



# AGENDA REPORT

Mayor's Office

<b>DATE:</b>	April 28, 2026
<b>TO:</b>	Members of the City Council
<b>FROM:</b>	Mayor Martinez
<b>Subject:</b>	Proclamation recognizing April 2026 as Alcohol Awareness Month
<b>FINANCIAL IMPACT:</b>	There is no fiscal impact associated with this item.
<b>PREVIOUS COUNCIL ACTION:</b>	None.
<b>STATEMENT OF THE ISSUE:</b>	Alcohol Awareness Month is recognized nationally each April to increase public awareness and understanding of alcohol use, misuse, and its impact on individuals, families, and communities. In Richmond, recent data indicates that youth alcohol and substance use remains a concern, highlighting the need for continued prevention, education, and community support efforts.
<b>RECOMMENDED ACTION:</b>	PROCLAMATION recognizing April 2026 as Alcohol Awareness Month and encouraging community-wide efforts to promote education, prevention, and support services – Mayor's Office (Mayor Eduardo Martinez 510-620-6503).

## DISCUSSION:

Alcohol Awareness Month provides an opportunity for communities across the country to come together to raise awareness about the risks associated with alcohol use and to

promote prevention, education, and recovery resources. Alcohol remains one of the most commonly used substances among youth and continues to contribute to preventable health and safety issues.

Prevention efforts, including education, community engagement, and strong support systems, play a critical role in reducing youth substance use. Research shows that youth who have open conversations with parents, caregivers, and trusted adults about alcohol and drug use are significantly less likely to engage in risky behaviors.

For the City of Richmond, recognizing Alcohol Awareness Month is an opportunity to reaffirm the City's commitment to supporting youth, families, and community organizations working to prevent substance misuse and promote healthy, informed choices. It also serves as a reminder that addressing alcohol-related harm requires a collaborative effort across schools, families, public agencies, and community partners.

**DOCUMENTS ATTACHED:**

Attachment 1 – Alcohol Awareness Month Proclamation