

Tips & Tools to Keep Kids' Brains Healthy & Alcohol-free



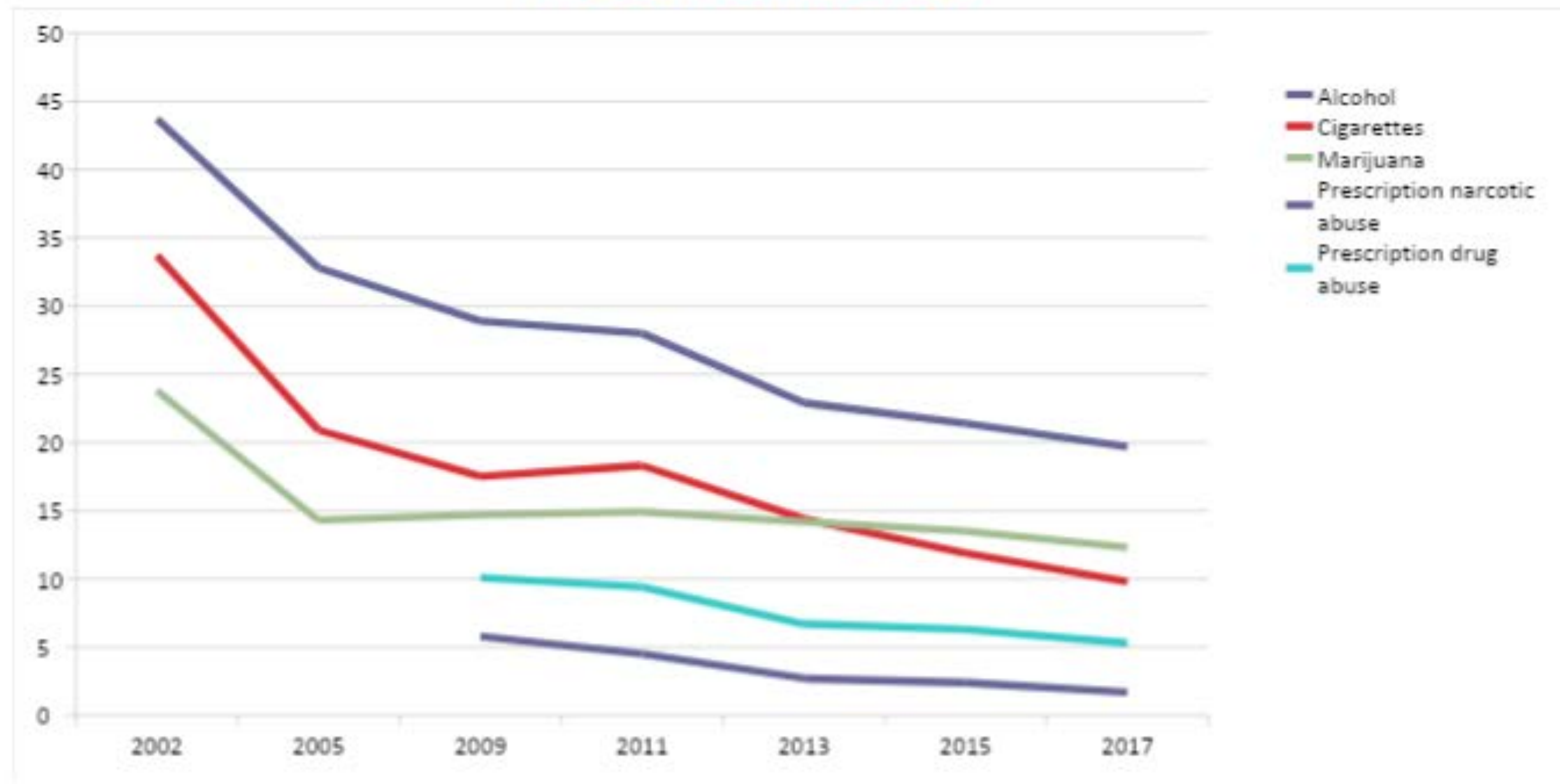


Welcome

Is Underage Drinking A Problem In Our Community?

