

20 Years of Prevention Education

Alcohol Responsibility Month Webinar

April 26, 2023

12:00PM EDT





About Responsibility.org

About Responsibility.org

- Responsibility.org is a national not-for-profit that aims to empower adults to make a lifetime of responsible alcohol choices as part of a balanced lifestyle.
- Responsibility.org is funded by the following distillers: Bacardi USA, Inc.; Beam Suntory Inc.; Brown-Forman; Campari Group; Constellation Brands; DIAGEO; Edrington, Mast-Jägermeister US, Inc.; Moët Hennessy USA; Ole Smoky, LLC; Pernod Ricard USA; and William Grant & Sons.
- For more than 30 years, Responsibility.org has transformed countless lives through programs that bring individuals, families, and communities together to inspire a lifetime of responsible alcohol choices. To learn more, please visit www.Responsibility.org.

Responsibility.org Missions

- Eliminate underage drinking
- Eliminate drunk driving and work with others to eliminate all forms of impaired driving
- Empower adults of legal drinking age who choose to drink alcohol to do so responsibly as part of a balanced lifestyle



April is Alcohol Responsibility Month

Meet the Panelists

Panelists

- **Julie Foudy** | Soccer legend, author, and ESPN, NBC, and Turner Sports commentator
- **Steve Mesler** | Team USA gold medalist, CEO and co-founder of Classroom Champions, former USOPC Board member
- **Dr. Leigh Parise** | Responsibility.org Educational Advisory Board member, and co-founder of Classroom Champions





*Ask, Listen, Learn: Kids and Alcohol Don't
Mix Underage Drinking Prevention
Program*

What is *Ask, Listen, Learn*



- 2003: *Ask, Listen, Learn*, developed alongside a team of educators and organizations specializing in elementary and middle schoolers, launched
 - Conversation-driven and evidence-based science
 - Teaches the value in saying “YES” to a healthy lifestyle and “NO” to underage drinking
- 2016: New educational materials for schools to help teach kids
 - What the developing brain does
 - What alcohol does to it
 - What that does to them
- 2020: Cannabis module added to the suite of videos and lesson plans at the request of stakeholders

Why Ages 9-13?



- Kids in the 9-13 age range are generally in grades 4-8, a time when they are curious about their minds and bodies because they are changing so much.
- Kids at this age are learning about the body systems in school, making these lessons complimentary.
- At this age, prevention education sets the groundwork for decision making and healthy choices in the future.



More than two in five parents **begin underage drinking conversations when their kids are between 11-15.**

(Responsibility.org, APCO Insights, March 2023)

Value in Our Partners



- American School Counselor Association
 - Association of Middle Level Educators
 - SHAPE America
 - Discovery Education
 - Classroom Champions
- ...and more!

POP QUIZ!

Question #1

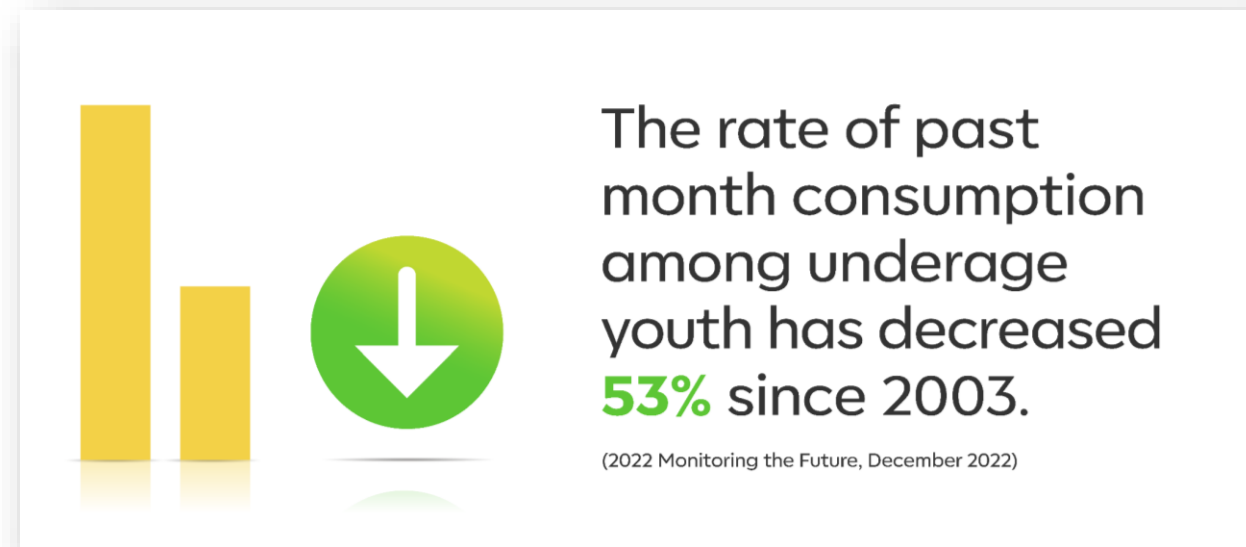


Over the past 20 years, do you think underage drinking has increased or decreased?

Underage Drinking is DOWN.



- Underage drinking was at its lowest during the pandemic.
- Rates are below pre-pandemic lows.
- Progress is encouraging, but we must continue.



Question #2



What percentage of parents do you think reported having a conversation about alcohol with their kids in the past year?

Question #3



What percentage of kids do you think reported having a conversation about alcohol with their parents in the past year?

Conversations are happening!



93% of parents have talked to their kids at least once in the past year about alcohol consumption.

