

About RUaD

The Washington State Coalition to Reduce Underage Drinking (RUaD) is a collaboration of state, local, and non-profit partners dedicated to reducing underage drinking.



To find tips on how to talk with your child about alcohol or to get involved in your community, visit StartTalkingNow.org

Coalition members represent:

WA State Governor's Office
WA State Office of the Lt. Governor
Office of the Attorney General of Washington
WA State Patrol
WA State Dept. of Health
WA State Liquor Control Board
WA State Office of the Sup. of Public Instruction
WA Traffic Safety Commission & Traffic Safety Task Force
WA State Department of Commerce
WA State DSHS, Division of Behavioral Health & Recovery
Governor's Juvenile Justice Advisory Committee
WA State Family Policy Council
WA National Guard Counter-drug Task Force
WA Assoc. of Sheriffs & Police Chiefs
WA Assoc. for Substance Abuse & Violence Prevention
Governors' Spouses' Underage Drinking Initiative
College Coalition for Substance Abuse Prevention
WA State PTA
Mothers Against Drunk Driving
WA State Students Against Destructive Decisions
Native American Tribes
Faith Communities
Parents/Families
DBHR Citizens Advisory Council on Alcoholism and Drug Addiction

Parents are the No.1 influence on whether teens choose to drink.

Start talking before they start drinking.



My name is Tyler,
and in 9 years
I'll be an alcoholic...

Kids who drink before age 15 are 4 times more likely to have alcohol problems when they're adults.

To learn more, go to www.StartTalkingNow.org



Washington Facts

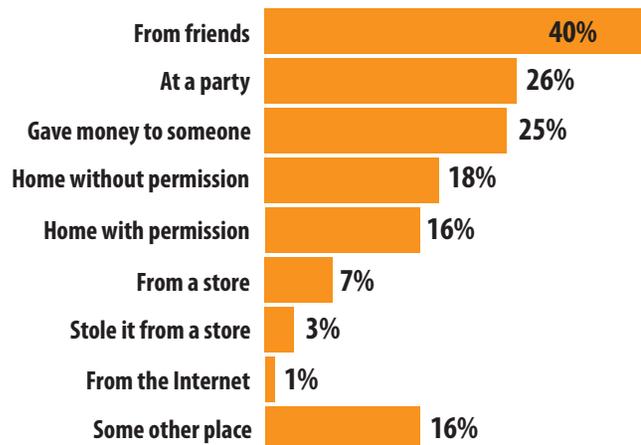
Percentage of students who drank alcohol in past 30 days *

Grade 8	16 %
Grade 10	32 %
Grade 12	41 %

Percentage of students who think it is easy to get alcohol when they want *

Grade 8	37 %
Grade 10	59 %
Grade 12	71 %

How do students who drank during the past month get their alcohol? *



*Source: 2008 Healthy Youth Survey
www.askhys.net

Myth or Truth?

1. Alcohol is not such a big deal compared to other drugs. Myth!

Truth: Alcohol is a factor in the three leading causes of deaths among 14- and 15-year-olds: unintentional injuries, homicides, and suicides.

2. Alcohol affects adults and teens in the same way. Myth!

Truth: Research shows that alcohol harms the developing adolescent brain. Kids who drink alcohol before age 15 are four times more likely to have alcohol problems when they are adults.

3. My children know everything about drinking, so we don't need to talk about it. Myth!

Truth: Many teens have dangerous misconceptions about alcohol. Teens may not know that wine coolers have the same alcohol content as a shot of hard alcohol, or they may think that they can sober up by drinking coffee or getting fresh air.

Parents Are The #1 Influence On Kids

The key reason kids give for not drinking is that they don't want to disappoint their parents.

Parents can protect their kids from drinking by:

- > Not accepting alcohol use as a rite of passage to adulthood.
- > Setting clear rules about not drinking and helping them deal with peer pressure.
- > Being a good role model by showing kids that people don't need alcohol to relax or celebrate.



Youth are at a greater risk of brain damage than adults from drinking alcohol.

- American Medical Association