

Parents are the #1 influence on kids.

The key reason kids give for not drinking is that they don't want to disappoint their parents.



You can reduce underage drinking by:

- > Setting clear rules about not drinking, and never giving alcohol to minors.
- > Not accepting alcohol use as a rite of passage to adulthood.
- > Helping teens deal with peer pressure.
- > Being a good role model by showing kids that people don't need alcohol to relax or celebrate.



The Washington State Coalition to Reduce Underage Drinking is a collaboration of state, local, and non-profit partners dedicated to reducing underage drinking.

What Washington is saying.

Why I want to draw the line between youth and alcohol:

“I want our generation to be the one that can say, “I didn't use alcohol in high school,” and inspire the next generation.

– Yakima teen

I have had alcoholism and drug addiction affect members of my family. It's the hardest thing I have ever lived through.

– Omak adult

Alcohol almost ruined my brother's life.

– Spanaway teen

I have witnessed the serious injuries and deaths caused by underage drinking.

– Omak parent in law enforcement

I want a bright, healthy future for me.

– Yakima teen



My name is Tyler, and in 9 years I'll be an alcoholic.

Kids who drink before age 15 are four times more likely to have alcohol problems when they are adults.



www.StartTalkingNow.org

Youth in Washington drink alcohol. That's a problem.

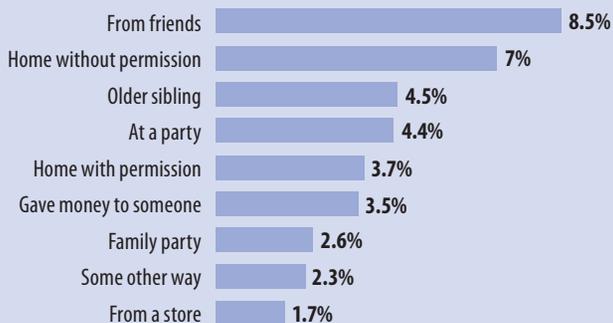
Percentage of students who drank alcohol in the past 30 days*

GRADE 8	12%
GRADE 10	23%
GRADE 12	36%

Percentage of students who think it is easy to get alcohol when they want*

GRADE 8	32%
GRADE 10	52%
GRADE 12	68%

How did 10th grade students get their alcohol?*



*Source: 2012 Healthy Youth Survey
www.askhys.net

Why is this a problem?

Teen brains are under construction.

Alcohol use by young people is dangerous. Teens who drink risk serious injuries and death, as well as harm to their long-term development and well-being.

Underage drinking is associated with a greater risk for:

- addiction;
- traffic crashes;
- violence;
- school failure;
- risky sexual behavior; and
- depression and suicide.

The teen years are an important time for brain development. Alcohol abuse during this time can damage learning, memory, judgment and impulse control, and the damage may be permanent.*

*Source: Institute of Medicine, Reducing Underage Drinking: A Collective Responsibility, www.iom.edu



These brain images show how alcohol may harm a teen's brain. On the left, the brain of a young non-drinker. On the right, the brain of a 15-year-old with an alcohol problem. Both were given the same memory task. The image on the right shows poor brain activity - indicated by the lack of pink and red coloring.

What can parents do?

Create a positive, loving home environment.

- > Be kind and respectful to each other.
- > Eat dinner together, have pleasant conversations.

Talk early and often with your child.

- > Be friendly and interested. Talk with your child daily about his/her interests. Listen to concerns.
- > Discuss your family values and boundaries (no alcohol, tobacco, marijuana or other drugs).

Help them become competent and involved.

- > Young people are much less likely to drink if they have interests and positive activities to do.

Teach children to choose friends wisely.

- > Teach qualities to look for in a friend, especially one who supports your values and your rules against drinking.

Monitor your child's activities.

- > Always know where your children are, who they are with, and what they are doing.
- > Get to know your children's friends and their parents.
- > Help provide safe, fun activities.
- > Practice having these conversations at www.StartTalkingNow.org/parents.

Clearly, teen brains and alcohol do not mix.



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