(Responsibility.org, APCO Insights, March 2023)

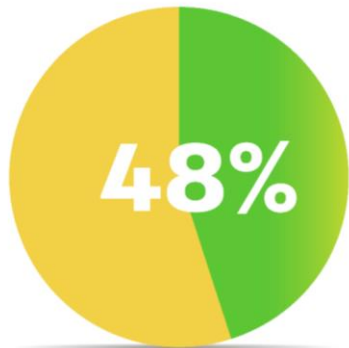


90% of kids have talked with their parents or another caregiver about the dangers of drinking alcohol.

(Responsibility.org, APCO Insights, March 2023)

- Since 2003, conversations among parents and kids have increased 31%.
- Parents are comfortable having these talks!
- The ones who aren't think their kids are too young or are “waiting for the right time.”

The Time Is Now



of parents feel comfortable or confident (26% feel comfortable and 22% feel confident) **in approaching their kids to discuss underage drinking.**

(Responsibility.org, APCO Insights, March 2023)

Why do parents wait to talk about alcohol?

44% Kids are Too Young

40% Waiting for the Right Time

(Responsibility.org, APCO Insights, March 2023)

- Goal setting
- Healthy lifestyle choices
- Good decision-making
- Refusal strategies
- Self-advocacy

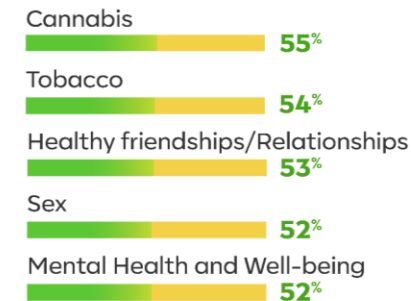
What else are they talking about?



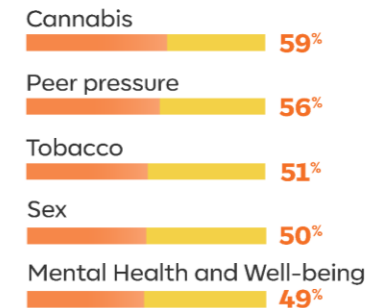
- Kids don't learn in a silo, so conversations don't need to happen in a silo either.
- Other topics included:
 - Academic success
 - Use of illegal drugs/overdoses
 - Physical health
 - Social connectedness

In addition to underage drinking conversations:

What else are parents talking about?



What else are kids talking about?



(Responsibility.org, APCO Insights, March 2023)

Conversations and *Ask, Listen, Learn*

- Starting conversations at home
 - Infographics for conversation starters and refusal strategies
- Prevention education at school
- Not every conversation is about alcohol
- Modeling responsible behaviors
- Kids are curious and smart



Question #4



What/who do you think parents cite as the leading influence on their kids' decision to drink—or not to drink—alcohol?

Question #5



What/who do you think kids cite as the leading influence on their decision to drink—or not to drink—alcohol?

Don't Underestimate Yourself



- If kids are seeing it, it's time to talk about it.
- Friends and social media still play a part in influencing behaviors.
- A strong majority of children (87%) believe they have the information they need to make healthy decisions about underage drinking.

Parents are the leading influence on decisions regarding alcohol

WHAT KIDS SAY...

Parents (33%)
Best Friends (25%)
Social Media (17%)



WHAT PARENTS SAY...

Parents (31%)
Best Friends (27%)
Social Media (13%)



Parents remain the #1 influence on their kids' decisions to drink—or not drink—alcohol.

(Responsibility.org, APCO Insights, March 2023)

Question #6



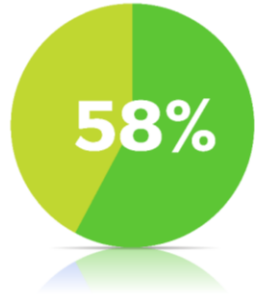
What percentage of parents think their kids will be faced with making a decision to drink, or not drink, alcohol in the next year?

Question #7



What percentage of kids think they will be faced with making a decision to drink, or not drink, alcohol in the next year?

This is Why Conversations Matter



of parents think their child(ren) will be faced with a decision regarding drinking or not drinking alcohol in the next year.



of youth think they will be faced with a decision regarding drinking or not drinking alcohol in the next year.

(Responsibility.org, APCO Insights, March 2023)

- Conversations are not “one and done.”
- They can be casual.
- Even a text counts!
- Sometimes actions speak louder than words.

Resources and Materials

In review



- Parents and caregivers are the leading influence on their kids' decision to drink—or not to drink—alcohol.
- Conversations are happening! And as a result, kids are making good decisions and saying “NO” to underage drinking.
- Conversations do not happen in a silo—weave them into everyday discussions.
- Prevention education works, so start conversations early and continue them often.
- Resources are available at [Responsibility.org](https://www.responsibility.org) and [AskListenLearn.org](https://www.asklistenlearn.org).
- Remember to share your #Take20withKids and tag @ask_listen_learn.

#Take20withKids

- In celebration of *Ask, Listen, Learn's* 20 years of underage drinking prevention progress.
- Share your tips to keeping kids alcohol-free tagging @Ask_Listen_Learn.
- It only takes 20
 - 20 minutes to set a goal
 - 20 seconds to send a text
 - 20 deep breaths to reset



Responsibility.org Resources



- *Ask, Listen, Learn: Videos | Infographics | Games*
- OnParenting videos
- Responsibility Starts With Me
- We Don't Serve Teens
- Parents, You're Not Done Yet
- Alcohol 101+

Questions?



**RESPONSIBILITY
STARTS WITH**
empowering kids to say
YES to a healthy lifestyle &
NO to underage drinking.

 [RESPONSIBILITY.ORG](https://responsibility.org)