LOCAL SHARP DATA

2002 - 2017 TCSD Data : 6th – 12th Grades** Prevention Works!



Healthy Brains & Bright Futures

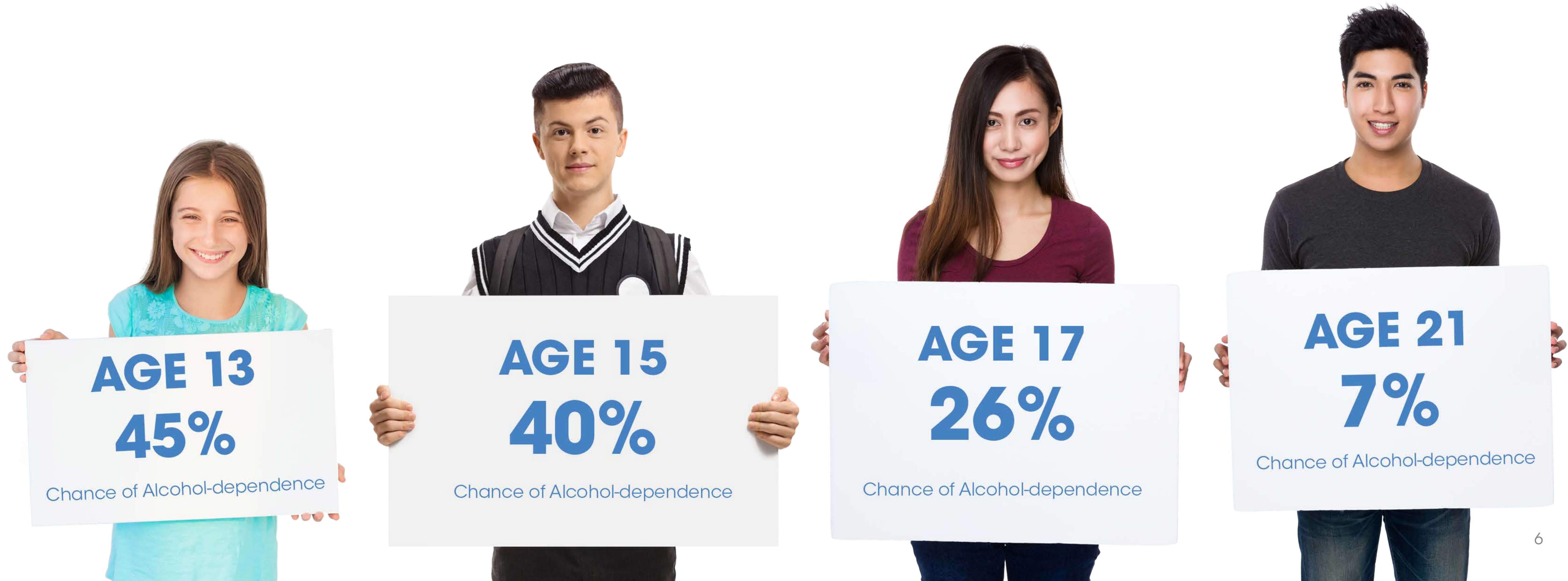


Parents
Empowered



HELP KIDS'
—BRAINS—
SHINE BRIGHT

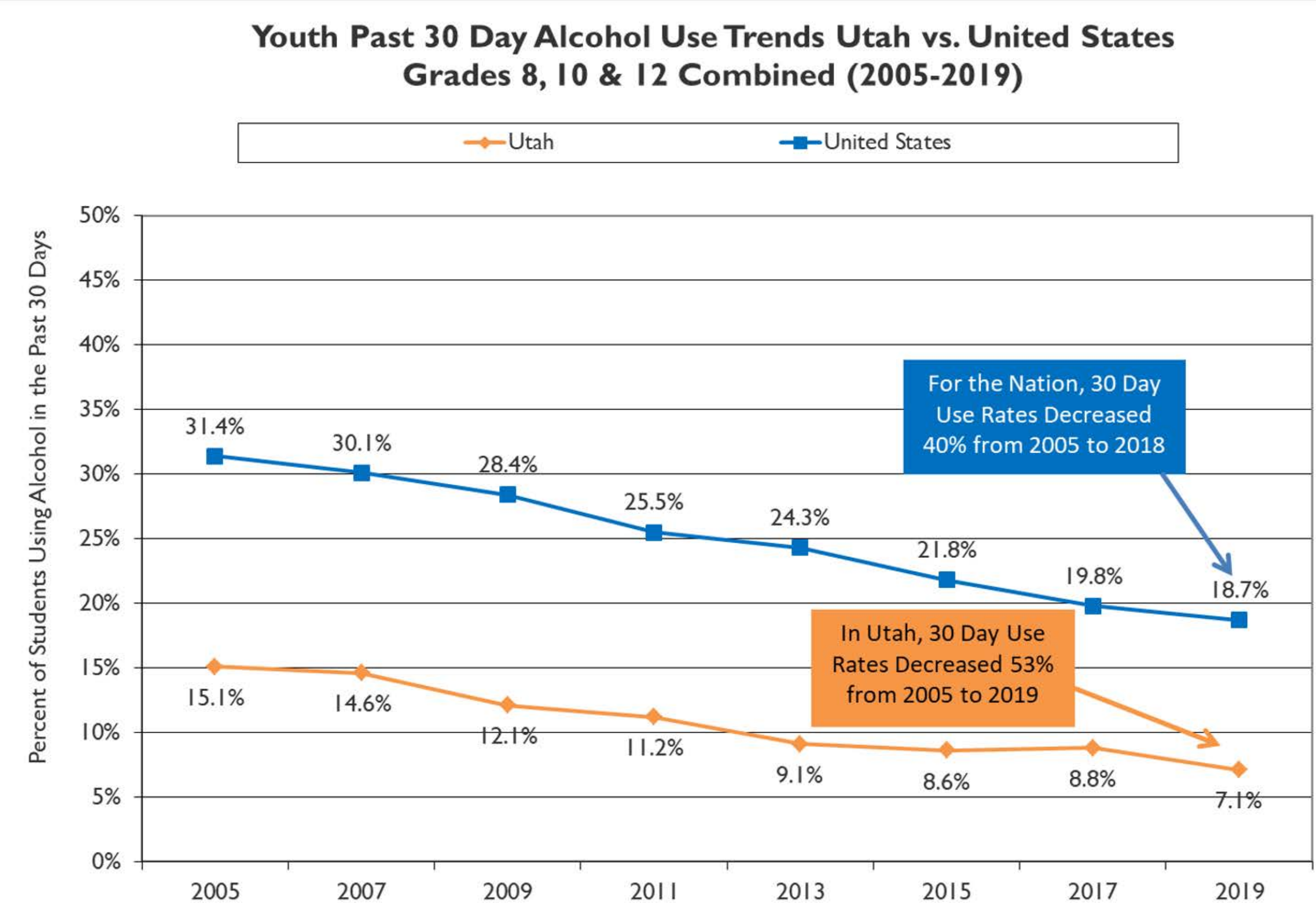
