

PARENTS WHO HOST LOSE THE MOST™



Don't be
a party to
teenage
drinking.

It's against
the law.



Underage Drinking to be Tackled

The *Wisconsin Epidemiological Profile on Alcohol and Other Drug Abuse*¹ report indicated that Wisconsin has the highest rates in the nation of:

- Current drinking among high school students 49%
- Current underage drinking 39%
- Current drinking among adults 22%
- Binge drinking among adults 8%

In addition, Wisconsin's rate of underage binge drinking rose significantly between 2003 and 2005, bringing us to the second highest rate in the nation (28%).

Marshfield Area Coalition for Youth (MACY) is working to reduce substance abuse among 12-17 year olds in Marshfield. MACY's work has been supported by state and federal funding including: Wisconsin Partnership Program and Drug Free Communities Support Program.

MACY is partnering with Inner Wisconsin Coalition for Youth to lead a Wood county effort centered around the public awareness campaign "*Parents Who Host, Lose the Most: Don't be a party to teenage drinking*" to provide parents with accurate information about the health risks of underage drinking and the legal consequences of providing alcohol to youth. The campaign encourages parents and the community to send a unified message that underage alcohol consumption is not acceptable. Consuming alcohol is unsafe, illegal, and unhealthy for anyone under the age of 21.

Why 21?

- Alcohol is the number one youth drug problem in America and more young people die from alcohol-related causes than from all other illicit drugs combined.²
- The 21 minimum drinking age law saves 900 lives per year in alcohol related traffic crashes.⁵
- When drinking is delayed until age 21, a person is four times less likely to become an alcoholic.³
- In 1984, when the drinking age was still age 18, over 67 percent of 12th graders had consumed alcohol in the past month. Since the drinking age was raised to 21, that percentage has decreased by one-third, to 44 percent.⁴
- From 12 years old to the mid 20s – the years in which America's youth are the most exposed to alcohol – critical periods of brain development take place in which alcohol can affect: coordination, emotional control, thinking, decision-making, hand-eye movement, speech, and memory.⁶
- Adolescents are more vulnerable than adults to the effects of alcohol on learning and memory.⁶

Sources

- 1 Bureau of Prevention Treatment and Recovery, in cooperation with the Division of Public Health and the University of Wisconsin, Population Health Institute. (2008). *Wisconsin Epidemiological Profile on Alcohol and Other Drug Abuse*.
- 2 Narcotic Educational Foundation of America, Drug Abuse Education Provider of the California Narcotic Officers' Association. (2002). *Alcohol-a potent drug*.
- 3 Pacific Institute for Research and Evaluation -PIRE. (2006).
- 4 CADCA Coalitions Online. (2009). *Support 21 Act*.
- 5 National Traffic Highway Administration (NHTSA).
- 6 White, A. (2001). Duke University Medical Center, *Alcohol and adolescent brain development*. Durham , NC.

Underage Use of Alcohol

Wisconsin Data

- 49 percent of Wisconsin high school students reported drinking alcohol in the past 30 days.¹
- 32 percent of Wisconsin high school students reported binge drinking in the past 30 days.¹
- 24 percent of Wisconsin high school students reported taking their first drink of alcohol before age 13.¹
- In 2006, underage drinkers consumed 17 percent of all alcohol sold in Wisconsin, totaling \$488 million in sales.²

Wood County Data

- 23.5 percent of Wood County Sheriffs Department drug arrests were school age kids.³
- In 2008, over 490 underage drinking citations were issued.³
- In 2008, over 75 underage operated while under the influence (OWI) citations were issued.³

Marshfield Area Coalition for Youth - serving the Marshfield area.

- 14 percent of Marshfield Police Department drug arrests were school age kids.³
- 69 percent of Marshfield high schools students reported having a drink of alcohol other than a few sips.⁴
- 30 percent of Marshfield high schools Students reported taking their first drink of alcohol before age 13.⁴
- 45 percent of Marshfield high schools students reported drinking alcohol in the past 30 days.⁴

- 29 percent of Marshfield high schools students reported binge drinking in the past 30 days.⁴
- 34 percent say they have obtained alcohol from a person 21 or older.⁴
- 48 percent think most or all people their age would say it's okay to have 5 or more alcohol drinks in a row, within a couple of hours once or twice a weekend.⁴

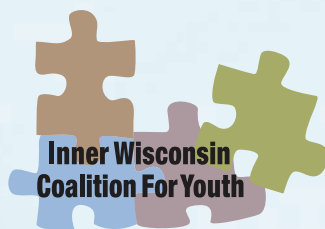
Inner Wisconsin Coalition for Youth - serving Auburndale, Grand Rapids, Nekoosa, Pittsville and Wisconsin Rapids areas.

- 21 percent of Wisconsin Rapids Police Department drug arrests were school age kids.³
- 35 percent of high school students reported taking their first drink of alcohol before age 13.⁵
- 41 percent of high school students reported drinking alcohol in the past 30 days.⁵
- 22 percent of Wisconsin Rapids high school students reported binge drinking in the past 30 days.⁶
- 22 percent say they have obtained alcohol from a person 21 or older.⁵

Sources

- 1 Wisconsin Department of Public Instruction. (2007). Wisconsin Youth Risk Behavior Survey.
- 2 Pacific Institute of Research and Evaluation, 2006.
- 3 2008 data courtesy of Marshfield Police Department.
- 4 2008 Adapted Wisconsin Youth Risk Behavior Survey conducted in Marshfield Senior High and Columbus High School.
- 5 2008 SEARCH Survey conducted in Adams, Nekoosa, Port Edwards, Pittsville, and Wisconsin Rapids.
- 6 2008 Adapted Wisconsin Youth Risk Behavior Survey conducted in Wisconsin Rapids.

**MARSHFIELD AREA
COALITION FOR YOUTH**
www.marshfield4youth.org



In collaboration with



Marshfield Clinic®
Center for Community Outreach

www.marshfield4youth.org
www.marshfieldclinic.org/cco

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