



Say Nothing. Do Nothing. Stop Nothing!

MADD
Activism | Victim Services | Education™

Youth in Action

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1.800.GET.MADD

www.madd.org

www.youthinaction.org



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alcohol facts

- Alcohol is the most commonly used drug among youth.
- Underage drinking costs our society 61.9 billion dollars a year in medical costs, time off of work for pain and suffering.
- In a 2004 survey, 10.8 million people under the age of 21 had consumed alcohol in the past 30 days.
- Those who have their first drink prior to age 19 are significantly more likely to become alcohol dependent, to drive after drinking, and to sustain injuries that require medical attention.
- 94% of all high school seniors report that it is “very easy” or “fairly easy” to get alcohol.
- From 2001-2003, youth were 96 times more likely to see an ad promoting alcohol than an ad promoting responsible drinking.
- Traffic crashes are the number one killer of teenagers, and approximately 1/3 of those crashes are alcohol related.



Youth In Action

Mission Statement: To reduce the access of alcohol to youth under 21 years by targeting social and retail availability of alcohol and by supporting the enforcement of underage drinking laws.

MADD's Youth In Action (YIA) partners young people with community leaders and law enforcement to take the lead in changing an environment that contributes to underage drinking. YIA gives youth a voice and an action plan to make a difference in an issue that concerns all of us.

YIA strategies

Youth In Action uses a three-pronged approach aimed at retail availability, social availability and law enforcement to tackle underage drinking. All three areas are important to reducing underage drinking. YIA projects identify where teenagers get alcohol.

- **Retail Availability**

YIA focuses on investigating alcohol stores, and also works with police to ensure retailers comply with underage drinking prevention laws.

- **Social Availability**

The second aim of YIA focuses on other adults in the community. YIA projects raise awareness on alcohol laws and also target adults that are willing to buy alcohol for youth.

- **Law Enforcement**

By supporting police and underage drinking enforcement and recognizing the efforts of law enforcement, YIA works to build a partnership to fight underage drinking.

Interested?

To learn more about YIA or to get involved, please go to www.youthinaction.org!

Or call: 1.800.GET.MADD

I Want More Facts!

Here are other useful links to learn more facts about alcohol and youth!

Mothers Against Drunk Driving:
www.madd.org

National Institute for Alcohol Abuse and Alcoholism:
www.niaaa.nih.gov

National Institute for Drug Abuse:
www.nida.nih.gov

Center for Science in the Public Interest:
www.cspinet.org/

Centers for Disease Control and Prevention:
www.cdc.gov

Center for Marketing Alcohol to Youth:
www.camy.org

Substance Abuse and Mental Health Services Administration:
www.samhsa.gov/

National Survey on Drug Use and Health:
www.oas.samhsa.gov/nhsda.htm

Marin Institute:
www.marininstitute.org/

National Highway Traffic Safety Administration:
www.nhtsa.gov/

Center for Enforcing Underage Drinking Laws:
www.udetc.org/

myth: "It's OK for young people to drink, just as long as they don't drive.

The worst that can happen is they will wake up with a terrible hangover."

fact: In 2002, over 6,000 people

died due to underage drinking-related causes (car crashes, homicides, suicides, and unintentional deaths like alcohol overdoses, and drowning, etc)*