



PARENTS
WHO MOST
LOSE
THE MOST™

Don't be
a party to
teenage
drinking.

It's against
the law.

Wisconsin Can Reduce Teenage Drinking

**Wisconsin's
children drink
alcohol too young,
too much and too
often with tragic
short and powerful
long-term
consequences.**



In 2007, Wisconsin high school students reported the highest rate of current alcohol use and the 3rd highest binge drinking rate in the nation.



Underage drinking is taking our children's future, their lives and \$1.6 billion annually.



**Underage drinking costs
Wisconsin approximately
\$1.6 billion each
year including:**

**Youth Traffic Crashes:
\$302.2 million**

**Youth Property Crime:
\$41.7 million**

**Youth Alcohol Related Injury:
\$59.7 million**

**Youth Violence:
\$570.8 million**

*(Underage Drinking in Wisconsin, prepared by the Pacific
Institute for Research and Evaluation (PIRE) 10/2006*



- Drinking alcohol can lower estrogen levels in adolescent girls.
- Drinking alcohol can lower luteinizing hormones and testosterone levels in adolescent boys.
- In both sexes, acute intoxication reduces levels of growth hormone.

The Effects of Alcohol on Physiological Processes and Biological Development. NIAAA, National Institute of Health



By late-adolescence, those with extensive drinking histories compared to controls showed:

10% - 35% ↓ hippocampus volume
(brain structure which converts information to memory)

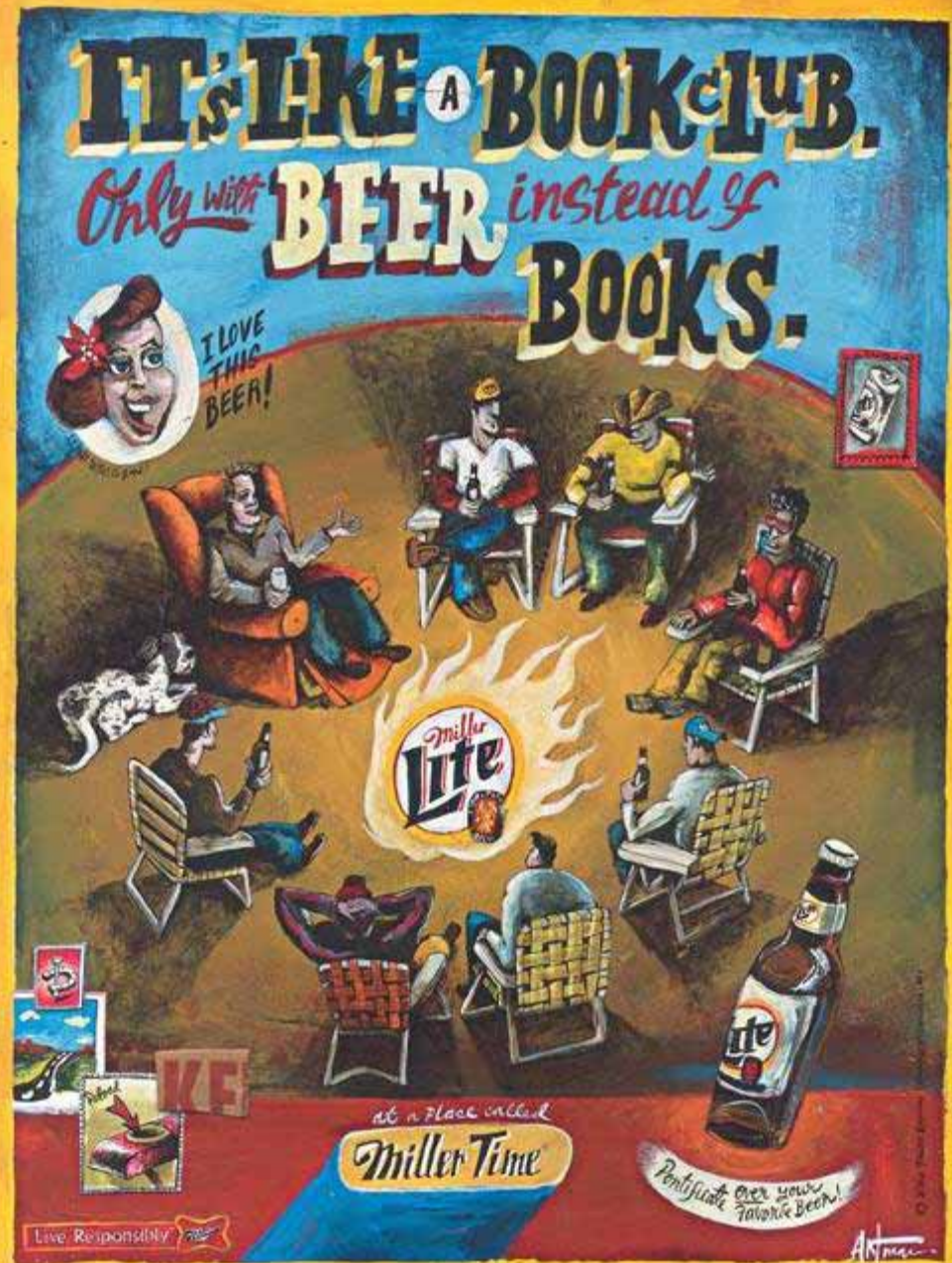
↓ brain activity during memory tasks
(damage to pre-frontal cortex)

