

# underage drinking

is

# BAD

## for kids'

HEALTH

SAFETY

FUTURE

### SO WHAT'S THE HARM?



than any other drug  
if it doesn't kill them

IT CAN CAUSE  
**LONG-TERM**  
DAMAGE

TO  
THEIR  
DEVELOPING



**BRAINS**

**ALCOHOL**  
impairs the  
brain's wiring  
and  
normal development

it can  
**DAMAGE**  
areas  
of the brain  
that control

## GOOD JUDGMENT & IMPULSE CONTROL

alcohol can wire  
a brain for  
**ADDICTION**

until their early  
**20s**,  
the brain is still growing  
and forming "connections"



**IN FACT**

most addictions  
**START**  
in adolescence

someone who begins  
**DRINKING**

before  
age  
**13**



has a  
**45%**  
chance  
of becoming  
**ALCOHOL-**  
dependent

**COMPARED TO**

only a  
**7%**  
chance



if they  
wait  
until  
they're  
**21**

for more information visit:

**PARENTS  
EMPOWERED.org**

**Harms**

**STAY**  
**CLOSE**  
TO YOUR KIDS

**STAY**  
**INVOLVED**  
IN THEIR LIVES

**Bonding**

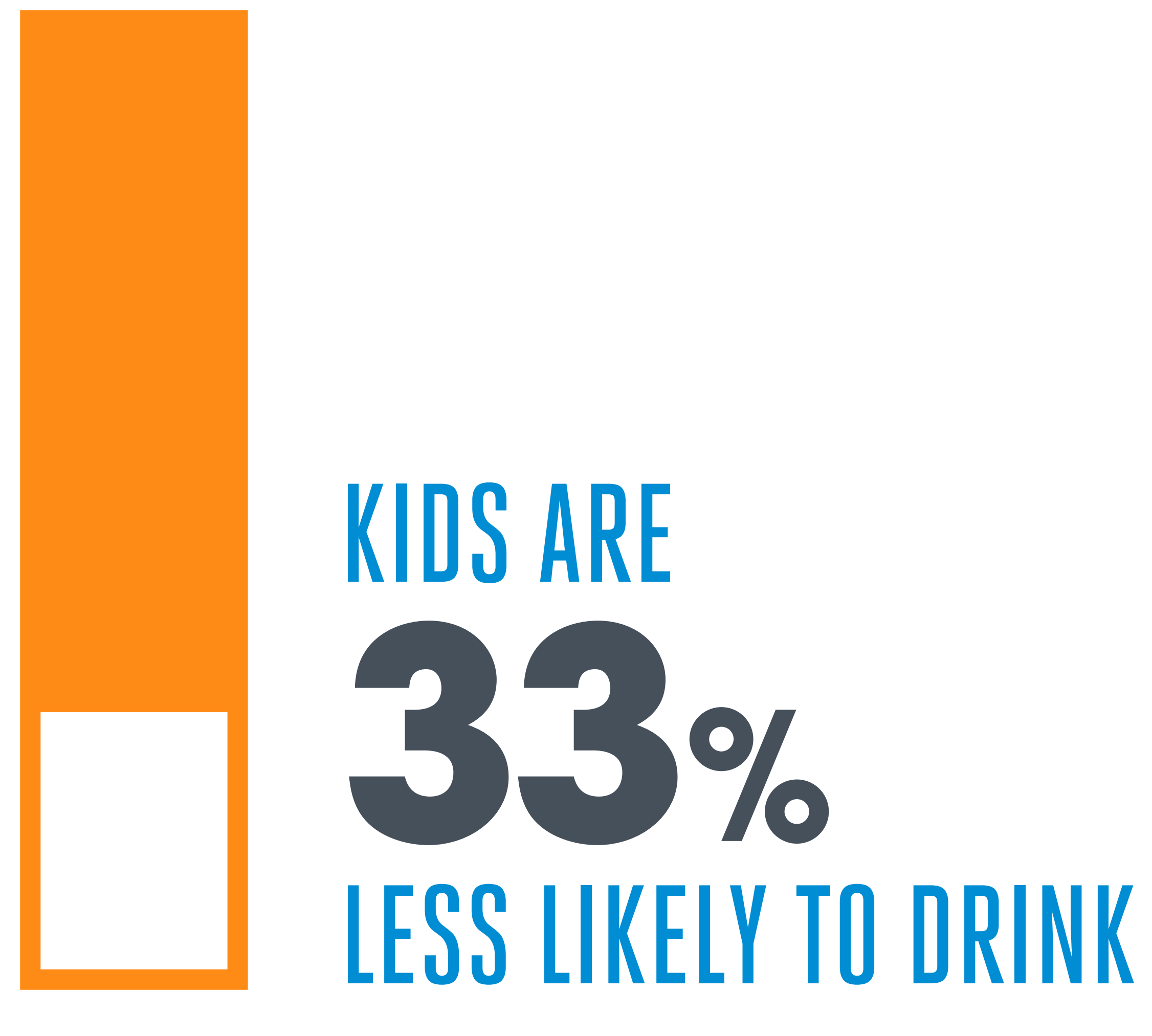
simple things  
**LIKE**  
spending time together



