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.
Nationally, less than 25% of students surveyed during the 2005 YRBS reported consuming 5 or more drinks in a row within the preceding 30 days.

In Wisconsin, 31% of the students surveyed reported consuming 5 or more drinks in a row in the previous month.

2005 Youth Risk Behavior Survey, Wisconsin Department of Public Instruction.
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)

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.

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.

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.)
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