



UNDERAGE DRINKING USED TO BE
SOMETHING WE IGNORED.

NOT ANYMORE.

START THE CONVERSATION.



STOP UNDERAGE DRINKING.

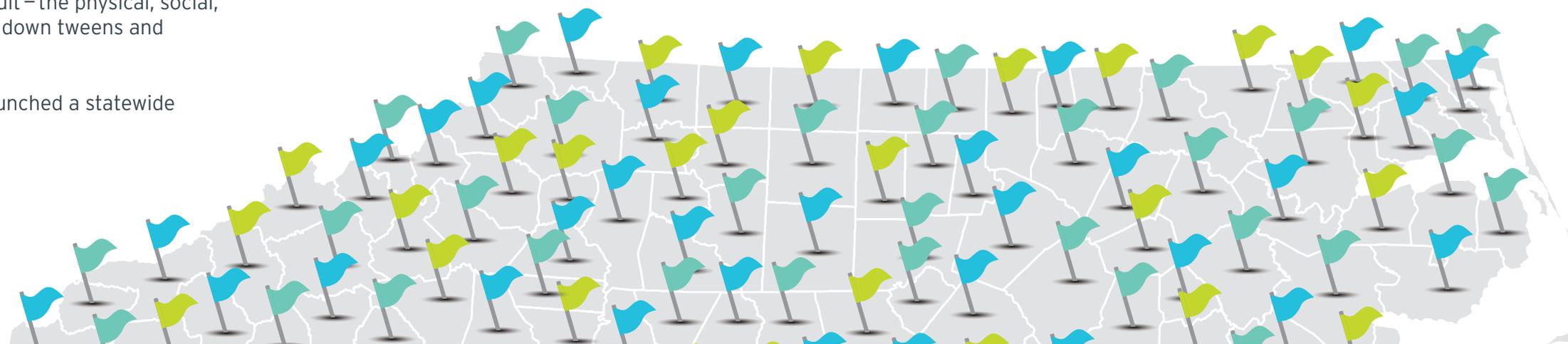
STOPPING UNDERAGE DRINKING IN NORTH CAROLINA BEGINS HERE. AND IT STARTS WITH YOU.

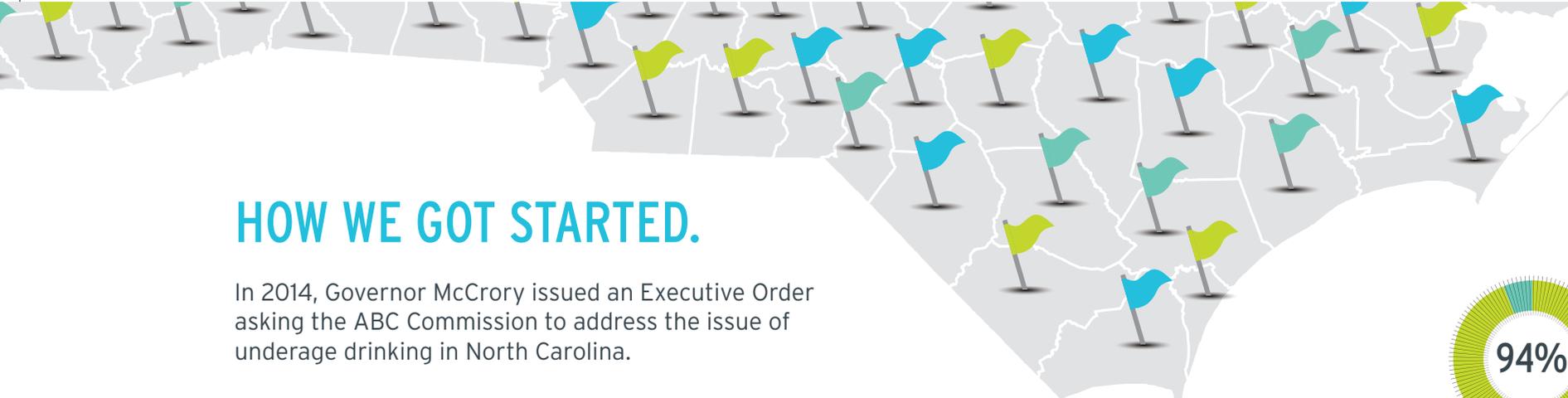
We can no longer turn a blind eye to the costs of underage drinking in North Carolina. Not just the dollars and cents, but the lives lost to drunk driving, the crimes committed under the influence, the hundreds of teen pregnancies that result – the physical, social, and emotional damage that can weigh down tweens and teens for the rest of their lives.

