



November 2014

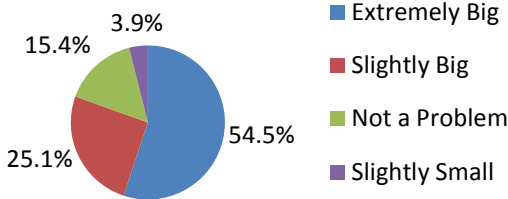
UNDERAGE DRINKING

NOT a Minor Problem



Toolbox brought to you by the Steuben Prevention Coalition

Is Alcohol use by underage youth in your community a problem?



Data: Steuben Co. Task Force on Underage Drinking 2014 Adult Perception Survey

Adults surveyed believe underage drinking is a problem ...



Research shows that **PARENTS REMAIN THE NUMBER 1 INFLUENCE** in their Children's Lives!!

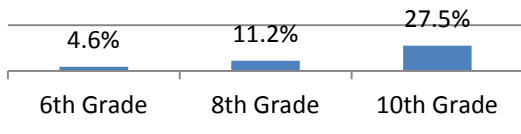
Data: SAMHSA, Family Guide, 2007

What influences a young person's decision to drink or not? (check all that apply)

Answer options	Percent	Count
Parent	68.2%	374
Friends	97.4%	534
Alcohol Advertising	38.0%	208
Other adults' drinking	54.4%	298
Social Media	74.1%	406
Total Respondents		548

Data: Steuben Co. Task Force on Underage Drinking 2014 Adult Perception Survey

At Least One Use in Past 30 Days



Data: Steuben Co. 2014 Prevention Needs Assessment Survey of Youth

Percent of Steuben County Youth that feel THEIR PARENTS think it is wrong or very wrong for them to have one or two drinks nearly every day?

Grade 6	98.3%
Grade 8	97.5%
Grade 10	94.5%

Data: Steuben Co. 2014 Prevention Needs Assessment Survey of Youth

Youth surveyed believe their parents think frequent underage drinking is wrong ...



The 5 W's of talking to your kids about underage drinking:

WHO: All Parents, and any adult with an interest in the well-being of youth, need to talk to kids about underage drinking. Even if your child doesn't drink, research shows that your child can be negatively influenced by peer use of alcohol.

WHAT: TALK to your children about the dangers of alcohol use. Know you are not alone – there are many resources that can assist you with having this conversation.

WHERE: TALK in your home, during meals, in the car, at the game. Always keep the lines of communication open.

WHEN: The younger you begin the conversation, the less likely your child will choose to drink.

WHY: Parents remain the single greatest influence over their children's behavior. Alcohol affects the mind and body in often unpredictable ways. Teens lack the judgment and coping skills to handle alcohol wisely. This can lead to problems at school, and your child being more likely to be involved in violent crime, sexual assault, traffic-related crashes and robbery.

All it takes is one moment of indiscretion to affect a person's life forever.

Data: OASAS

Interested in receiving future editions of the toolbox? E-mail paini@dor.org