



DRAW THE LINE

Define the end point of underage drinking.

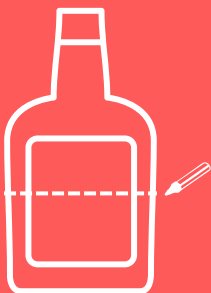
WHAT?

A campaign designed to raise awareness and start a conversation amongst teens and parents about alcohol use.



WHY?

Parents play a vital role in preventing teen substance use disorders. Studies indicate that children of actively engaged parents are at reduced risk of consuming alcohol. Also, if parents provide alcohol, engage in misuse, or have positive attitudes about underage use, the risk to teens increases dramatically.



HOW?

- 1 Grab a permanent marker.
- 2 When you are leaving teens home alone, flip your liquor bottles upside down and draw a line directly on the bottle at the current level of the alcohol.
- 3 Check the line periodically. If the level of alcohol has changed, consider next steps. Flip this card over to learn more including tips, resources and conversation starters.
- 4 You know your kids best. It will be a personal decision if you want to discuss this initiative before or after your start.

