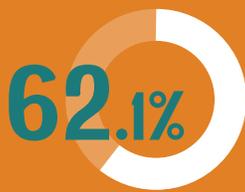


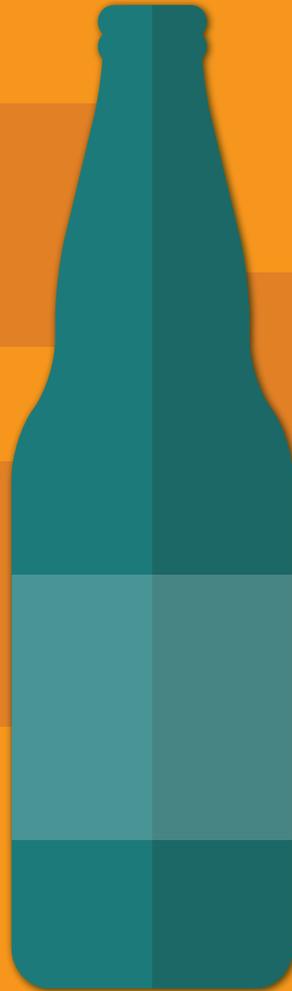
UNDERAGE DRINKING in north dakota

THE PROBLEM



of ND high school students had at least one drink of alcohol on at least one day during their life.

YRBS, 2015



of ND high school students report current alcohol use (within the past 30 days).

YRBS, 2015



of ND high school students report binge drinking* in the last 30 days.

*consuming five or more drinks of alcohol in a row YRBS, 2015



of ND adults who provided an answer perceive youth alcohol use in their community as a problem.

CRS, 2015



90.6%

The majority (90.6%) of ND adults agree that preventing alcohol and other drug use among youth is important.

CRS, 2015

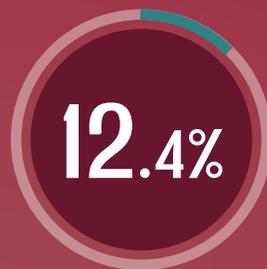
Be an advocate for prevention.

www.prevention.nd.gov

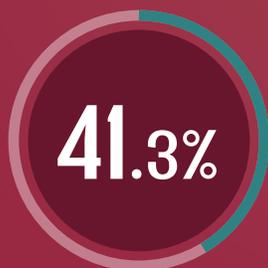
HOW DID THIS BECOME A PROBLEM?



Low Perceived Risk
35% of North Dakotans ages 12-17 perceive great risk from drinking five or more alcoholic drinks once or twice a week.
NSDUH, 2013-2014



Early Age of First Use
12.4% of ND high school students report having their first alcoholic drink before age 13.
YRBS, 2015



Accessibility
41.3% of ND high school students who report current alcohol use, usually obtain the alcohol from someone who gave it to them.
YRBS, 2015



Cultural Norms
20.2% of ND adults perceive drinking among teenagers as acceptable in their community.
CRS, 2015

CHANGE COMES FROM...



Increased awareness of the risks associated with underage alcohol consumption.



Enforcement of underage age drinking laws.



Strengthened policies to reduce underage access to alcohol.



Shifting social norms to be supportive of healthy decisions, and not supportive of excessive alcohol consumption.



Parents having ongoing conversations with their kids, role-modeling healthy behaviors and providing ongoing support and engagement.