playing  
**ONE-ON-ONE**  
with them

or **EATING**  
**DINNER** as a family

can make a **huge** difference



if they eat  
**5-7**  
TIMES A WEEK



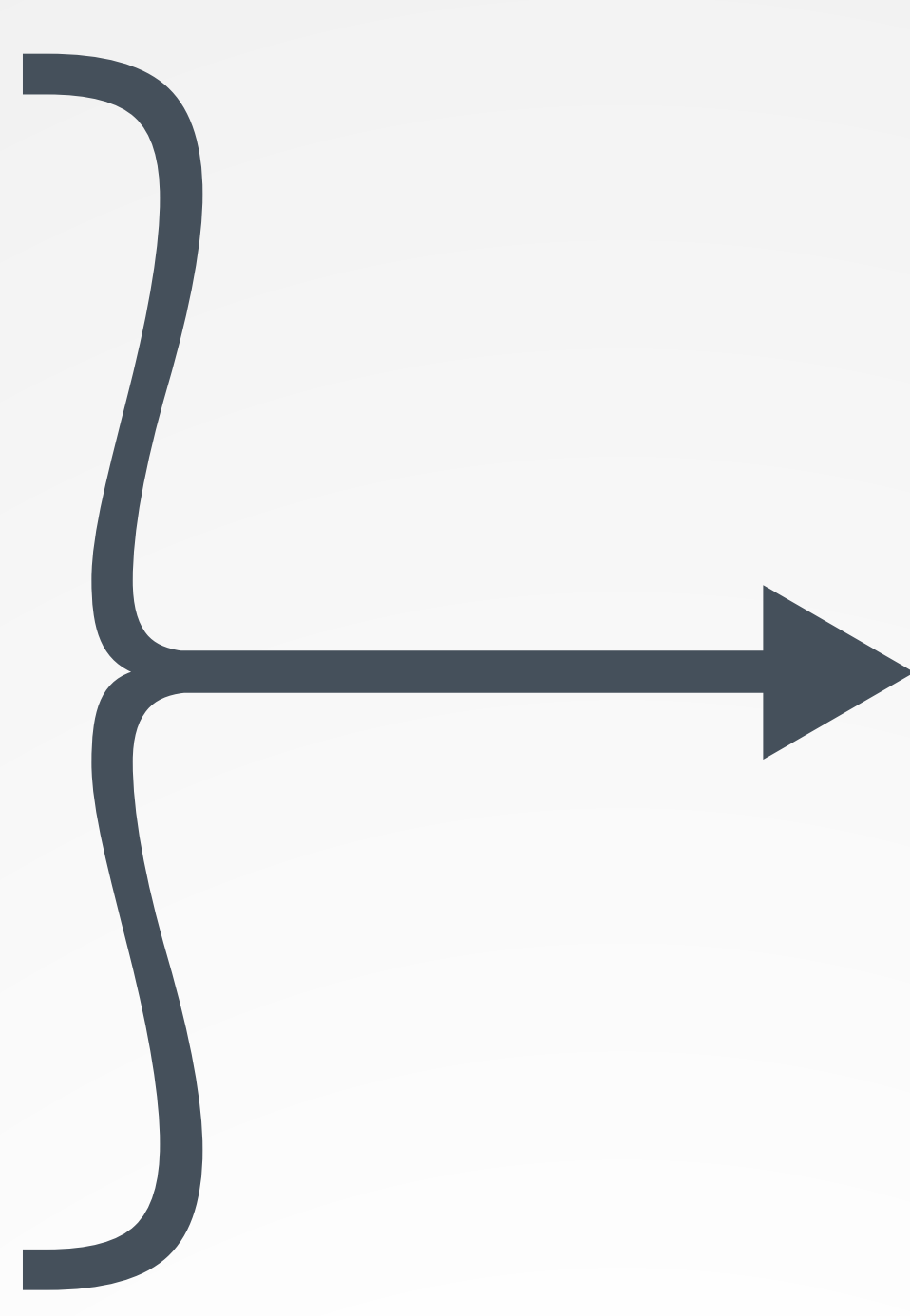
WITH THEIR  
**FAMILY**

for more information visit:  
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**EMPOWERED.org**

parents' **strong** disapproval

IS THE  
**NO. 1** reason kids  
choose not  
to drink

even a **small amount**  
of perceived  
parental  
acceptability  
**can lead to**



