

Changing Perceptions about Underage Drinking

draw the line

Underage Drinking in Arizona

- 50 percent of Arizona 8th graders already have sampled alcohol ¹
- 21 percent of Arizona 10th graders report coming to school drunk ¹
- 28 percent of Arizona's high school seniors say they've "binged" ¹
- Kids who start drinking before age 15 have a 40% greater likelihood of becoming alcoholics in their lifetime ²
- Most Arizona high schoolers say their parents have not talked to them about the dangers of alcohol use. ³

(1) Arizona Youth Survey, 2006

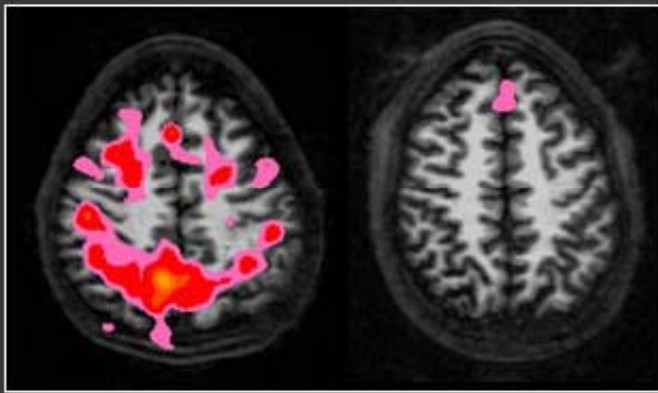
(2) National Research Council "Reducing Underage Drinking, A Collective Responsibility," 2003

(3) Governor's Youth Commission "Lead our World" surveys, 2006

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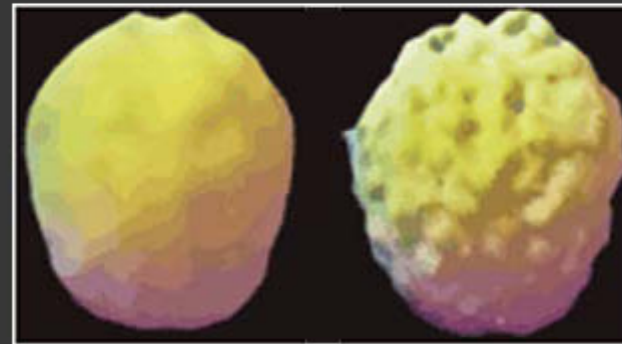
Developmentally Harmful

Which brain do you want for your child?



These images show functional activity levels in the brain of a healthy 15-year-old male nondrinker (left), and that of a 15-year-old male heavy drinker (right).

Dr. Daniel Amen, a neuroscientist and psychiatrist in Southern California, used SPECT scans to show functional activity levels in the brain of a healthy non-drinker (left), and that of a sober 21-year old with a four-year history of heavy alcohol use (right). The "holes" indicate areas of reduced brain activity.



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(1) Dr. Susan Tapert, University of California - San Diego
(2) Dr. Daniel Amen, Amen Clinic

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Our Objective

Generate statewide awareness about the dangers of underage drinking and its prevalence in order to positively change behavior over time.

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Key Messages

- It's not a rite of passage; it's illegal.
- Moderate underage drinking can cause permanent damage to the developing brain.
- Alcohol is the gateway drug to other substance use and addiction.
- Parents and adults have more influence than they think.

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Target Audience

Adults ages 25-49 who influence kids ages 12-17

- Parents
- Adult influencers: Teachers, Coaches, Aunts/Uncles, older siblings, etc.

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National Research

Parents

Experts are united in their endorsement of parents as the key influence in children's lives ¹

Wealth of research that proves parents have enormous power in preventing substance abuse ²

Parents grossly underestimate prevalence of underage drinking ³

Parents underestimate their own power in preventing underage drinking ⁴

Parental Monitoring shown to be most effective at reducing youth risk factors ⁵

Adolescents perceiving less parental monitoring were more likely to have a history of alcohol use and greater alcohol consumption in the past 30 days ⁶

(1) NSPY, 2000, NICHD's Health Study, Oregon Parenting Institute 1998

(2) Brook, Nomura, and Cohen 1989, Dishion, Reid and Patterson, 1988

(3) CESAR, August 2006

(4) PATS, Ogilvy Audits, 1998

(5) Westat Evaluation, Patterson and Dishion, 1989

(6): DiClemente, et al., Department of Behavioral Sciences and Health Educations
Rollins School of Public Health, Atlanta, Georgia, USA, 2001

