

**PowerTalk 21\***

**About one in three eighth graders has tried alcohol.**

**Here's what we suggest trying instead.**

## **MADD Programs and Activities to Prevent Underage Drinking.**

- **About one in three eighth graders has tried alcohol.**
- **One in five teens binge drinks, yet only one in 100 parents think their kids binge drink.**
- **Teen alcohol use kills about 6,000 people a year, more than all illegal drugs combined.**
- **Car crashes are the leading cause of death for teens, and more than one out of three of those are alcohol-related.**
- **Kids who start drinking young are seven times more likely to be in an alcohol-related crash.**

The statistics tell the underage drinking story loud and clear. What may not be as obvious is how to go about changing the story into one with a positive ending. That's where Mothers Against Drunk Driving can help. Our research-based programs give parents powerful tools to prevent underage drinking and the tragedies that can result.



# What Parents Can Do

**POWER of PARENTS**

**madd**

put that influence to work by offering a research-based handbook for talking with teens about alcohol.

Nearly three out of four kids say their parents are the leading influence on their decisions about drinking, according to a Roper report. We help parents



The handbook grew out of our partnership with Dr. Robert Turrissi of Pennsylvania State University. Dr. Turrissi, whose handbook for parents of college students proved successful in reducing underage drinking, worked with MADD to adapt his model for parents of high school students. Parents are invited to download the free handbook with valuable tips and tools at [madd.org/powerofparents](http://madd.org/powerofparents).

## Seven Tips for Connecting With Your Teen

### 1 COMMUNICATE BEFORE A PROBLEM STARTS.

- Have important discussions now, before there's blaming, anger or punishments.
- Agree on a time to start talking together about the dangers of alcohol.

### 2 DISCUSS RULES AND CONSEQUENCES.

- Explain how you expect your son or daughter to act, and why.
- Tell your teen plainly that you don't want him or her drinking.

### 3 SHOW YOU CARE.

- Gently touch your teen on the arm or back to show affection.
- Tell your teens you love them and want them to be healthy and safe. Explain that's why you need to talk together about the dangers of underage drinking.

### 4 PAY ATTENTION.

- Even when life gets hectic, take time out to listen to your teen.
- Monitor where your teen is and what your teen is doing, constantly.

### 5 SHARE FAMILY ACTIVITIES.

- Have dinner together at least three times a week.

### 6 GIVE AND GET RESPECT.

- When your teen talks to you, listen and reply respectfully.
- Insist that your teen treat you with respect, too.

### 7 ENFORCE CONSEQUENCES CONSISTENTLY.

- If your teen breaks the rules, stay calm and enforce the consequences.

## A Day to Start Talking and Stop Teen Drinking

### PowerTalk 21™

PowerTalk 21, on April 21, is the national day to start talking about teens and alcohol. It's when parents, kids and communities take positive steps to open communications and work together to end underage drinking. Look for events and local opportunities in your area at [madd.org/powertalk21](http://madd.org/powertalk21).

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