#### A COMPREHENSIVE APPROACH TO REDUCE UNDERAGE DRINKING

### **Educational Programs**

# Provide education to individual youth and parents

- ♦ Negative consequences of alcohol use
- ♦ Skills for youth to resist alcohol use
- ♦ Perceptions of youth & adult alcohol use
- ◆ Corporate marketing strategies
- ◆ Family communication skills

- ♦ School health education classes
- ♦ Research-based school programs
- ◆ Drug-free middle school clubs
- ♦ Drug-free high school clubs
- ♦ After-school programs
- ◆ Research-based programs for youth at community sites
- ♦ Research-based parent programs
- ♦ Social norm campaigns
- ♦ Peer education
- University programs

### Community Awareness

## Increase understanding of the underage drinking issue

- ◆ Local facts about underage drinking
- ◆ Health & safety risks of underage drinking
- ♦ Negative impact on the teen brain
- Costs of underage drinking
- ◆ Penalties of underage drinking
- ◆ Tips for parents
- ♦ Solutions & getting involved
- ♦ Updates on progress and strategies
- ♦ Guidelines for low-risk drinking
- ◆ Displays

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- ♦ Presentations
- ♦ Media exposure
- ♦ Quarterly newsletter
- ♦ Marketing campaigns
- ♦ Professional trainings
- ♦ Youth and adult involvement
- ◆ Town Suppers urban & rural
- Resources for alcohol licensees
- Educational materials to parents
- ♦ Facts, costs & solutions information

### **Policy & Practice**

# Create changes in the community to reinforce no underage drinking

 Community norms (what the social expectations are for adult and youth drinking)

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- ◆ Access and availability (where alcohol is available & how easy it is for youth to get)
- Policy and enforcement (how alcohol is promoted, sold and consumed)
- Media messages (how advertising and promotion of alcohol represent drinking)
- ◆ Adults practicing low-risk drinking
- ♦ Rejecting irresponsible alcohol ads
- ♦ Holding adults accountable for providing
- Working with community event organizers
- ◆ Conducting alcohol compliance checks
- Partnering with University

Collaborating to further identify & change policies & practices of government, businesses, organizations, homes & events to reinforce no underage drinking.

### IMPACT

- Alcohol is more difficult for youth to get
- Fewer youth start drinking before age 15
- More youth think alcohol is harmful to health
- More parents talk with youth about alcohol

**UNDERAGE DRINKING IS REDUCED**