



Research shows that **parents** remain the **No.1** influence in their children's life.

Did you know

- ➔ Most kids who consume alcohol do so in their own home or in the home of a friend.¹
- ➔ One out of three 13-year-olds in NYS has tried alcohol.¹
- ➔ Forty-nine percent of high school seniors in NYS have consumed alcohol in the past 30 days - that's more than 100,000 seniors. Thirty-one percent of seniors reported at least one episode of binge drinking (consumption of five or more drinks at one time for males and four or more drinks for females) during the past two weeks.¹
- ➔ Nearly 52 percent of NYS students in grades 7-12 reported their parents had never talked to them about the dangers of underage drinking.¹ Research suggests that kids whose parents talk to them about underage drinking and drug use are up to 50 percent less likely to use.²
- ➔ Research indicates the brain continues to develop into the mid-twenties. Alcohol use can have a detrimental effect on the developing brain.³
- ➔ A teenager who begins drinking before the age of 15 is seven times more likely to have an alcohol abuse or dependence issue later in life than someone who waits until age 21 to drink alcohol.⁴

5 Ws 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.⁵ 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.



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It is **illegal** to drink under age 21 in New York State.

Tips

for how to talk to your kids about underage drinking

For more information
please visit:

www.talk2prevent.com

Talking to your child about underage drinking can be difficult. Here are some tips to help get the conversation started:

- There are community resources that can assist you with talking to your kids about the dangers of alcohol use. Your family doctor, your child's teacher, school personnel, local law enforcement and your local prevention provider are all there to help.
- Look for opportunities to talk to your child when you are both attentive and can avoid distractions.
- Listen to what your child has to say. Respecting your child's views can go a long way with getting your child's attention.
- Talk about parental and cultural expectations surrounding alcohol use and be a positive role model.
- Role play effective ways to say no to drugs and alcohol.
- Using your own discretion, talk openly. Be prepared to answer the tough questions, including questions about your own drug and alcohol use.



1-877-8-HOPENY
Find Help for **1-877-846-7369**
Alcoholism, Drug Abuse, Problem Gambling

1. New York State Office of Alcoholism and Substance Abuse Services, Youth Development Survey, 2008.
2. Partnership for a Drug Free America, 2009.
3. National Institute on Alcohol Abuse and Alcoholism, 2010.
4. NSDUH, 2006.
5. SAMHSA, Family Guide, 2007