

# Press Release

## **The Johnson County Medical Society and Alliance present Think Don't Drink**

To encourage high school students to enjoy prom festivities  
without including alcohol in their celebration

**Iowa City, IA, April 15, 2009:**

The Johnson County Medical Society and Alliance are pleased to announce our **Think Don't Drink** public service project. Our goal is to encourage high school students to enjoy the festivities of prom without including alcohol in their celebration. This project is a collaboration between physicians and spouses, medical students and resident physician spouses, and the Coralville and Iowa City Police departments.

Local florists will insert Informational cards into prom flowers for the following dates:

Regina	April 18
Iowa City West High	May 2
Iowa City High	May 9

The National Highway Traffic Safety Administration nationwide tracking shows that an average of 5,202 teenagers are injured and 48 are killed in automobile crashes during a typical prom weekend. The Johnson County Medical Society and Alliance encourages teens to enjoy the prom without alcohol or drugs, buckle up, and pay attention behind the wheel.

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We encourage parents to talk with their teens about the consequences of drinking -- diminished judgment, becoming more uninhibited, nausea, vomiting, hangovers, irritability, and sleep disturbances. Drinking too much too rapidly can cause alcohol toxicity that leads to loss of consciousness and even death. Kids should never get into a car with a driver who has been drinking, even if it's their girlfriend or boyfriend. And finally, that drinking impairs judgment and may result in taking risks they might not usually take, or to put themselves in dangerous situations.

**The Johnson County Medical Society** is a professional association for Johnson County physicians. The JCMS is an affiliate of the Iowa Medical Society and American Medical Association and exists to advance medical science and promote fair medical laws and regulations in Iowa. JCMS also works to protect the health of Iowans through a variety of projects and activities at the county level. Johnson County Medical Society represents the physicians of Johnson County regardless of hospital affiliation or specialization. **The Johnson County Medical Society Alliance (JCMSA)** is a non-profit organization of physician spouses who live in Johnson County, united by a common interest in touching our community.

[www.johnsoncountymedical.org](http://www.johnsoncountymedical.org)

This project is proudly co-sponsored by the **AMA Alliance** through its Health Promotion Policy Grant in 2009. [www.amaalliance.org](http://www.amaalliance.org) Since 1922, the AMA Alliance has worked diligently to further the aims of the AMA through community programs, projects and services. We promote the good health of America and support the family of medicine. The AMA Alliance is a health advocacy network and the largest volunteer arm of the American Medical Association. We address several critical issues impacting the communities in which we live, such as violence, tobacco use, and assistance to the medically underserved. Through health promotion, the AMA Alliance serves as a vital link between families and the medical community by providing education and support.

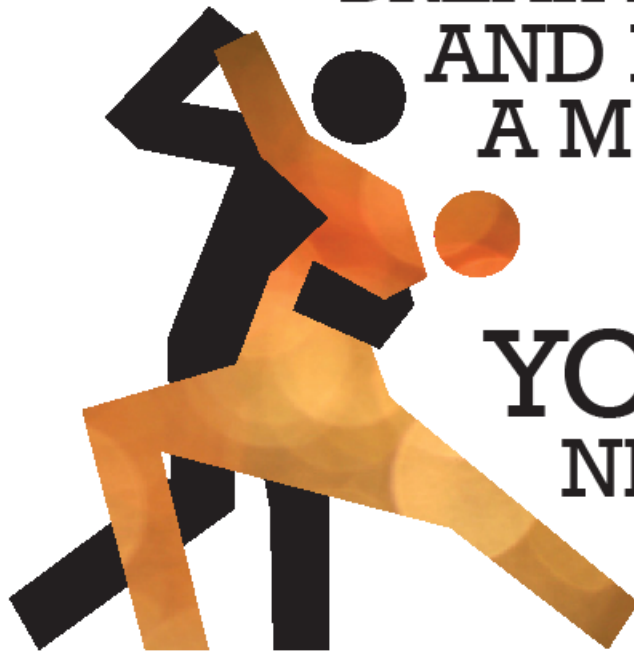
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Attachment: Think Don't Drink artwork

**BREAK FREE  
AND BUST  
A MOVE.**



**IT'S  
YOUR  
NIGHT  
TO**

**SHINE**  
**THINK, DON'T DRINK**

We care about your health.  
Have fun on prom night without including alcohol.

Sponsored by the Johnson County Medical Society and Alliance

Grant funds provided by the AMA Alliance