

April 2010

Parents Who Host Lose the Most Yard Sign Campaign

Dear Community Member:

We are asking you to join us in making Manitowoc County the *best place to raise a family* and to change our culture regarding underage alcohol use. We ask that you make the commitment to refuse to serve or allow alcohol to be consumed in your home. This is especially important during this time of year, when prom and graduation parties take place, because there is a heightened risk for underage drinking. **Please place a yard sign prominently in your front yard during the months of April, May and June, taking care to avoid the space between the sidewalk and the road, to show your support in keeping our youth alcohol free.**

Some facts about alcohol use and youth:

The 2009 Manitowoc County Youth Risk Behavior Survey indicates that 86.6% of our youth who are using alcohol got it – either directly or indirectly – from parents or other adults.

Wisconsin ranks consistently high in the nation for rates of teenage binge drinking and past thirty day use of alcohol among youth.

In Wisconsin, youth are at greater risk for alcohol abuse than all other illicit drugs combined*.

The earlier a person starts drinking, the higher the probability that he/she will develop alcohol dependence in their lifetime. A person who starts to drink before age 15 is four times more likely to develop alcohol dependence than a person who starts to drink at age 21*.

If you do not plan to use the yard signs for next year, you can return them to the following locations anytime after June 30th.

Alliance for Substance Abuse Prevention Coalition
925 15th Street
Manitowoc, WI 54220
(920) 652-0238

Manitowoc County Health Department
823 Washington Street
Manitowoc, WI 54220-4528

***Please call ahead to insure office is open**

And also your local Police Departments

The Alliance for Substance Abuse Prevention Coalition is participating in *Parents Who Host Lose the Most: Don't Be a Party to Teenage Drinking*, a campaign developed by Ohio's Drug-Free Action Alliance, designed to reduce underage drinking and encourage parents, community members and retailers to join the movement to protect our youth.

For more information please contact the Alliance for Substance Abuse Prevention Coalition at 920-652-0238.

Together we can tackle underage drinking. Join us.