↑ brain activation when shown alcohol images
(trigger for relapse)

source: Brown et al. (2000), Tapert (2006)



When youth in long-term treatment were tested after detoxification they showed a 10% deficit in the ability to recall both verbal and nonverbal information.



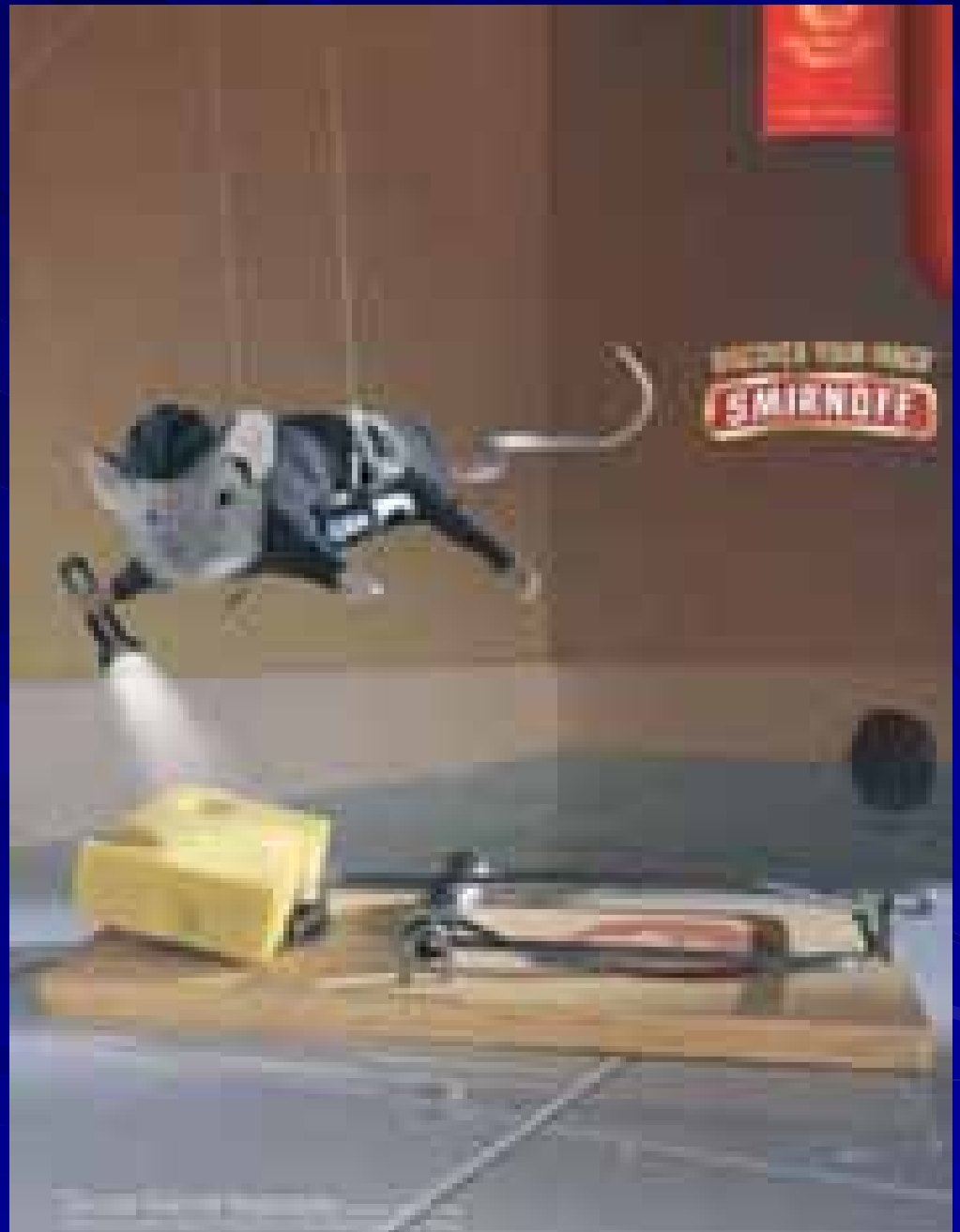
Brown, Sandra A., Tapert, Susan F. Health Consequences of Adolescent Alcohol Involvement. Background Paper, *Reducing Underage Drinking A Collective Responsibility*, National Research Council Institute of Medicine. P. 383-391

About half of the youth surveyed during the 2007 Wisconsin Youth Risk Behavior Survey reported consuming alcohol before age 14. Nearly one quarter, (23.6%) of youth surveyed reported taking their first drink before they were teenagers, between 8 and 12 years of age.