UNDERAGE DRINKING INCREASES THE RISK OF ALCOHOL-DEPENDENCE



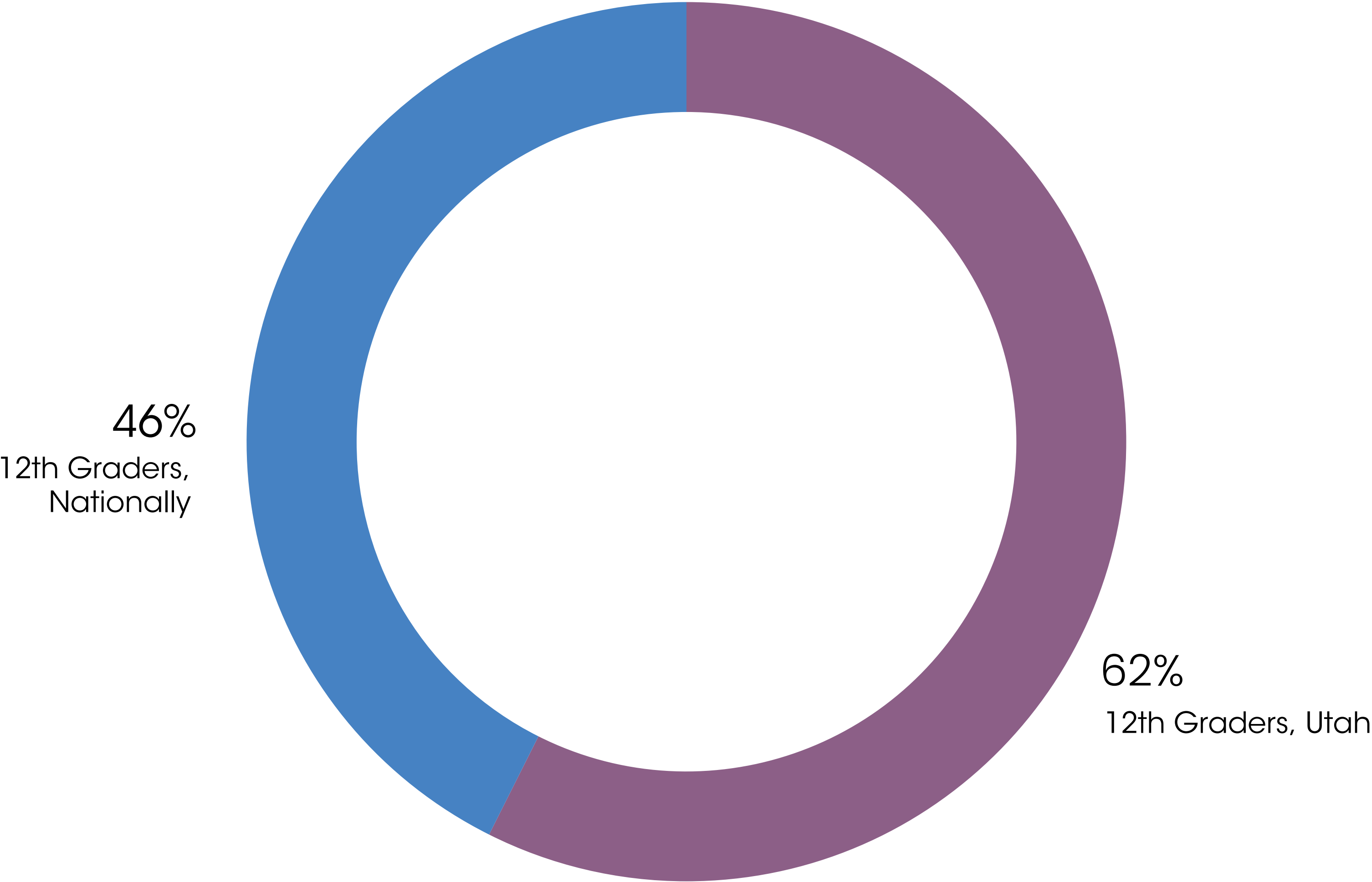


**Although youth
drink less often
than adults, when
they do drink, they
drink more.**

30-DAY USE, UTAH VS. NATIONAL RATES



BINGE DRINKING, UTAH VS. NATIONAL RATES



44% of Utah kids who drink get their alcohol from home with their parents' permission.



Parents!
The #1 Reason
Kids Don't Drink

Parents 
Empowered

What Is Parents Empowered?



