



FOR IMMEDIATE RELEASE

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“Be sure underage drinking is NOT happening in your home.”

Eau Claire, April 18, 2016 – It’s prom and graduation season, and also time for the 8th annual Parents Who Host, Lose the Most Campaign. In Wisconsin, the campaign runs from April through June during the season of social gatherings for youth, when the risk of underage drinking is high. This year’s *Parents Who Host Lose the Most: Don’t Be a Party To Underage Drinking Campaign* reminds parents and adults that they play a key role in shaping young people’s attitudes toward drinking, and urges them to **be sure underage drinking is not happening in their home.**

More than half (60%) of high school students in Eau Claire County tell us that alcohol is easy or very easy to get. The Alliance for Substance Abuse Prevention (Alliance) wants to remind parents that they do their kids a huge disservice when they host parties with alcohol in their homes in an attempt to keep their kids safe. The Alliance and the Eau Claire Police Department want to raise awareness about the health and safety risks of providing alcohol to underage youth at teen parties.

“One thing we really want parents to remember is that they are the greatest influence on their child’s choices about alcohol,” says Rachael Manning, Coalition Facilitator with the Alliance for Substance Abuse Prevention. “A parent’s strong disapproval of underage drinking is the #1 reason kids choose not to drink.” The Alliance encourages parents to talk with their kids about their expectations regarding alcohol use. Teens are less likely to drink if parents clearly state their no alcohol rule, and firmly reinforce it.

Youth who do report drinking alcohol tell us that they drink most often at their own home or at a friend’s house. There are many things parents can do to prevent underage drinking from happening in their home and on their property when they are hosting teen parties and gatherings:

- Monitor your alcohol supply and lock it up, if possible.
- BE THERE to supervise all youth gatherings at your home.
- Talk with your child about your rules and expectations, and that alcohol and drugs are absolutely not allowed.
- Confirm the plans for parties that your child is attending– be sure there is a supervising adult, and that alcohol will not be brought or offered.

The *Parents Who Host, Lose the Most* campaign aims to reinforce the message that teen drinking is unhealthy and unsafe, and allowing it to happen in your home is a lose-lose for everybody. To get a Parents Who Host yard sign, help with the campaign, or get involved in efforts to reduce underage drinking, please contact Rachael Manning at Rachael.Manning@co.eau-claire.wi.us or at 715-839-5091.