



An A.L.L. Around Success!

Underage Drinking Tackled Head-On

92% of parents say the *Ask, Listen, Learn*™ brochure helped facilitate a conversation about alcohol

81% of kids reported that the *Ask, Listen, Learn*™ brochure made them think about the risks of drinking

A Public Service in
Association With

NICKELODEON

THE CENTURY COUNCIL

*Distillers fighting drunk driving
and underage drinking*

The Reflection

of a **Positive Choice**

Here are a few **FACTS**

The incidences of underage drinking continue to remain unacceptably high among our nation's youth.

1ST
use of alcohol
typically begins
around **AGE**
12

*(National Institute
on Drug Abuse)*

46%
of **8TH** graders
have used alcohol
at least once in
their lifetime

*(Monitoring the
Future Study, 2003)*

51%
of 13-15 year olds
say they will be
faced with making
a decision regarding
alcohol in the next
3 months

(Teenage Research Unlimited, 2004)

www.AskListenLearn.com

(Kids' website)

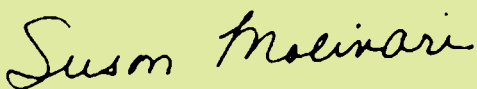


PARENTS HAVE THE POWER TO MAKE A DIFFERENCE

Among the many challenges faced by families across this nation is the issue of underage drinking. While underage drinking continues to decline, research conducted by the National Institute on Drug Abuse has shown that the first use of alcohol typically begins around the age of 12. Addressing this issue head-on, The Century Council, in partnership with Nickelodeon, created an innovative multimedia program called **Ask, Listen, Learn: Kids and Alcohol Don't Mix™**. This program seeks to provide both parents and adolescents ages 9-12 (tweens) with information about the dangers of underage drinking with an end goal of facilitating meaningful conversations between parents and their middle school aged children.

I encourage you to take a moment to review this information, share it with your family, friends and colleagues, and most importantly, find time, early and often, to talk to your children about the dangers of underage drinking. Parents have the power to make a difference. All you have to do is use it.

Sincerely,



The Honorable Susan Molinari
Chairman, The Century Council
Former Member of Congress

THE PROGRAM

The Century Council in partnership with Nickelodeon - the expert on kids - created a new innovative multimedia program for kids and their parents called **Ask, Listen, Learn: Kids and Alcohol Don't Mix™**, to fight the issue of underage drinking before it starts, reaching tweens (ages 9-12).

The program approaches the issue from both sides – providing both parents and kids with information and strategies to help facilitate conversations about the dangers of underage drinking, in a format and language designed specifically for them.

ATTAINABLE GOALS

Ask, Listen, Learn™ was designed to accomplish the following:

- **Facilitate conversations between parents and their children;**
- **Provide substantive information for parents and children to have more effective conversations about underage drinking.**

Ask, Listen, Learn™ has achieved its primary goal, namely, to tackle the issue of underage drinking by providing useful, data-driven information to parents and kids.



WHAT IS ASK, LISTEN, LEARN™?

A **parents' brochure** that details how to begin a conversation about alcohol, sustain it and how to make an impact on kids.

A **kids' brochure** filled with games, including questions and answers that explain the facts about alcohol, and address issues of how to avoid peer pressure and creative ways to say no.

A **parents' website** that highlights information on how to have a conversation with your child about alcohol as well as additional links to national and local resources related to underage drinking.

A **kids' website** that contains interactive games and videos, and information on the dangers of underage drinking, as well as information on how to say no and how to avoid peer pressure.

Television Commercials produced to raise awareness both with parents and kids.

www.AskListenLearnParents.com

(Parents' website)



“ Last night my son, who was reading his Nick magazine, brought me this Ask, Listen, Learn™ insert and asked me to read it to him. Even though he is only 8 he was interested in every section of the brochure. ”

– One parent's testimonial

70%

of parents said they discussed alcohol with their child after receiving the Ask, Listen, Learn™ Brochure.

