

Set rules to help them grow up alcohol-free.

OPEN THIS WAY

The hippocampus is the part of the brain responsible for learning and memory. This part of the brain is rapidly developing during adolescence, so alcohol can harm this part of the brain, known as the memory center. The earlier the exposure to alcohol, the more long-term damage. A child's future depends on a healthy brain, free from the harmful effects of alcohol. To keep your kid's brain healthy, learn the three-step method to keep your kids alcohol-free: bonding, boundaries and monitoring.

THE NORTH AMERICAN
ADOLESCENT BRAIN
HUG YOUR HIPPO.
HIPPOCAMPUS, THAT IS.



Endangered by Drinking Alcohol

SCAVENGER HUNT

To find all the Parents Empowered underage drinking prevention signs scattered around the zoo, you'll need to put on your safari hat. Use these clues to find 9 signs featuring some of Hogle Zoo's most famous residents. As you find the signs, they will provide the answers to each scavenger hunt question below. Each sign features a new animal as well as facts and information on how to prevent underage drinking. Can you find them all?

- Search high, search low, come one, come all. Come look up at a legend, known for being tall. Kids are more at risk for alcohol use between ___ and ___ P.M.
- Have a great time searching for me. In fact, I'm even bigger than a chimpanzee. ___% of underage drinkers report getting alcohol from home, with their parents' permission.
- Like the frozen pop, I'm oh-so-sweet. Come watch us play, it's a treat. ___ kids need parents' help to stay alcohol-free.
- I have no crown, but I'm still the king. My deafening roar is how I sing. Kids who begin drinking before age 13 have a ___% chance of addiction.
- We're new to the zoo and we like to play. People call us sly, but that's okay! ___% of kids who said they had been drunk in the last year had parents who believed they were non-drinkers.

- My nose is sharp and I am large. Watch out if you see me charge. Alcohol can harm parts of the teen brain that are key areas for:
- I don't mind the icy cold, it's where I feel at home. My snow-white fur keeps me warm in the arctic, where I roam. ___ are the number one reason kids don't drink alcohol.
- My feet are huge, but so are my ears. But it's my amazing tricks you'll remember for years. By ___ grade, you should set rules with you kids about alcohol.
- In preparation for hibernation I can gain 3 pounds a day. Maybe that's why my nose can smell food from miles away. ___% of 12- to 17-year-olds who regularly drink alcohol have serious behavioral problems that can include depression, addiction, illicit drug use and violence.
- This happy place is where the kids come to play. But being with you at the zoo, makes it a special day. These two parts of a teen's brain can be harmed by underage drinking. The ___ and the ___.

A Safe Habitat



PARENTS ARE #1
KIDS NEED A
SAFE HABITAT

Don't let underage drinking happen in your home. In Utah, 43% of underage drinkers report getting alcohol from home, with their parents' permission. That's not good, especially since alcohol can harm the developing brain. Be strong like a grizzly bear and keep your cub's safe, in an alcohol-free environment.

While lions may rule the jungle, parents are number one in the house. It might seem hard to believe, but it's true — kids still listen to their parents. In fact, Utah kids report that parental disapproval of underage drinking is the number one reason they chose not to drink.

How to Prevent Underage Drinking

BONDING

STAY CLOSE TO YOUR KIDS.

Parents can learn a thing or two just by watching an otter family play together. Playing together is a great way to stay close. When a kid feels close to their parents, they are less likely to drink underage. Find ways to spend time with them. Play a board game. Go on a hike. Watch a movie. Do something to strengthen your relationship. Here are some ways to bond:

- Spend Time Together
- Do Fun Activities Together
- Eat Dinner Together
- Listen and be Supportive
- Create a Positive Home Environment

BOUNDARIES

SET CLEAR RULES AND EXPECTATIONS

Like an elephant, never forget to set clear rules about underage drinking. Make your expectations clear about what your child should do if offered alcohol. Boundaries are like the walls of a lion's cage. They keep your kid's safe from danger. Talk to your kids about alcohol and help them understand why they need rules. Without clear rules and expectations, kids are much more likely to drink.

- Teach the Risks of Underage Drinking
- Discuss What to do if Alcohol is Present
- Consistently Enforce the Rules
- Helps Kids Choose Friends Wisely
- Practice saying "no" to alcohol

MONITORING

WHO, WHAT, WHEN & WHERE

Be as observant as an owl. Know where your kids are, who they're with, and what they are doing. Stay involved. Studies show parental involvement drops by half between the 6th and 12th grades. It's important to remain engaged throughout their teen years.

- Know Your Children's Activities
- Observe Your Child's Emotional Well-Being
- Know Your Children's Friends and Their Parents
- Ensure an Alcohol-free Environment
- Check-in Often

The Games



Spending quality time with your kids is one of the keys to preventing underage drinking. Take a moment to complete the scavenger hunt or share a joke or two. Your kids will soon be laughing like hyenas.

WORD SEARCH

Time to show off your eagle eyes. See if you and your kids can find all of the hidden words. Ready? Go!

BONDING
BOUNDARIES
MONITORING
RULES
ADDITION

HOME
PARENTS
BRAIN
POLAR
BEAR

INVOLVED
GIRAFFE
LION
ELEPHANT
INFLUENCE

FUTURE
TIGER
FAMILY
DINNER

N T U D Z H L M R H V Y Y W D C K N
P N I V P O H O F E D O T T N P I T
K A E X Z B E N R J G S M D Y T Z P
Y H C P F J F I P E J I O H X H H O
R P N Q L Q P T A G N C T E R N J L
H E E V L W V O R A E N F A S A P A
L L U Z U I U R E M O H I U D J E R
G E L P M Z O I N U P Y N D L E H B
O Y F T O S J N T N M Z I I C J W K
N G N M V U P G S O K C Z M A R H F
N X I T Y V Q K W Q T N F O E R Q R
A G I R A F F E Y I E I Y A B M B Q
S E I R A D N U O B A S L Z M V H R
U P J X I S X N N M V C I Z K Q B U
D B G N I D N O B W V W M D X Z J L
H I N V O L V E D O G R A W C Q M E
H C O E R U T U F S P I F Z W Y W S
C K C Z Q B X K D Q O M O O I Q E N

YAK IT UP



What do you call shaving a crazy sheep?
Shear madness.

What do you get from a pampered cow?
Spoiled milk.

What do fish take to stay healthy?
Vitamin sea.

What is as big as an elephant
but weighs nothing?
Its shadow.

Why are giraffes so slow to apologize?
It takes them a long time
to swallow their pride.

How do spiders communicate?
Through the World Wide Web.

Why did the lion always lose at poker?
He was playing with a
bunch of cheetahs.

Why couldn't the leopard
play hide and seek?
Because he was always spotted.

Keep your
herd safe and
help prevent
underage
drinking.

FOR MORE INFORMATION,
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