2007 Youth Risk
Behavior Survey,
Wisconsin
Department of
Public
Instruction.

Youth who begin drinking before age 14 have a 41% chance of becoming alcohol dependent at some point during their lifetime, compared to the 10% risk attached to someone who abstains from alcohol until age 21.



Brown, Sandra A., Tapert, Susan F. Health Consequences of Adolescent Alcohol Involvement. Background Paper, *Reducing Underage Drinking A Collective Responsibility*, National Research Council Institute of Medicine. P. 383-391

Estimates indicate 94,465 youth in Wisconsin have a serious alcohol problem and only 15% receive treatment.

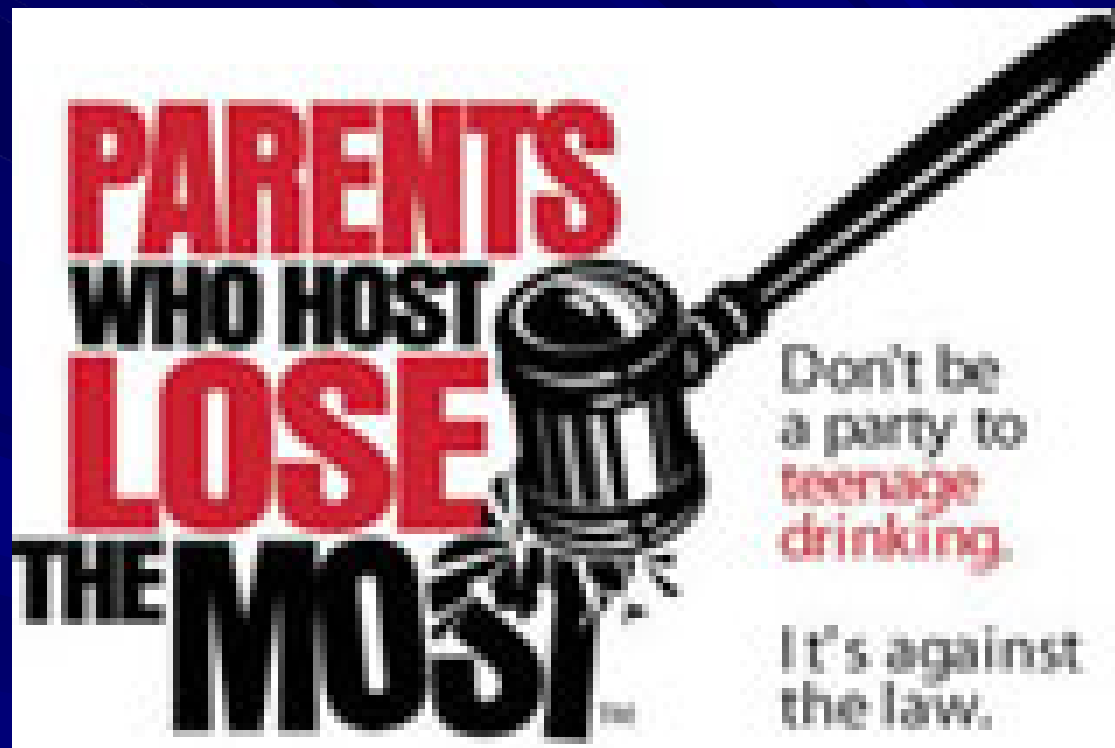
(The Alcohol Cost Calculator for Kids, Ensuring Solutions to Alcohol Problems, the George Washington University Medical Center, accessed May 2008.)



Available
Affordable
Acceptable
Attractive



We can make alcohol less available to youth



Alliance for Wisconsin Youth
Wisconsin Department of Transportation
Wisconsin Department of Health Services
Wisconsin Department of Children and Families
Wisconsin Department of Public Instruction, CESA 1-12
Wisconsin Clearinghouse for Prevention Resources

Our Plan

Remind adults it is illegal to pour, purchase or provide alcohol to underage youth.

Cooperate with law enforcement to punish adults who provide alcohol to youth.

Support community alcohol age compliance checks.



Alcohol hurts
developing
bodies and the
finances of
adults who
provide it.



