

Parents are the No. 1 Influence on Kids

What Washington is Saying

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
- > 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



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

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

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

Kids who drink before age 15 are 4 times more likely to have alcohol problems when they are adults.



Washington State Coalition
To Reduce Underage Drinking
www.StartTalkingNow.org

Underage Drinking in Washington

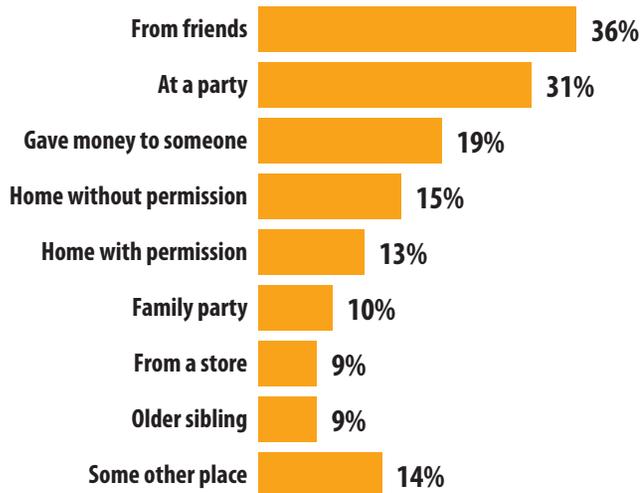
Percentage of students who drank alcohol in past 30 days *

| | |
|----------|------|
| Grade 8 | 14 % |
| Grade 10 | 28 % |
| Grade 12 | 40 % |

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

| | |
|----------|------|
| Grade 8 | 34 % |
| Grade 10 | 56 % |
| Grade 12 | 67 % |

How did students who drank during the past month get their alcohol? *



*Source: 2010 Healthy Youth Survey
www.askhys.net

Myth or Truth?

1. Alcohol is not such a big deal compared to other drugs. Myth!

Truth: Alcohol is a factor in the three leading causes of deaths among 14- and 15-year-olds: unintentional injuries, homicides, and suicides.

2. Alcohol affects adults and teens in the same way. Myth!

Truth: Research shows that alcohol harms the developing adolescent brain. Alcohol impairs the areas that control motor coordination, impulse control, memory, and judgment.

3. My children know everything about drinking, so we don't need to talk about it. Myth!

Truth: Many teens have dangerous misconceptions about alcohol. Teens may not know that wine coolers have the same alcohol content as a shot of hard alcohol, or they may think that they can sober up by drinking coffee or getting fresh air.

Start Talking Before They Start Drinking

Underage drinking is a major health concern.

Alcohol use is dangerous to the health and safety of our youth.

- Alcohol use during adolescence can affect brain development
- Alcohol-related traffic crashes are a major cause of death among youth
- Teens who drink are more likely to be victims of violent crime
- Teens who drink are more likely to have problems with school work

Parents can make a difference.

Kids say parents are the No. 1 influence on whether they choose to drink alcohol. And more parents are talking to their teens about alcohol.

- From 2008 to 2010, about 20,000 more youth in grades 8, 10, and 12 reported that their parents talked to them about not drinking.

But there is more work to be done.

- Only about one out of three 10th graders say their parents have talked to them more than once in the past year about alcohol.