A new survey of parents of children ages 10-17 shows that most talk to their kids about alcohol consumption, but they may not be sharing important information about WHY underage drinking is harmful.

Conversations About Underage Drinking
Research shows that when conversations about alcohol go up, underage drinking goes down.

76% of parents have talked to their kids at least once in the past year about alcohol consumption.

Impact of Alcohol on the Developing Brain
The impact on brain development and long-term effects of alcohol are important reasons for youth to avoid underage drinking.

When asked WHY kids shouldn’t drink alcohol...

Parents say:
- “It impairs judgement”
- “It can lead to unintended consequences like car crashes and alcohol poisoning”

More than 40 percent of parents do not list the impact on brain development or the long-term effects of alcohol.

Parents are the #1 Influence
65 percent of parents think that a child’s peers are the number one influence on their decisions about underage drinking.

Youth say that parents are the #1 influence on their decision to drink—or not drink—alcohol.

- GfK Roper Youth Report, Americans age 13-17, 2017

Ask, Listen, Learn:
- Model responsible behavior regarding alcohol
- Help kids say YES to a healthy lifestyle and NO to underage drinking
- Early adolescence is a key time for parents to talk to their kids about alcohol consumption to help delay the onset of drinking.