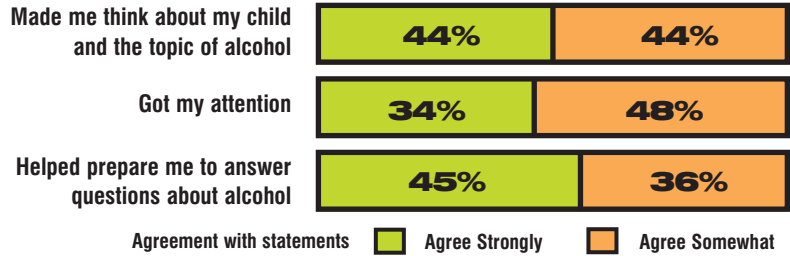
In a review of the Ask, Listen, Learn™ website The Washington Post said that:

“ There is plenty of potentially valuable information for kids and parents [and they] might find some of the articles and resources useful as well. ”

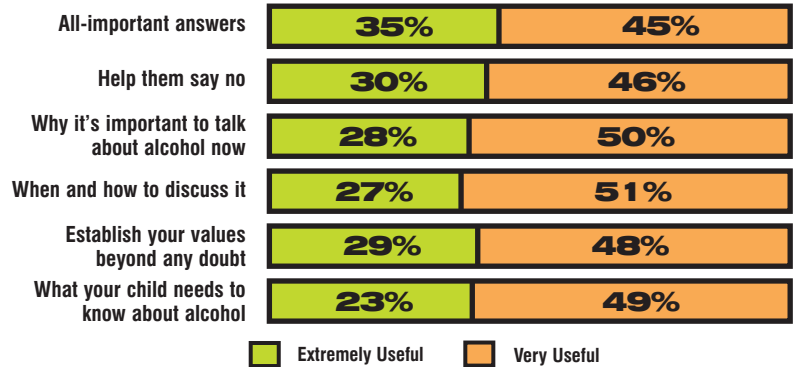
88% of parents said “the brochure made me think about alcohol and my child.”

Parents said the brochure made them think, grabbed attention, was helpful and relevant.

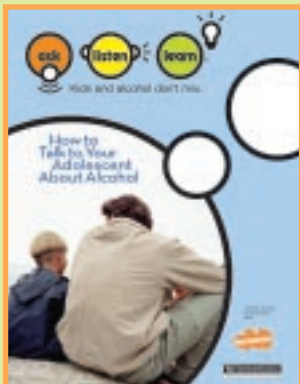
PARENTS' REACTION TO BROCHURE



77% of parents found the brochure very to extremely useful. USEFULNESS OF BROCHURE SECTIONS



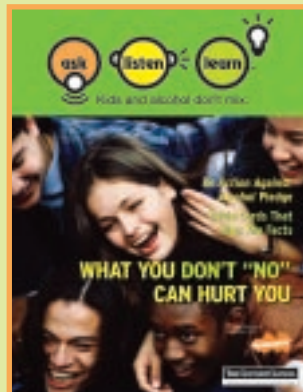
Television Commercials for Kids featuring Nickelodeon Stars



Parents' Brochure



Kids' Brochure



Parents' Website



Kids' Website

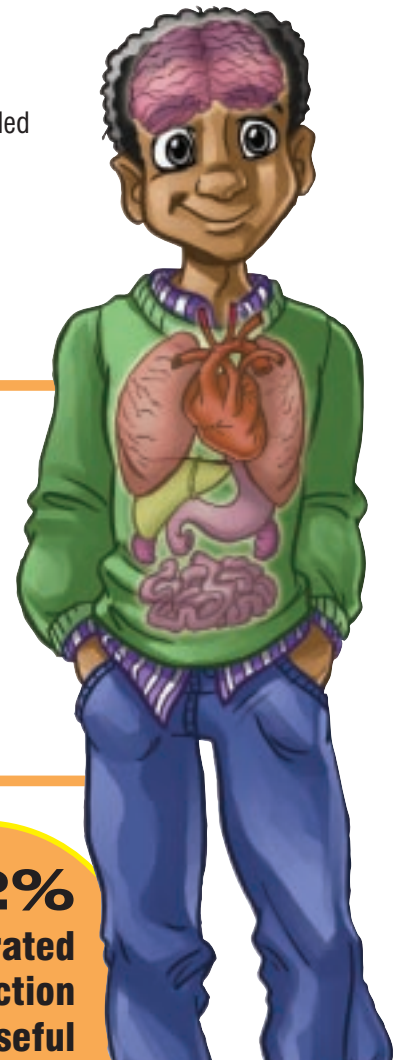
www.AskListenLearn.com

(Kids' website)

