

A LIFETIME OF CONVERSATIONS

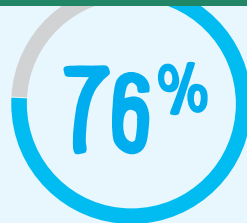
Kids, Alcohol, and the Developing Brain



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



36%

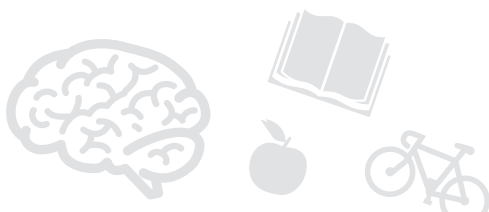
36 percent of parents feel comfortable in approaching their child to discuss underage drinking.

23%

feel confident

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.



Q: When asked WHY kids shouldn't drink alcohol...

PARENTS SAY:

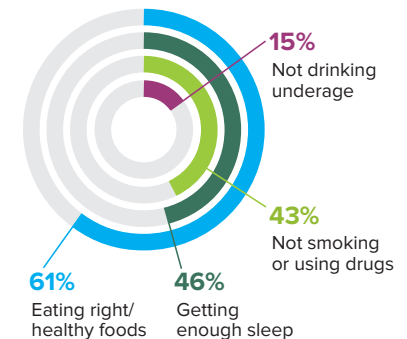
79% "It impairs judgement"

77% "It can lead to unintended consequences like car crashes and alcohol poisoning"

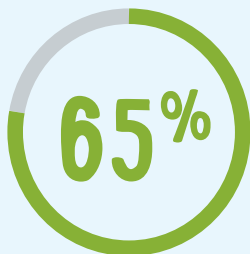


MORE THAN 40 percent of parents do not list the impact on brain development or the long-term effects of alcohol.

What parents consider important for living a healthy lifestyle:



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



Only two in five parents (41 percent) begin the conversation when their kids are between

AGES 10-14

46%

of parents who haven't talked to their kids think they are too young.

Early adolescence is a key time for parents to talk to their kids about alcohol consumption to help delay the onset of drinking.

WHAT CAN PARENTS DO?



Talk to kids about negative effects of underage drinking on the developing brain



Model responsible behavior regarding alcohol



Help kids say YES to a healthy lifestyle and NO to underage drinking

Start the conversation!

Find conversation starters, resources, brain health videos and more at

AskListenLearn.org