



Underage Drinking Prevention Tip of the Month

JANUARY

- **Did you know?**

MYTH: “Kids are going to drink anyway—It’s a rite of passage.”

REALITY: Most kids **don’t** drink. In Maine, a 2008 student survey shows that 67% of 10th graders and more than half of 12th graders have **not** consumed alcohol during the past 30 days.

Misperceptions that “everybody’s doing it” make young people more likely to drink alcohol. On the other hand, when these misperceptions are corrected, and kids realize that “NOT everybody’s doing it,” they are less likely to drink.



- **Do you have a minute this month?** Ask your local stores and restaurants to keep displays of alcohol and alcohol ads above the eye-level of younger children.
- **Want to learn more?** Visit our website at www.21reasons.org