Adult Hosted Underage Drinking is Dangerous & Illegal

Encourages binge drinking.

Ignores dangers of alcohol poisoning.

Unintentional injuries like falls or drowning are often alcohol-related and preventable.



Adults who purchase, pour or provide alcohol for underage drinkers can be held liable for the resulting damages that youth incurs under state law.

Liability for illegal activity is not generally covered by homeowners' insurance.





Parents, older siblings and other adults should not purchase pour or provide alcohol for youth.

No one has the right to endanger another person's child. Report underage drinking parties to the police.



Make it family policy to report underage drinking to the police. It teaches youth to respect the law and keeps everyone's children healthy & safe.

Comprehensive Alcohol Risk ReDuction

CARD Program

Wisconsin's alcohol age compliance
check program



Alcohol age compliance checks identify retailers who sell alcohol to underage youth and encourages compliance with existing law.

These are not *stings*. Retail outlets are notified in advance about upcoming compliance checks.





Help us
prevent and
reduce
underage
drinking.

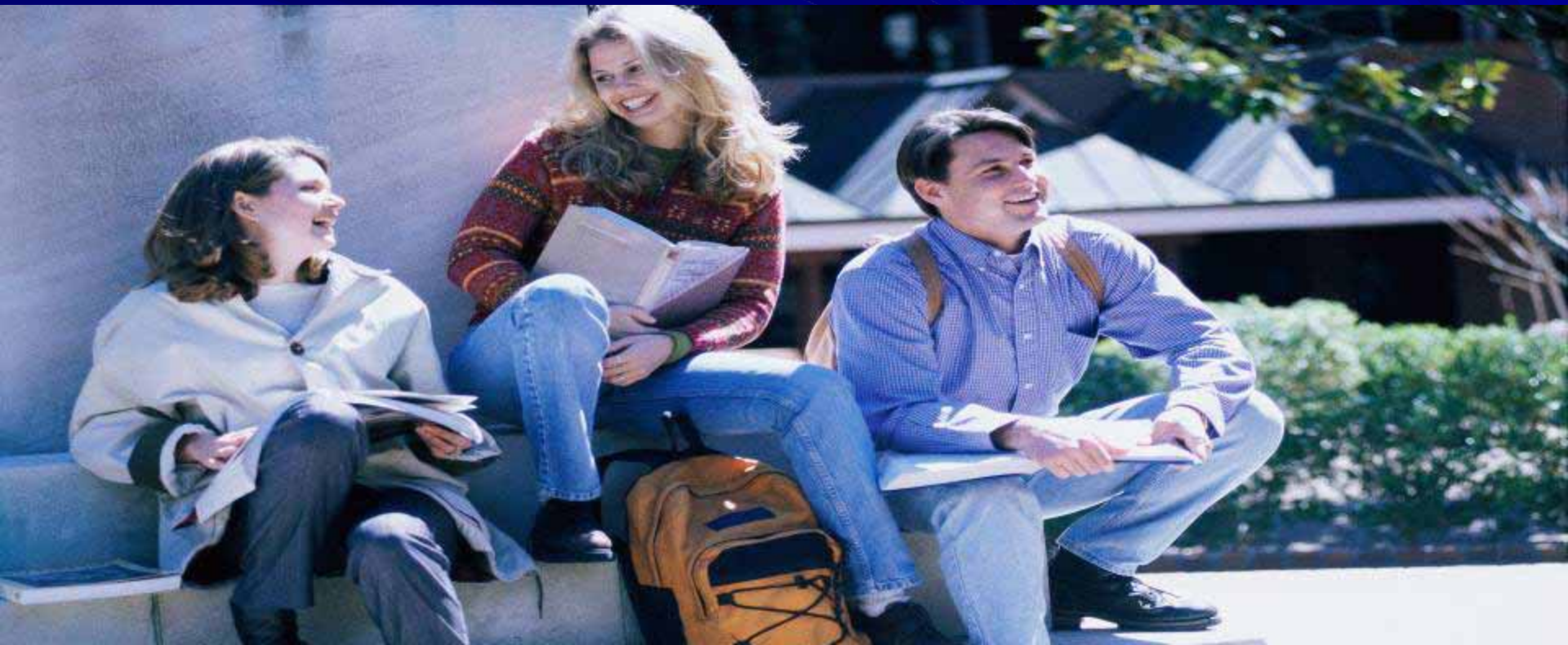
Keep prom,
graduation
and summer
fun alcohol
free and safe
for our youth.

Help our effort with:

reminder window clings on retail refrigerator cases.

informational flyers in customer bags or mailings.

Parents Who Host Lose the Most sign in front of your home or business.



Add your coalition contact information