

Parents, do you

# WANT TO KEEP YOUR KIDS SAFE FROM

- Poor grades?
- Bad friends?
- Illegal drug use?
- Teen pregnancy?
- Drunk driving?

Then make a firm

**NO-ALCOHOL RULE**

and enforce it—  
every day and  
in every way.



FACT

1

Teens who get alcohol from parents (who think they are teaching their kids to “drink responsibly”) are **40% more likely to binge drink when parents aren’t around.**

FACT

2

The risk-taking area of the brain develops very early in a teen, while the **good judgment area doesn’t fully develop until age 26**—putting teens at risk for reckless behavior.

FACT

3

Most teens who drink, **drink to get drunk.**

FACT

4

**Alcohol shuts down the part of the brain** that cares if a teen makes a mistake.

FACT

5

**Alcohol harms the development of the brain’s white matter**—the myelin sheath “insulation” that helps conduct electricity in the brain—**slowing its processing speed.**

FACT

6

Providing alcohol to those under 21 is illegal and can result in a **1-year sentence and/or a \$2,500 fine.**

**DON'T**

**program your kid's brain for failure.**