



Don't be a party to teenage drinking.

It's against the law.

April is Alcohol Awareness month!

What makes us #1?

Volume 2 Spring 2009

Did you Know?

- 49% of 9-12 graders in Wisconsin drank at least once in the last 30 days.
- Youth who begin drinking before age 14 have a 41% chance of becoming an alcoholic at some point in their life
- In Wisconsin, 32% of youth in grades 9-12 drank 5 or more drinks in a row, at least once in the past 30 days.

Underage drinking isn't just a youth issue, it's a community issue

Parents Who Host Coalition Partners

Village of Oregon

Oregon Police Department

Fitchburg Police Department

Oregon School District

Wisconsin's Drinking Culture

Each family and community have accepted behaviors. Our accepted norms around alcohol use in Wisconsin were recently chronicled by Rick Romell in the *Milwaukee Journal Sentinel* in a five part series called "Wasted in Wisconsin."

Here's how he describes the cultural norms for drinking:

"Drinking isn't just something we do to pass time at the ballpark or Summerfest or a Halloween party. It is, for better and worse, an element that helps define Wisconsin as Wisconsin, part of our identity."

As Romell points out, and the statistics support, we don't drink that much per person, but so many of us drink—statistically more than in any other state. What does this mean? Every event, family get together or holiday is a reason for us to have "a few". What will this mean at prom, graduation or the 4th of July?

Some other factors that contribute to Wisconsin's alcohol culture:

- Wisconsin does not have a State Alcohol Control Board
- Liquor licenses are issued locally

- We are one of only 6 states that allows underage persons to drink when accompanied by parents.

To read the entire 5-part series on Wisconsin's drinking culture, please visit

<http://www.jsonline.com/news/30565984.html>

For more help in finding information contact

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Redefine the Drinking Norms for Your Kids

Your family can develop its own expectations and accepted rules around the use of alcohol, despite the norms of Wisconsin. Here are some ideas:

Access/availability- limit your teen's access to alcohol at home. Keep liquor out of sight and limit the amount of beer you keep in the refrigerator so you know when

one's missing. If you keep beer in a refrigerator in your garage or basement, consider putting a lock on it.

Attractiveness of Alcohol use — movies, TV, commercials and YouTube can help your teen see how unattractive being blasted can look. Here are some links to help:

<http://www.alot2lose.com/>

http://media.jsonline.com/documents/drinkhealth_102108.pdf

Acceptability — let your teens know that it's not OK to drink until they're 21 and mean it. Be firm and consistent in your message, and be prepared with consequences if needed. For more info go to: <http://www.niaaa.nih.gov/>



Oregon School District

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