

APRIL IS

ALCOHOL AWARENESS

MONTH

ADOLESCENTS AND PARENTS

"I'm rolling my eyes but really I am listening"



Parents are the leading influence in their kid's decision to drink—or not to drink—alcohol.

↑ INCREASED 62% SINCE 2003

Over the last decade, 62% more kids reported talking with their parents about underage drinking.

Only 11% of 8th graders report consuming alcohol in the past month, down 58% proportionally from 26% in 1992.

↓ DOWN 58% SINCE 2003



Kids and alcohol don't mix.

For more resources on how to talk with your kids about underage drinking visit asklistenlearn.com

KNOW YOUR LIMITS

Alcohol affects people differently based on: gender, weight, age, type and number of drinks consumed, and time elapsed.

HOW DOES ALCOHOL AFFECT YOU?



.13 BAC

SHE WILL RETURN TO .00 BAC IN

9 HOURS 35 MINUTES

.07 BAC

HE WILL RETURN TO .00 BAC IN

6 HOURS 10 MINUTES

Though at an all-time low, 9,878 people died in drunk driving crashes, accounting for 31% of all traffic fatalities in 2011.



These different amounts of alcohol have roughly the same effect on you.



B4U drink.org

To visit our virtual bar and learn more about individual BACs visit B4Udrink.org

COLLEGE DRINKING



64% of college students report they **DO NOT BINGE** drink



81% of college students have tried alcohol at least once in their lifetime

LOW & HIGH RISK ACTIVITIES

LOW RISK	HIGH RISK
Eating a complete meal before drinking	Chugging, drinking games, pre-gaming
Always know what you are drinking	Drinking to get drunk
Having a plan, know how you will get home safely	Going to parties where people drink too much
Abstaining is always the safest choice	Drinking too much too fast

THE CENTURY COUNCIL **VS BINGE DRINKING**

For more information on binge drinking visit centurycouncil.org/binge-drinking

TEENAGE DRIVERS



Parents are the most important driving instructors for teens.



Motor vehicle crashes remain the #1 killer of teenagers ages 15-20, even though drunk driving and underage drinking among teens are at historic lows.



57% OF CRASHES,

where a teen is partially responsible, involved going too fast, not paying attention, or failing to yield.

MAY is National Youth Traffic Safety Month!

IKnowEverything

To learn more about making smart choices behind the wheel visit IKnowEverything.org

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