That's why the NC ABC Commission launched a statewide initiative to reduce underage drinking.

WHAT WE'RE GOING TO DO.

- Establish that North Carolina has an underage drinking problem.
- Build a **broad-based coalition** that will empower parents to help solve the problem.
- Build awareness about our solution.





HOW WE GOT STARTED.

In 2014, Governor McCrory issued an Executive Order asking the ABC Commission to address the issue of underage drinking in North Carolina.

Our team went to work studying the issue so we could better understand the magnitude of the underage drinking problem in our state. We recently concluded the second phase of an extensive, statewide quantitative and qualitative research effort.

We went straight to the source – the people who face this issue every day. We interviewed parents of middle school- and high school-aged children. We also interviewed middle school- and high school-aged children. We were able to achieve a statistically significant sample of our state population for both groups. And what we found was alarming.

WHAT WE LEARNED.

North Carolina has an underage drinking problem.



Fortunately, the way to deal with this alarming social issue is clear: Get two groups of people – parents and children – talking more often about how to overcome it.

HOW WE'RE GETTING THE MESSAGE OUT.

After first publishing our research, we launched a multimedia campaign – including television, radio, billboards, online ads and social media – designed to make parents aware of the extent of the problem and to let them know that their children are very concerned about underage drinking, and looking to their parents for guidance.

We're also providing parents with access to the tools necessary to become more confident about talking with their children about the issue, enforcing the rules, and monitoring behavior.

WHAT WE'RE SAYING.

And what is our overall message? Quite simply, that **parents and young people must talk openly, honestly, and often about why underage drinking is bad.**



Point-of-purchase signage



Social



Broadcast advertising



Digital advertising

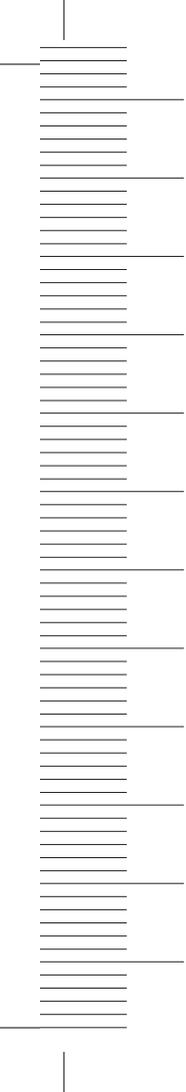
A photograph showing the lower legs and feet of a person sitting on a wooden pier. The pier is made of weathered wood and extends over a body of water. The person's feet are resting on the edge of the pier, with their toes pointing downwards. The water is a calm, light blue-green color. The background is slightly blurred, showing a distant shoreline with some trees and a clear sky.

WHY WE'RE CONFIDENT THIS WILL WORK.

Studies show that parents can have a significant impact on decisions by youth about alcohol consumption. And we know from our own research that North Carolina youth expect parents to talk with them about it – and they want to hear why it's bad, not just that they shouldn't drink underage.

There's one other critical fact we learned: children are exposed to underage drinking at a much younger age than most people think. Eleven. Twelve. Thirteen.

Which means that **parents have to begin talking with their children earlier and more often about underage drinking.** Our campaign takes that very message – and the tools and resources to help – directly to parents. Only then can we have a meaningful impact on this problem.



HOW WE'RE MEASURING SUCCESS.

We will measure this campaign carefully and continually to make sure we are having an impact on specific attitudes and actions.

