

## UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

### FACT SHEET

The Substance Abuse and Mental Health Services Administration (SAMHSA) Underage Drinking Prevention National Media Campaign's (the Campaign's) goal is to reduce underage drinking among youth ages 9 to 15 by providing their parents and caregivers with the resources they need to properly address this issue with their children early. The Campaign seeks to:

- » Increase parents' awareness of the prevalence and risks of underage drinking;
- » Equip parents with the knowledge, skills, and confidence to prevent underage drinking; and
- » Increase actions by parents to prevent underage drinking.

### Underage Drinking Is a Serious Problem

- » According to SAMHSA's National Survey on Drug Use and Health, in the United States, an estimated 10 million people younger than the age of 21 drank alcohol in the past month.<sup>1</sup>
- » Many young people start drinking before the age of 15.<sup>2</sup>
- » The Monitoring the Future survey<sup>3</sup> found that:
  - 33 percent of 8th graders and 70 percent of 12th graders in the United States said they tried alcohol at some time in their lives;
  - 13 percent of 8th graders and 27 percent of 10th graders said that they had consumed alcohol in the month before the survey; and
  - 65 percent of teens who do drink reported that they get drunk in a typical month.<sup>4</sup>

### The Consequences of Underage Drinking Can Be Devastating

The consequences of underage of underage drinking can include:

- » Injury or death from accidents;<sup>5</sup>
- » Unintended, unwanted, and unprotected sexual activity;<sup>6, 7</sup>

- » Health problems such as depression and anxiety disorders;<sup>8</sup>
- » Academic problems;<sup>9</sup> and
- » Drug use.<sup>10</sup>

### **Parents Do Not Feel Fully Prepared to Address the Issue of Underage Drinking**

Many parents with children between the ages of 9 and 15 know that peer pressure and media influences can often lead to underage drinking. However, they are not fully aware of the immediate dangers of their children's alcohol consumption. Statistics that point to the common nature of underage drinking can be shocking and unbelievable to some parents. Furthermore, parents often do not feel equipped with the information or resources they need to properly address underage drinking with their children.

### **The Campaign Seeks to Give Parents Knowledge, Resources, and Confidence**

The Campaign will use radio, television, and print public service announcements (PSAs); social media; the Campaign's website [www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov); partnership networks; and direct outreach to help parents feel more confident when talking to their children about alcohol. Messages will:

- » Emphasize the importance of parents talking to their kids about underage drinking before they reach the age range when alcohol use typically begins (before the age of 15);
- » Offer advice to parents about preparing children to deal with peer pressure issues that may lead to alcohol abuse;
- » Highlight underage drinking statistics that are likely to catch parents' attention;
- » Focus on helping parents address the issue of underage drinking in a manner that emphasizes their children's ability to make autonomous decisions; and
- » Model behaviors and situations when parents can begin the conversation about the dangers of alcohol with their children.

## References

- 1, 2 Substance Abuse and Mental Health Services Administration. (2011). *Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings*. NSDUH Series H-41, HHS Publication No. (SMA) 11-4658. Rockville, MD: Substance Abuse and Mental Health Services Administration.
- 3 Johnston, L.D., O'Malley, P.M., Bachman, J. G., and Schulenberg, J. E. (2012). *Monitoring the Future: National results on adolescent drug use: Overview of key findings, 2011*. Ann Arbor: Institute for Social Research, The University of Michigan.
- 4 The National Center on Addiction and Substance Abuse at Columbia University. (2009). *National survey of American attitudes on substance abuse XIV: Teens and parents*. New York, NY: The National Center on Addiction and Substance Abuse at Columbia University.
- 5 U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking: A Guide to Action for Educators*. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007..
- 6 Fergusson, D.M., and Lynskey, M.T. (1996). Alcohol misuse and adolescent sexual behaviors and risk taking. *Pediatrics*, 98(1), 91–96.
- 7 Tapert, S.F., Aarons, G.A., Sedlar, G.R., and Brown, S.A. (2001). Adolescent substance use and sexual risk-taking behavior. *Journal of Adolescent Health*, 28(3), 181–189.
- 8, 9 Bonnie, R.J., and O'Connell, M.E. (Ed.). (2004). *Reducing underage drinking: A collective responsibility*. National Research Council and Institute of Medicine. Washington, DC: The National Academies Press. From <http://www.iom.edu/Reports/2003/Reducing-Underage-Drinking-A-Collective-Responsibility.aspx> (accessed May 3, 2012).
- 10 Eaton, D.K., Kann, L., Kinchen, S., Shanklin, S., Flint, K.H., Hawkins, J., et al. (2012, June 8). Youth risk behavior surveillance—United States, 2011. *Morbidity and Mortality Weekly Report Surveillance Summaries*. Atlanta, GA: Centers for Disease Control and Prevention. From <http://www.cdc.gov/mmwr/pdf/ss/ss6104.pdf> (accessed May 3, 2012).