



# PRAIRIE RIDGE

## PREVENTION SERVICES

*"CLEAN MIND; CLEAN BODY; CLEAN SPIRIT; DRUG FREE"*

## Newsletter

Vol. 9 Issue 4  
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### Alcohol, Proms and Graduation Don't Mix

*Press Release from the Iowa Alcoholic Beverages Division, April 2014*

High school prom and graduation are just around the corner. Alcohol Awareness Month is observed in April partially because it marks the beginning of the prom and graduation season, a time when celebrations can turn dangerous for underage drinkers statewide. The Iowa Alcoholic Beverages Division (ABD) is joining other organizations across the country to observe April as Alcohol Awareness Month.

Each year across the United States, hundreds of teens are killed or injured in alcohol-related accidents connected with prom and graduation night celebrations. More than one third of youth killed in alcohol-related traffic accidents occur during the months of April, May and June, according to the National Highway Traffic and Safety Administration (NHTSA). ABD Administrator Stephen Larson said, "Unfortunately, these milestone occasions sometimes involve underage drinking, which can result in tragedy. We encourage Iowans to keep the lines of communication open when talking with youth about the dangers and consequences of alcohol abuse."

*"Unfortunately, these milestone occasions sometimes involve underage drinking, which can result in tragedy. We encourage Iowans to keep the lines of communication open when talking with youth about the dangers and consequences of alcohol abuse."*

*-Stephen Larson, ABD Administrator.*

Parents and kids are talking more than ever about underage consumption and alcohol misuse. Nearly half of parents say they have spoken to their 10-18-year-old child at least four times in the past year about the dangers of underage drinking, according to The Century Council.

Most youth aged 10-18 report that their parents have the greatest influence on whether or not they chose to consume alcohol, reports The Century Council. However, it also said that 65 percent of youth say they obtain alcohol from friends and family and 43 percent of youth report that they drink at home when their parents are present.

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**Help** for Today, **Hope** for Tomorrow.



## NCADD Announces 2014 Alcohol Awareness Month Theme “Help for Today, Hope for Tomorrow”

From [www.ncadd.org](http://www.ncadd.org)

Each April since 1987, the National Council on Alcoholism and Drug Dependence, Inc. (NCADD), sponsors NCADD Alcohol Awareness Month to increase public awareness and understanding, reduce stigma and encourage local communities to focus on alcoholism and alcohol-related issues. This April, NCADD highlights the important public health issue of underage drinking, a problem with devastating individual, family and community consequences.

Alcohol use by young people is extremely dangerous—both to themselves and to society, and is directly associated with traffic fatalities, violence, suicide, educational failure, alcohol overdose, unsafe sex and other problem behaviors. Annually, over 6,500 people under the age of 21 die from alcohol-related accidents and thousands more are injured.

Additionally:

- Alcohol is the number one drug of choice for America's young people, and is more likely to kill young people than all illegal drugs combined.
- Each day, 7,000 kids in the United States under the age of 16 take their first drink.

- Those who begin drinking before age 15 are four times more likely to develop alcoholism than those who begin at age 21.
- More than 1,700 college students in the U.S. are killed each year—about 4.65 a day—as a result of alcohol-related injuries.
- 25% of U.S. children are exposed to alcohol-use disorders in their family.
- Underage alcohol use costs the nation an estimated \$62 billion annually.

Reducing underage drinking is critical to securing a healthy future for America's youth and requires a cooperative effort from parents, schools, community organizations, business leaders, government agencies, the entertainment industry, alcohol manufacturers/retailers and young people.

### Upcoming Events

**May 10th, 2014 Youth Diversion Program** at Prairie Ridge, Mason City.

*The program will be from 8:00-4:30 p.m. Saturday.*

**May 10<sup>th</sup> & 12<sup>th</sup>, 2014 Adolescent Prime for Life** at Prairie Ridge, Mason City.

*The program will be from 8:00-4:30 p.m. Saturday. Monday 4:00 p.m-8:00 p.m.*

For more information, please contact the Prairie Ridge Mason City Office at 641-424-2391 or TOLL FREE at 1-866-429-2391.

### In the next issue...

What does medical marijuana mean?