You Are What You Drink

HOW WE KNOW IT WORKS: RESEARCH

Almost a year after *Ask, Listen, Learn™* was launched, TRU, Teenage Research Unlimited, conducted an independent study on the effectiveness of the program. The survey was mailed to 3,000 households of 10-12 year olds and parents of 10-12 year olds. There were 791 parent and 469 kid responses collected and analyzed. Eight mini-group discussions were conducted among parents and 5th and 6th graders. The results are groundbreaking. Both parents and kids viewed the campaign as an effective resource when confronting the issue of underage drinking, particularly among tweens.



78% of kids said the booklet has a lot of important information.
KIDS REACTION TO BROCHURE

Made me think about the risks of drinking	52%	29%
Has a lot of information about alcohol that I think is important	52%	26%
Gave me serious information in a way that was easy and fun to read	42%	26%

■ Extremely Useful ■ Very Useful

www.AskListenLearn.com
www.AskListenLearnParents.com

72%
 of kids rated
 this section
 useful



Television Commercial for Parents



's Website

For more information visit www.asklistenlearn.com

www.AskListenLearnParents.com

(Parents' website)

A Learning Tool

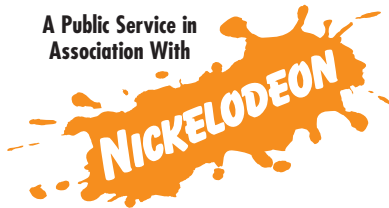


**Reverse the statistics on underage drinking.
Be part of the success.**

**Visit
AskListenLearn.com and
AskListenLearnParents.com**

**Download the brochure and start a conversation today.
Send your kids, your grandkids and your friends to the
websites, or visit www.centurycouncil.org to order your
free copies.**

A Public Service in
Association With



THE CENTURY COUNCIL

*Distillers fighting drunk driving
and underage drinking*

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**THE CENTURY COUNCIL &
NICKELODEON PARTNERSHIP**

Ask, Listen, Learn™ is an innovative collaboration between The Century Council and Nickelodeon. Designed by a team of educators and psychologists specializing in middle school aged students, the interactive program helps parents have effective conversations about alcohol with their kids, using a variety of media including discussion booklets, PSAs and interactive websites.

Recognizing the success of *Ask, Listen, Learn™*, The Century Council will continue this program and begin to work on a teacher-focused component to the program for distribution nationwide. Also, in an effort to provide Spanish-speaking parents and kids with culturally sensitive resource to help them fight underage drinking, The Century Council will develop program components in Spanish.

ABOUT THE CENTURY COUNCIL & NICKELODEON

The Century Council, launched in 1991, is a national not-for-profit organization funded by America's leading distillers: Allied Domecq Spirits & Wine North America, Bacardi U.S.A., Inc., Brown-Forman, Constellation Brands, Cruzan, Ltd., DIAGEO, Future Brands LLC, Hood River Distillers, Inc., Pernod Ricard USA, and Sydney Frank Importing Co., Inc. The Council's mission is to promote responsible decision-making regarding drinking or non-drinking of beverage alcohol and discourages all forms of irresponsible consumption through education, communications, research, law enforcement and other programs. For more information on the Council, log onto www.centurycouncil.org.

Nickelodeon is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in 88 million households and has been the number-one-rated basic cable network for more than eight consecutive years. Nickelodeon and all related titles, character and logos are trademarks of Viacom International, Inc.