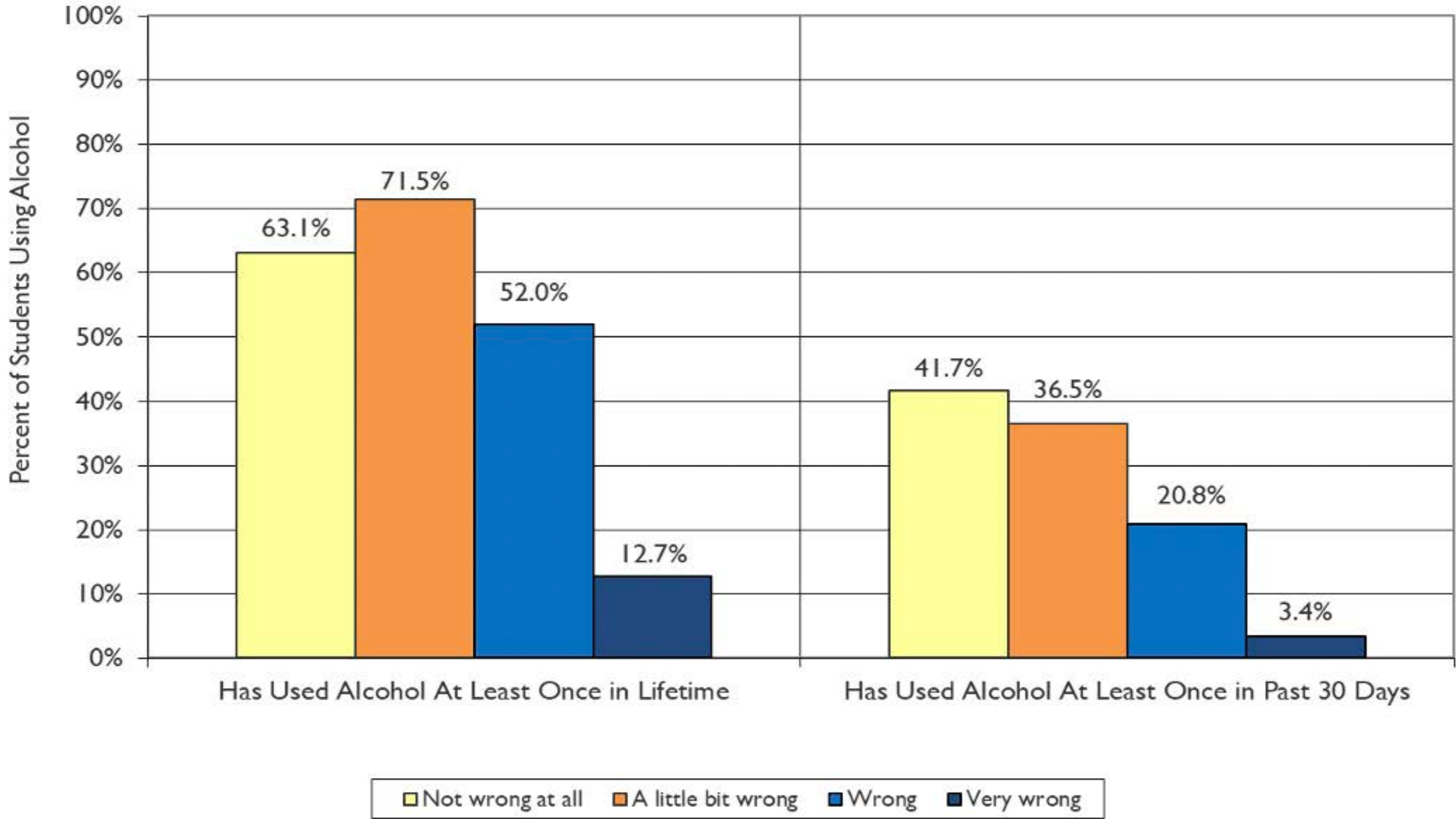
Parents Empowered

- It's an education and media campaign that provides parents the tools and skills to help prevent their kids from drinking underage.

PERCEIVED PARENTAL ACCEPTABILITY

Alcohol Use in Relation to Perceived Parental Acceptability (2019):

How wrong do your parents feel it would be for you to drink beer, wine, or hard liquor regularly?

