issue of underage alcohol use. More information about the National Teach-In and samples of the *Reach Out Now* materials can be viewed at <http://www.toosmarttostart.samhsa/educators/teachin>.

If you would like to lead a Teach-In, please contact <name>, <title>, <name of your organization>, at <contact information> no later than <state your deadline>.

We look forward to hearing from you regarding your interest in helping to keep our children alcohol free.

Sincerely,

<Name>
<Title>
<Organization>

Enclosures