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**ATTORNEY GENERAL LAWRENCE WASDEN AND THE CENTURY COUNCIL UNVEIL
CAMPAIGN TO FIGHT UNDERAGE DRINKING**
Public service announcements to air statewide urge parents to speak up and discourage underage drinking

IDAHO FALLS, ID—In advance of the Fourth of July holiday, Attorney General Lawrence Wasden; James “Dyke” Nally, Director, Idaho State Liquor Dispensary; and Chief of Police Kent Livsey, City of Idaho Falls; joined Ralph Blackman, President & CEO of The Century Council today to launch a public awareness campaign to prevent underage drinking. *“We Don’t Serve Teens,”* developed by The Federal Trade Commission and The Century Council, a national not-for-profit organization funded by the nation’s leading distillers, is a new initiative designed to inform adults that providing underage youth with alcohol is unsafe, illegal, and irresponsible. The launch took place at State Liquor Store #208 on West Broadway. Additionally, the Idaho State Broadcasters Association will distribute a radio Public Service Announcement (PSA) featuring Attorney General Wasden to all radio stations in the state to air July 1st through September 30th.

“Study after study suggests that youth who illegally drink alcohol obtain it from individuals they know,” said Attorney General Wasden. “Data show, again and again, that kids cite their parents as the leading influence over their decision to drink - or not to drink - alcohol. When you talk, they really do listen. It is my hope this campaign will encourage parents to start and continue a dialogue with their teen about the dangers of underage drinking.”

“We are unveiling our *‘We Don’t Serve Teens’* campaign today to help prevent underage purchases and consumption of alcohol throughout the year. The Century Council has found that nearly one in five (17%) adults believe it is acceptable for parents to provide alcohol to their teenagers in their own home. Turning a blind eye is as irresponsible as putting a drink in their hands,” said Ralph Blackman of The Century Council.

To determine parents’ perspective on the issue of adults providing alcohol to underage youth, The Century Council commissioned a survey of 1,000 adults. The results show that overwhelmingly, parents do not believe it is acceptable for other adults to provide beverage alcohol to underage youth. Ninety-six percent of adults said it is unacceptable for another parent or other adult to provide alcohol to their teenager without their permission. Further, all survey respondents said if they learned another parent or adult provided alcohol to their teenager without their permission, they would consider taking recourse against the other parent, or their child.

The top actions adults would take include:

- speaking with my child about the dangers and consequences of underage drinking (93%),
- call that adult and express my objections/feelings/opinions (86%),
- restrict my child's time at that family's house (80%),
- limit my child's relationship with that family (76%),
- notify other parents (74%), and
- punish my own child (69%).

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Other actions adults report they would take if such an incident occurred include calling the police (44%), reporting the incident to the school (40%), and taking legal action, such as file charges, sue them, etc. (34%).

“Among 12-20 year olds, more than 26 percent reported past month alcohol consumption in Idaho,” said James “Dyke” Nally. “Protecting the safety, particularly the safety of our state’s most precious resource – our young people – is a top priority for the Idaho State Liquor Dispensary. Restaurants, wholesalers, retailers – all of us – need to play a role in the fight against underage drinking, to lower, and hopefully eliminate, underage drinking in Idaho.”

“We must redouble our efforts and work aggressively to keep alcohol out of teen’s hands, particularly during prom and graduation season. The Century Council’s ‘We Don’t Serve Teens’ campaign is just one of the many examples of how we can work to prevent underage drinking and purchasing of alcohol here in Idaho,” said Chief Kent Livsey.

The Century Council, in conjunction with the Idaho State Broadcasters Association, will distribute Attorney General Wasden’s radio PSA to radio stations statewide as a reminder to parents and other adults that providing alcohol to teens can mean serious consequences and to encourage them to speak up about underage drinking. Elements of the campaign include a television and radio public service announcement, print ad, lapel pins, register signs, and posters.

Additionally, a recent survey commissioned by The Century Council found that mothers of teenage daughters underestimate the occurrence of underage drinking among their own daughters and misjudge the seriousness of the issue.

Significant survey findings include the following:

Mothers significantly underestimate daughter’s experience with alcohol

- 16% of 13-15 year old girls say they drink with friends, only 5% of their mothers think their daughters are drinking;
- 30% of 16-18 year old girls say they drink with friends, only 9% of their mothers think their daughters are drinking;
- 51% of 19-21 year old girls say they drink with friends and only 32% of their mothers think their daughters are drinking.

Alarming, mothers say underage drinking is acceptable

- Nearly half (49%) of mothers of teenage girls say it is okay for their daughters to drink;
- 38% of mothers say it is okay for their daughters to drink on special occasions;
- 21% of mothers say it is okay to drink under parental supervision at home;
- 20% of mothers say drinking alcohol is a natural part of growing up.

To address this gap in knowledge of the prevalence of underage drinking, Attorney General Wasden taped a television PSA with soccer star and 2007 Soccer Hall of Fame inductee Julie Foudy in support of The Century Council’s Girl Talk: Choices and Consequences of Underage Drinking program, aimed at improving the dialogue between moms and daughters on the dangers of underage drinking.. The Century Council and the Idaho State Broadcasters Association will distribute the PSA to television stations statewide to air July 1st through September 30th.

The “We Don’t Serve Teens” campaign will continue to be rolled out in cities across the country through 2007. For more information on the campaign or to order materials visit www.dontserveteens.gov or www.centurycouncil.org.

Launched in 1991, The Century Council is funded by America’s leading distillers. The Council’s mission is to promote responsible decision-making regarding beverage alcohol and discourage all forms of irresponsible consumption through education, communications, research, law enforcement and other programs. For more information on the Council, log onto www.centurycouncil.org.