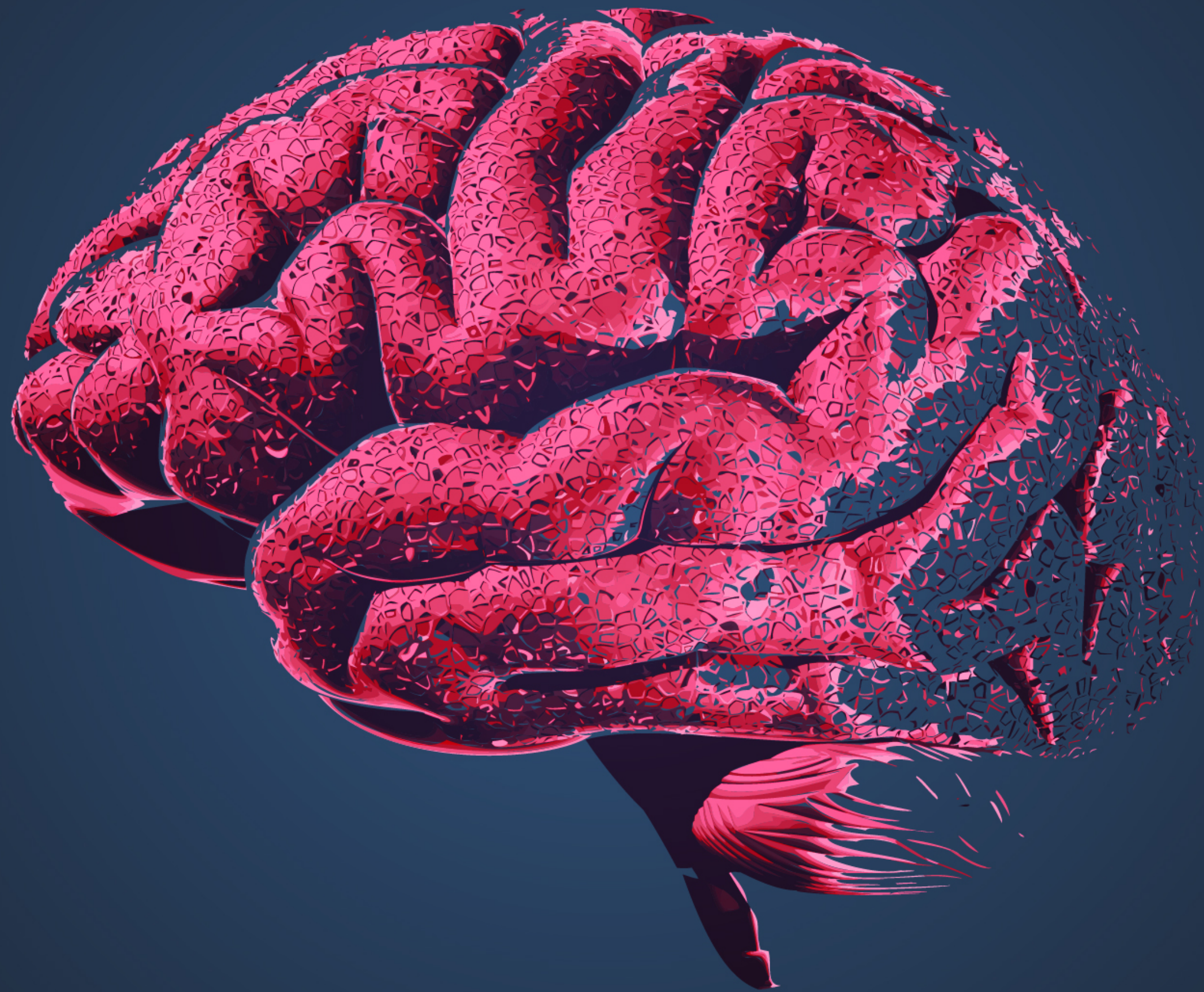




Skills to Prevent Underage Drinking

- Bonding
- Boundaries
- Monitoring
- Starting the conversation

Protecting Your Child's Healthy Brain



**The adolescent brain
is still developing.**

A black and red wire is shaped into the outline of an alcohol bottle. The wire starts as a horizontal line on the left, goes up to form the neck, and then curves back down to a horizontal line on the right. The top of the neck is capped with an orange, ribbed plastic stopper.