- Do more parents and young people agree that a big underage drinking problem exists?
 - Are more parents and young people talking with each other openly, honestly, and often about underage drinking and why it's bad?
 - Are more parents getting the help they need to do something about the issue with their own children?
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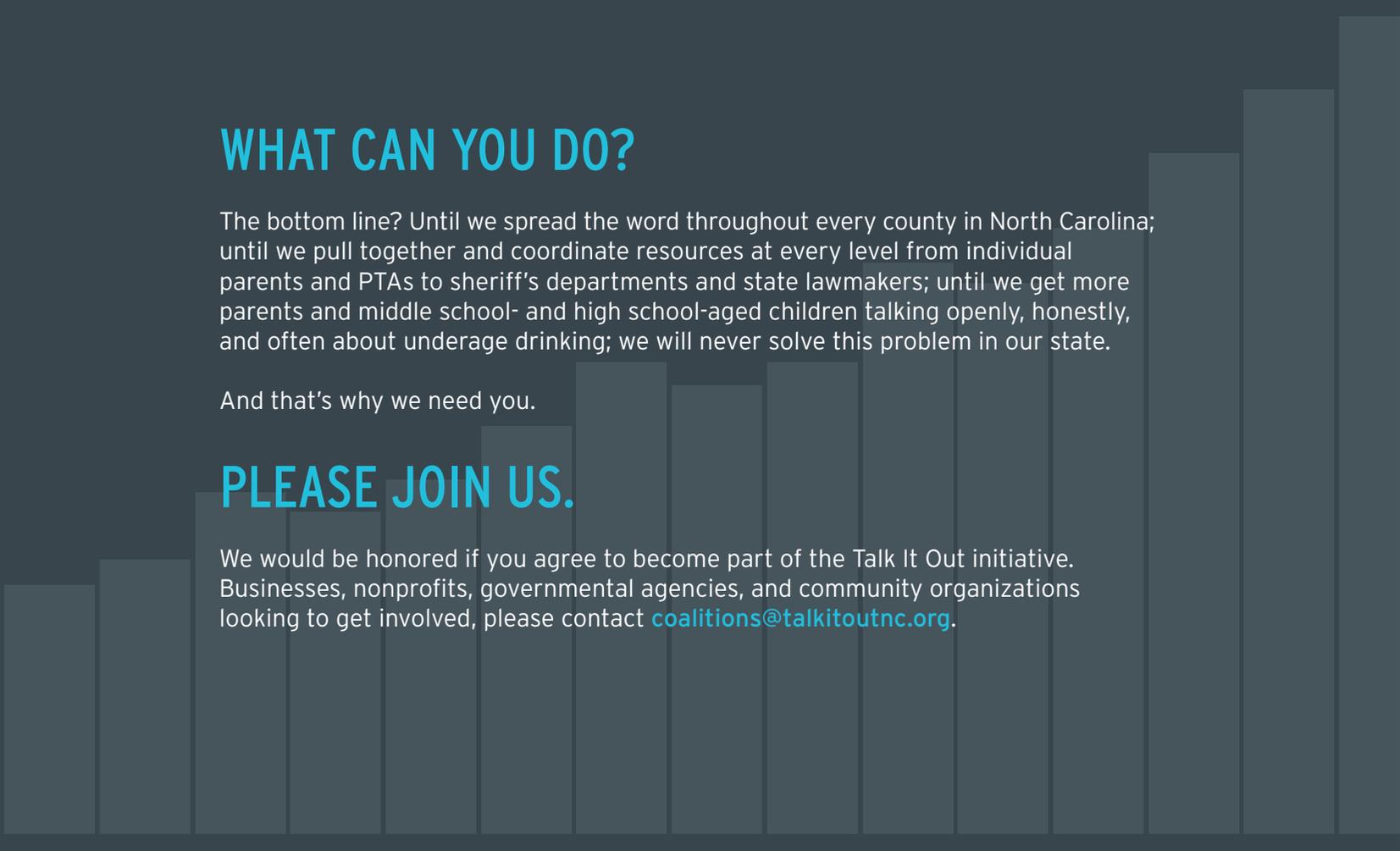
WHAT CAN YOU DO?

The bottom line? Until we spread the word throughout every county in North Carolina; until we pull together and coordinate resources at every level from individual parents and PTAs to sheriff's departments and state lawmakers; until we get more parents and middle school- and high school-aged children talking openly, honestly, and often about underage drinking; we will never solve this problem in our state.

And that's why we need you.

PLEASE JOIN US.

We would be honored if you agree to become part of the Talk It Out initiative. Businesses, nonprofits, governmental agencies, and community organizations looking to get involved, please contact coalitions@talkitoutnc.org.



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TalkItOutNC.org

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