

THE COMMITTED STRATEGY

PARENTS PLAY A MAJOR ROLE IN THEIR CHILDREN'S CHOICES ABOUT ALCOHOL, TOBACCO & OTHER DRUGS. ADOLESCENTS DRINK LESS AND HAVE FEWER ALCOHOL-RELATED PROBLEMS WHEN THEIR PARENTS DISCIPLINE THEM CONSISTENTLY AND SET CLEAR EXPECTATIONS.

ADULTS PROVIDING ALCOHOL TO UNDERAGE YOUTH...

- ✦ SENDS THE MESSAGE THAT UNDERAGE DRINKING IS OKAY**
- ✦ SHOWS YOUTH THEY DON'T HAVE TO OBEY LAWS**
- ✦ CONTRIBUTES TO THE MISPERCEPTION THAT ALL YOUTH DRINK**

UNDERAGE DRINKING FACTS:

- ✦ UNDERAGE DRINKING COST CA \$8.1 BILLION IN 2007 (PIRE, 2009)**
- ✦ AN ESTIMATED 136 TRAFFIC FATALITIES, 122,680 VIOLENT CRIMES, 206,700 PROPERTY CRIMES & 20,000 TEEN PREGNANCIES INVOLVED UNDERAGE DRINKING (PIRE, 2009)**
- ✦ 54% OF 11th GRADERS IN SLO COUNTY SAY IT IS VERY EASY TO GET ALCOHOL (CHKS, 2007/2008)**

****Committed Campaign developed by Butte County Friday Night Live**