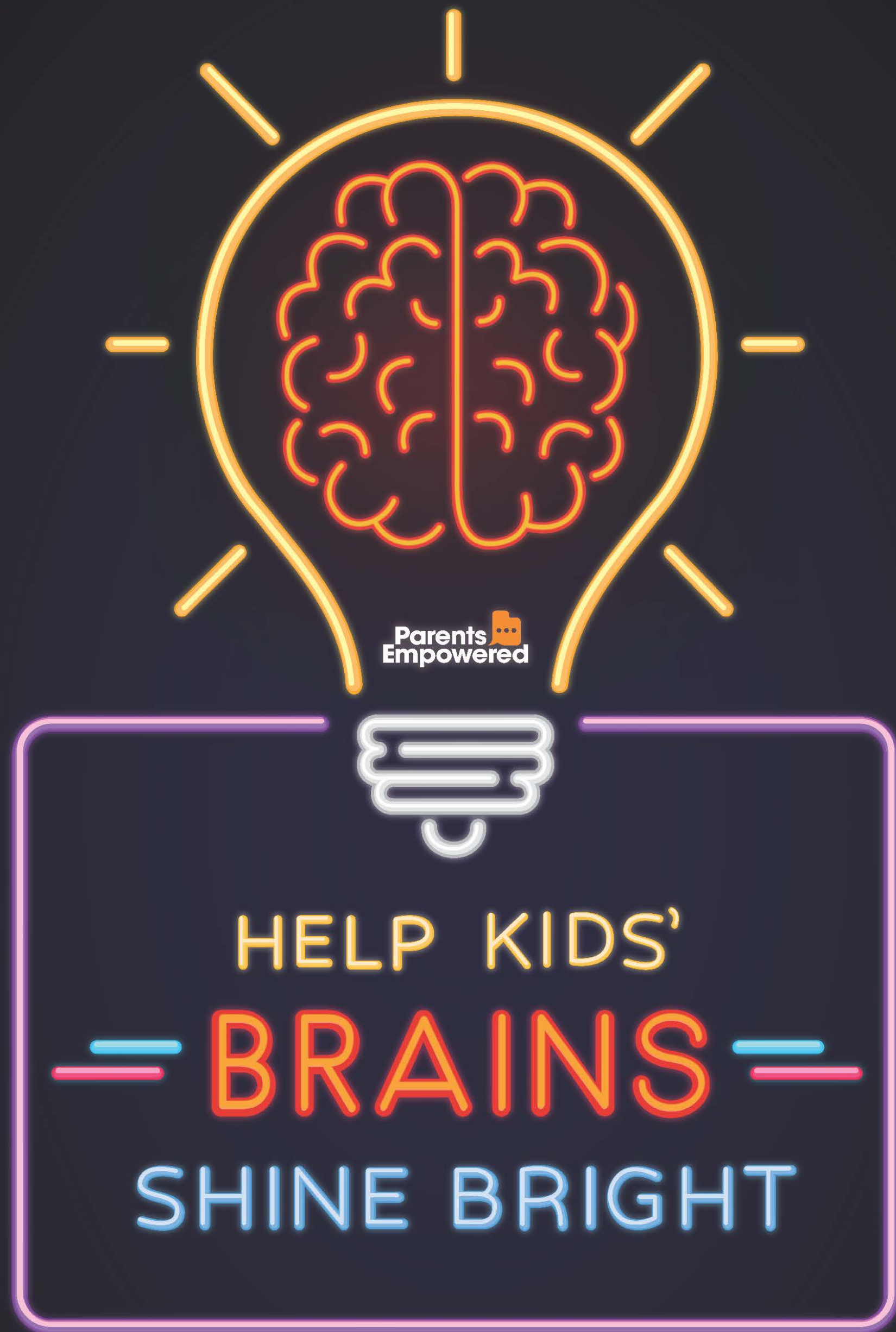
**Alcohol can wire a teen's
brain for addiction.**

**PARENTS
EMPOWERED.org**

Health & Safety Risks of Binge Drinking





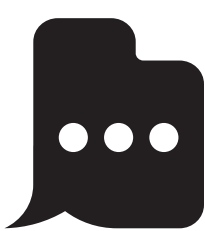


A HEALTHY BRAIN IS THE KEY TO A BRIGHTER FUTURE.

- It's a child's greatest asset to help them fulfill their potential.

Parents!

*The #1 Reason
Kids Don't Drink*

Parents 
Empowered