



April 2006

Dear Parent,

Many high school students view prom and graduation as a rite of passage into an adult world where alcohol and celebration go hand in hand. Some parents support this belief by hosting prom or graduation parties where alcohol is provided that include their child's friends.

Among students surveyed in 2004 the Tri-state area:

- 73% of beer consumed by our teens is consumed in a private residence.
- 75% of parties hosted for teens in our region have alcohol present.
- Among teens who attend parties where alcohol is present, there is a 565% increase in overall drug use.

The Coalition for a Drug-Free Greater Cincinnati's Parent Task Force, working in partnership with the Drug-Free Action Alliance (formerly Ohio Parents for Drug Free Youth), is excited to launch our 2006 public awareness campaign, "Parents Who Host, Lose the Most".

We need your help to educate parents and other adults about their responsibility to prevent underage drinking by:

- Telling your child that underage drinking is unacceptable and unlawful.
- Spreading the message to other parents that underage drinking is unlawful.
- Supporting alcohol-free graduation celebrations.

Prom and graduation are important steps in young people's lives. Teenagers deserve to live and grow in an environment where alcohol is not misused. Parents and other caring adults are the best protectors our young people have against underage drinking. Friends don't set boundaries, parents do!

Anyone serving alcohol or condoning drinking at teenage parties contributes to a public health and safety problem that has serious legal ramifications. Additional information is available from the Coalition office by calling 513-751-8000 or visiting www.drugfreecincinnati.org.

Sincerely,

Holly James, MPA
President / Executive Director