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Arizona Research

Parents

Parents are more concerned about underage drinking than non-parents

Parents do NOT condone supervised underage drinking

Parents want education and assert they can better educate their children

Parents raise concerns about being honest given their own experience

Parents believe that teens will experiment and there is only so much they can do

Arizona Research

Adult Influencers

Less concerned about youth drinking alcohol

Viewed alcohol as less of a serious problem than other age groups

More likely to condone <21's drinking under supervision of parents or guardians

More likely to condone <21's drinking under the supervision of other adults

More likely to condone <21's drinking on special family occasions

More likely to condone <21's drinking as part of rites of passage

You Have the Influence

Youth say parental disapproval is a key reason they choose not to drink before age 21.

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You Have the Influence

- Educate yourself about the harms and law
- Make yourself clear
- Model responsible alcohol use
- Know your child's world

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Educate yourself about the harms and law

- The brain is still developing through the early 20s
- 67 percent of teens who drink before the age of 15 will go on to use illegal drugs
- Alcohol-related injuries are the leading cause of death among those under age 21
- It's illegal to serve alcohol in your home to those whom you "should know" are under age 21

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Make yourself clear

- *This is a critical time in your growth and I don't want you drinking. Do you understand why?"*
- *"I don't want you making the wrong choice and then paying serious consequences at such a young age."*

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Model responsible alcohol use

- Don't get drunk in front of your kids
- Don't allow other adults or family to get drunk in front of your kids
- Don't ask kids to pour alcohol for you or others
- Keep alcoholic and non-alcoholic drinks in separate areas at your party
- Make sure adults who drink at your house have safe transportation home

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Know your child's world

- Know their friends' parents and how to contact them
- Attend their after-school events
- Talk about the news and news that teens watch
- Eat dinner together and talk
 - Teens who have infrequent family dinners (two or fewer per week) are twice as likely to smoke daily and get drunk monthly, compared to teens who have frequent family dinners (at least five per week)

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PARENT'S TOOLKIT

Whether you're a parent, relative or just someone who cares about a child's well-being, it's important to address underage drinking. Why? Because kids say parental disapproval is a key reason they choose not to drink before age 21.

Source

Try these conversation starters and tips to initiate conversations about underage drinking with the children who are close to you.

- Talking for the First Time
- Talking After Drinking Has Occurred
- When to Talk
- What to Do in Your Home
- Dictionary of drinking slang
- Community Resources

Talking for First Time About Underage Drinking

Ask open-ended questions and then listen. Resist the temptation to dominate the conversation.

"What's on your mind?"

"I've been thinking lately that I've never actually told you that I don't want you

HELP FOR
PARENTS

WHAT TO
KNOW



Psychiatrist says start talking, don't 'sit idle'

My 17 (soon-to-be-18) year-old niece jubilantly informed me this month that one of her roommates in college is 21 years old. I took the bait and asked why this would be such an important issue to her. Because, she stated, she can legally buy alcohol. Why should this matter, I retorted, when you won't be drinking it anyway, and then I launched into my litany of reasons not to engage in drinking...



My September 11th...

I was born and raised in a very non-traditional part of the country for Mexican-Americans—Kansas. But it was home and there were others who looked like me and were surviving in similarly poor conditions. The street in front of our house was dirt, just like our yard, except for the occasional patch of crabgrass.

In a two-bedroom house for a family of six with two girls and two boys, we...

WARNING SIGNS OF CHILDHOOD DRINKING

While the following behaviors may indicate an alcohol or other drug problem, some also reflect normal teenage growing pains. Experts believe that a drinking problem is more likely if you notice several of these signs at the same time, if they occur suddenly, and if some of them are extreme in nature.

MOOD CHANGES:

Flare ups of temper, irritability, and defensiveness

Rebelling against family rules

SCHOOL PROBLEMS:

poor attendance, low grades, and/or recent disciplinary actions

MENTAL PROBLEMS:

anxiety, depression, poor concentration, and self-harm

"Nothing matters" attitude:

poor appearance, a lack of involvement in school, loss of interests, and general low energy



Join us!

- Feb. 20 at Bentley Projects, Phoenix
- Mar. 1 at Desert Ridge Marketplace, Phoenix
- Mar. 28-30 at NAU Skydome, Flagstaff
- April at Prescott Gateway Mall, Prescott
- April at Pima County Fair, Tucson

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Questions?

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Thank you!

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