**Boundaries**

the more  
**CLEAR** & **FIRM**

you make your  
**“NO ALCOHOL”**  
rule

the **less likely** teens  
are to drink

**EXPLAIN THE RISKS**  
**LET THEM KNOW**



**SET CLEAR RULES AND  
REMIND THEM OFTEN**

**THERE WILL BE**

**CONSEQUENCES**

**IF THEY DRINK**



**ON AVERAGE**

parents talk to their  
kids **2 years** too late

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# IMPULSIVITY & RISK TAKING

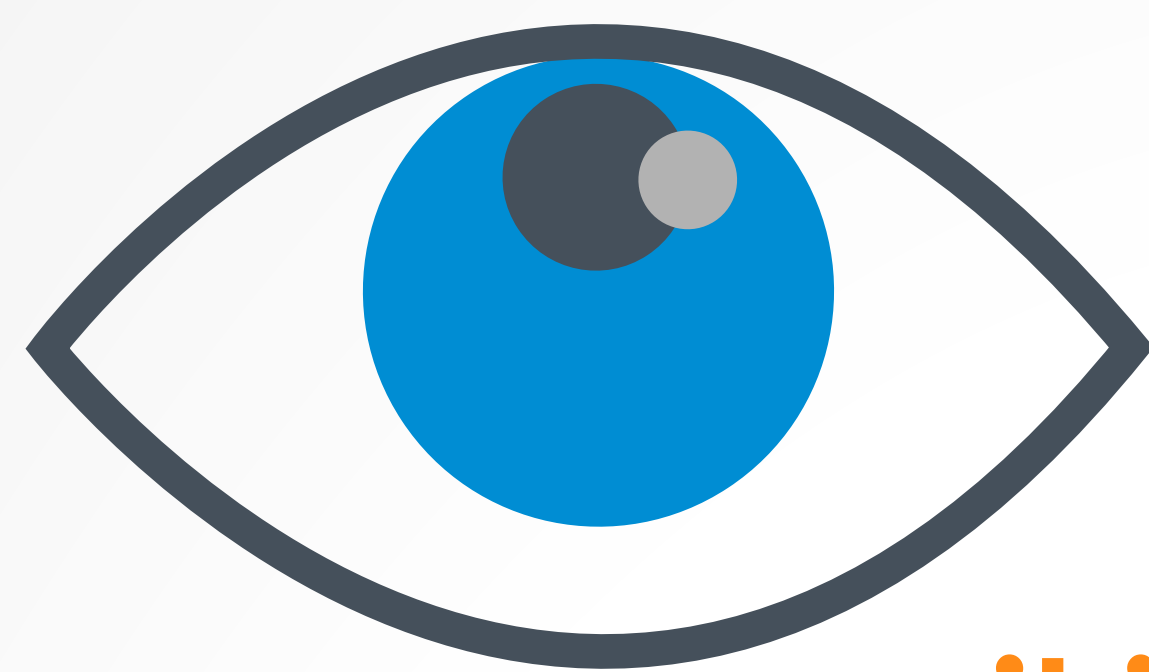
develop early in children

## SELF-CONTROL

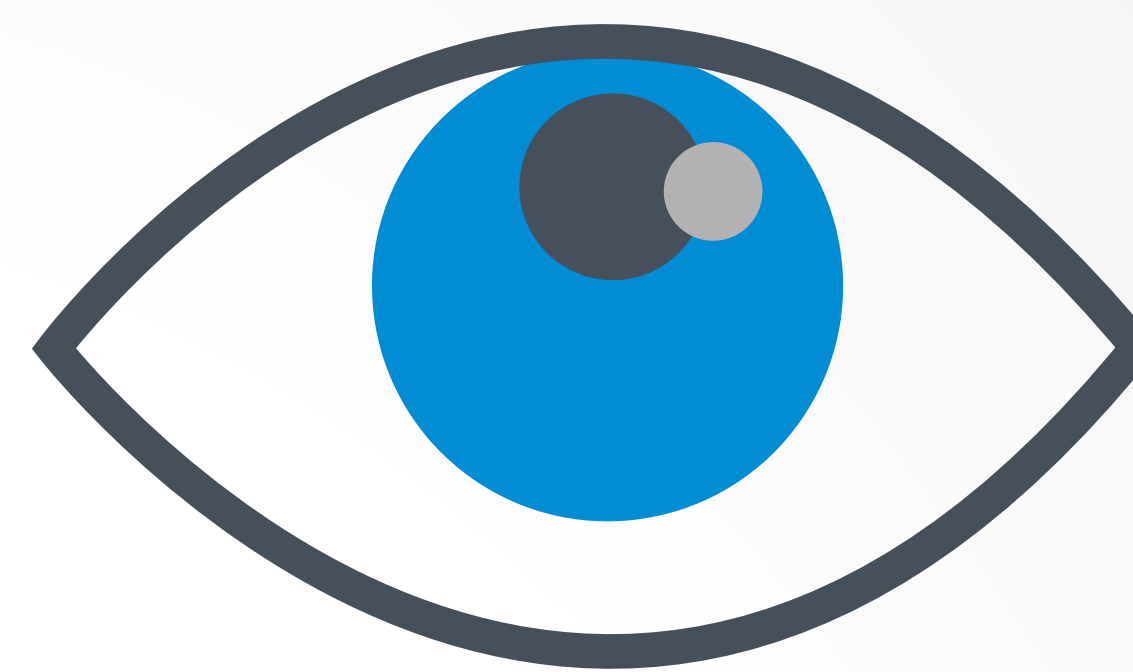
develops

much later

KNOW WHAT  
THEY ARE  
DOING



KNOW WHERE  
THEY ARE  
GOING



it isn't being

# NOSEY

it's being a **good** parent

# Monitoring

## KEEP YOUR CHILDREN IN ALCOHOL-FREE

social environments

AND DON'T  
BACK OFF



WHEN THEY'RE  
OLDER



between the  
**6<sup>th</sup> & 12<sup>th</sup>**  
grades

right when children  
are most susceptible  
**to outside  
influences**



Start talking to your kids  
about not drinking

experts say age 8 isn't too  
early to begin the discussion

for more information visit:

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