



FOR IMMEDIATE RELEASE

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PARENTS CALLED TO ACTION AGAINST UNDERAGE DRINKING

April is Alcohol Awareness Month

(Columbus, OH) – Parents are an important part of the U.S. Surgeon General’s Office’s first Call to Action against underage drinking issued recently. In the [report](#), parents and others are urged to do more to stop America’s 11 million current underage drinkers from using alcohol, and to keep other young people from starting. The peak years of alcohol initiation are 7th and 8th grades.

“The call from the Surgeon General’s Office comes as we observe Alcohol Awareness Month, a national public awareness campaign held in April to focus on alcohol abuse and alcohol-related issues,” Drug-Free Action Alliance Executive Director Patricia Harmon said. “Underage alcohol use is not inevitable, and parents can be a powerful force in preventing it.”

The Surgeon General suggests several strategies for parents, including:

- Partner with other parents in their child’s network to ensure that parties and other social events do not allow underage alcohol consumption, much less facilitate its use or focus on it.
- Remind children that “not everyone is doing it.” About 90% of 12- or 13-year-olds and 66% of 14- or 15-year-olds reported NO alcohol use (a whole drink) in the past year. (*The National Survey on Drug Use and Health (NSDUH) 2005. Substance Abuse and Mental Health Services Administration. 2006.*)
- Serve as a positive role model for adolescents by not drinking excessively, and by avoiding alcohol consumption in high-risk situations (e.g., when driving a motor vehicle, while boating, and while operating machinery)
- Set clear rules around not drinking, and establish specific consequences for alcohol use.

[Drug-Free Action Alliance](#) is a non-profit that provides leadership to promote safe and drug free communities throughout Ohio. It has several programs operating statewide that deal with underage drinking and empowering parents to raise their children to be substance free, including the “Parents Who Host, Lose The Most: Don’t be a party to teenage drinking” and Know!.

Drug-Free Action Alliance’s website is www.DrugFreeActionAlliance.org, and the Call to Action is available at www.surgeongeneral.gov/topics/underagedrinking/.

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Red Ribbon Celebration

College Initiative to Reduce High Risk Drinking

Ohio Resource Network Clearinghouse

Statewide Prevention Coalition Association

Parents Who Host, Lose The Most: Don't be a party to teenage drinking

Volunteers In Prevention

Know!

Youth Philanthropy Council

Methamphetamine Initiative