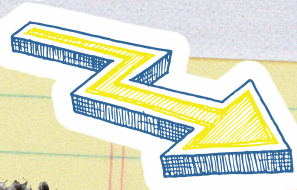


# UNDERAGE DRINKING

## OKLAHOMA'S 800 MILLION DOLLAR JAM



### HERE'S THE JAM!

- In 2010 underage drinking cost the citizens of Oklahoma \$800 million, the equivalent of building over 50 new high schools or providing each youth in the state an extra \$2,308.
- In 2009, underage youth consumed 20% of all alcohol sold in Oklahoma, totaling \$250 million in sales (in 2010 dollars). These sales provided profits of \$122 million to the alcohol industry.
- Oklahoma ranked number 7, with 1 being the highest, in states where alcohol is consumed by underage youth.

Source:

<http://www.udeic.org/factsheets/ok.pdf>

<http://www.reedconstructiondata.com/building-types/senior-high-schools/oklahoma/>

### DID YOU KNOW?

Underage drinking can lead to: embarrassment, strained relationships, poor academic and athletic performance, bullying, high-risk sex, assault, addiction and even death.



### BE PART OF THE SOLUTION!

Becoming educated about underage drinking and its impact is key. The State of Oklahoma is taking a leadership role and helping students to make safer and healthier decisions about alcohol by recommending that every high school across the state administer the highly interactive, online learning platform: AlcoholEdu for High School. Along with the 2-hour evidence-based course, teachers and families can help enhance the learning experience and continue the conversation by taking advantage of the following supplemental lesson plans.

#### Lesson 1: Social Marketing

- How to send a positive message to a community
- Choosing the right message for your audience
- Creating a compelling campaign

#### Lesson 2: Family Rules

- Importance of family communication
- The role of family values
- How to create rules together
- Reviewing social host law

#### Lesson 3: Alcohol and the Media

- What does the media tell us about alcohol?
- Recognizing common myths in alcohol ads
- Ways to show the real-life impact of alcohol

#### Lesson 4: Community Research

- Importance of community safety
- How can alcohol negatively impact a community?
- Ways to work together to reduce alcohol's negative effects



To bring AlcoholEdu to your school visit

<http://everfi.me/AlcoholEduOklahoma>

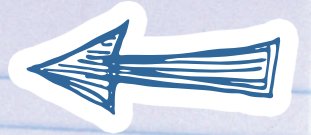




# UNDERAGE DRINKING

## OKLAHOMA'S 800 MILLION DOLLAR JAM

### OKLAHOMA'S SOCIAL HOST LAW



#### WHO IS A SOCIAL HOST?

Oklahoma's Social Host law places a shared responsibility for underage drinking on the person providing the location for the gathering. Adults or minors can be cited and fined under the Social Host law.

#### IT'S THE LAW

Oklahoma's Social Host law means it's up to you to make sure kids don't drink in your home or on your property. The law is clear: If kids under age 21 are drinking alcohol at a gathering, and you're providing the location for that gathering, you're responsible — whether you're an adult or a minor, and whether you rent, own, or simply provide the location. Fines for the first offense are up to \$500.



[www.oklahomasocialhost.com](http://www.oklahomasocialhost.com)

OKLAHOMANS  
WHO HOST  
STAND TO **LOSE**  
THE MOST

*Don't give people under 21 a place to drink.*

### FOR PARENTS



The best place for parents to start is by having an effective conversation with their son or daughter about underage drinking.

#### ALCOHOL EDU FOR HIGH SCHOOL PARENTS CAN HELP!

This online course is designed to help parents understand Social Host Liability (the liability of hosting an underage drinking party), dispel common misperceptions about underage drinking, assists with strategies and techniques for monitoring and setting rules, give guidance on what to do if your teen is experimenting, and get expert advice for dealing with common situations.

The course takes approximately 15 minutes.

#### ACCESS IS FREE AND EASY!

1. Visit <http://highschoolparents.alcoholedu.com>
2. As a new user enter: Oklahoman
3. Click sign up!

### FOR EDUCATORS



Every high school across the State of Oklahoma is encouraged to implement AlcoholEdu for High School. AlcoholEdu is an interactive online evidence-based underage drinking prevention course available AT NO COST to all Oklahoma High Schools.

The Oklahoma Department of Mental Health and Substance Abuse Services is pleased to announce Oklahoma's statewide adoption of AlcoholEdu for High School as part of its 2Much2Lose (2M2L) underage drinking and prevention campaign. AlcoholEdu is an evidence-based online alcohol prevention course that engages today's teens using the tools they love -- the Internet, interactive exercises, videos, and project-based learning.

To bring AlcoholEdu to your school visit  
<http://everfi.me/AlcoholEduOklahoma>

Questions about AlcoholEdu? Please email [Tyla@everfi.com](mailto:Tyla@everfi.com)