

**PARENTS
WHO HOST
LOSE
THE MOST™**



Don't be
a party to
teenage
drinking.

It's against
the law.

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December is National Impaired Driving Prevention Month

Described as “one of the deadliest and most dangerous times on America’s roadways” by the National Association of Drug Court Professionals, December has been designated National Impaired Driving Prevention Month since 1981.

During this month, law enforcement agencies and communities will be busy trying to dissuade adults and teens from drinking and driving. Recently, they’re also having to add messages about not using drugs and then driving.



Unfortunately, many parents will provide alcohol for children around the holiday season. Kids are at home, out of school, and more prone to partying. Parents, similarly, want to be the cool parents, want to teach children to “drink responsibly,” or want to try to keep them from drinking and driving.

It’s up to us to let those parents know that providing alcohol for children and teens is unsafe, unhealthy, and illegal. We encourage you to get involved in your community with keeping your roadways safe by ensuring that parents don’t provide alcohol for kids around the holiday season.

Parents Who Host Lose The Most can help you to educate parents from your community. The media campaign includes informative resources about the laws regarding social hosting. There are stickers to put on pizza boxes, fact cards to hand out at events, posters to hang in community spaces, window clings to display in convenience stores, and more.

[Shop Parents Who Host Lose The Most](#)

Keep it Safe This Holiday Season

The holiday season is upon us, which means more adults will be consuming alcoholic drinks and in higher quantities. This time of year also puts more people on the roads, as they travel to see family and friends, near and far. It makes sense, then, that this season becomes one of the most dangerous times of the year for alcohol-related accidents and fatalities.



One factor that contributes to increased drinking is the amount of stress that tends to accompany the holidays, and more people unfortunately turning to alcohol in an attempt to ease that pressure. Another major reason drinking spikes is because there are simply more opportunities to drink socially due to the various parties.

Depending on where you live, this time of the year can also bring dangerous road conditions. Adding alcohol to the mix is no doubt dangerous and, far too often, deadly.

This Know! Parent Tip provides [factual tips that adults can use to keep themselves and those around them safe.](#)

[Read the Know! Parent Tip](#)

[Sign up for Know! Parent Tips](#)

Work with the Media

Awareness Months like National Impaired Driving Prevention Month are great opportunities to engage the media in your community with the Parents Who Host message. Reach to your local reporters or newscasters to see how the two of you can work together to educate and empower parents and advocate for prevention. You can work with the media to share information about social host laws, how to secure alcohol ahead of any parties, and practical parenting tips.



If you're a member of Parents Who Host, you can access the media tips in the member center to brush up before you talk to your local reporters. (Look for Media Tips under Planning & Implementation). You may also find the customizable letter to the editor, op-editorial, press releases, and proclamation useful.

[Members Only: Access the Member Center](#)

Customize and Co-Brand: Your Logo Here

Whether you're purchasing fact cards, posters, or pledge cards, the paper products of Parents Who Host can be co-branded to include contact information and the logo of your organization.

Co-branded assets help spread your organization's name and ties it to the work you do. It's great for marketing your organization, building brand awareness, and encouraging two-way communication with your audience.

You can also use co-branding to include a sponsor's logo and a thank you message.

Pricing varies depending on the quantity you order. At large enough quantities, pricing can get close to \$12 per 100 fact cards, as opposed to the regular \$10 per 100 fact cards (both prices calculated before shipping).

[See a Sample](#)

[Contact Us for Pricing](#)



Have something you want shared in the next Parents Who Host newsletter? Questions? Comments?

[Click here to contact us](#)

Parents Who Host Lose The Most is a program of

Prevention
Action Alliance



Underage Drinking Facts

17.2% of students reported having had more than just a few sips of alcohol for the first time by the time they are 13 years old. 63.2% of students nationwide reported having had at least one drink of alcohol at least once in their life. (Centers for Disease Control and Prevention. 2013 Youth Risk Behavior Survey Data. Available at: www.cdc.gov/yrb. Accessed on 08/2016)

Of the students that reported currently drinking alcohol, 44.1% said that they had got the alcohol from someone else. (Centers for Disease Control and Prevention. 2013 Youth Risk Behavior Survey Data. Available at: www.cdc.gov/yrb. Accessed on 08/2016)

Studies show that over half of teens between 8th – 12th grade know where they could easily access alcohol. Nearly 87% of high school seniors report that alcohol is “fairly easy” or “easy” to get. (Johnston, L. D., O’Malley, P. M., Miech, R. A., Bachman, J. G., & Schulenberg, J. E. (2016). Monitoring the Future national survey results on drug use, 1975-2015: Overview, key findings on adolescent drug use. Ann Arbor: Institute for Social Research, The University of Michigan)

Almost half (47%) of high school seniors and one in nine (11%) 8th graders in 2014 reported having been drunk at least once in their life. (Johnston, L. D., O’Malley, P. M., Miech, R. A., Bachman, J. G., & Schulenberg, J. E. (2016). Monitoring the Future national survey results on drug use, 1975-2015: Overview, key findings on adolescent drug use. Ann Arbor: Institute for Social Research, The University of Michigan)

Studies reveal that alcohol consumption by adolescents results in brain damage – possibly permanent – and impairs intellectual development. (Source: Alcoholism: Clinical and Experimental Research (Volume 24, Number 2 National Institute on Alcohol Abuse and Alcoholism)

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