

WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS AND LIVES DON'T.



POWER of  
YOU(TH)

**madd**<sup>®</sup>

USE YOUR POWER. TAKE A STAND.





## Dear Community Partner:

Thank you for downloading the *Power of You(th)*® October Activation Toolkit provided by Mothers Against Drunk Driving® (MADD) and sponsored by State Farm. This toolkit contains ideas created and approved by teens for teens.

You may use these ideas to empower teens to stand up against alcohol throughout the year, and specifically during the month of October, when MADD works with schools and community partners nationwide to raise awareness for this great cause!

MADD offers a twist on pledging to put off alcohol until 21, [#ProtectUrSquad](#). Encourage your teens to take a team, club or group selfie with a [#ProtectUrSquad](#) card and post it on their favorite social media site with this hashtag. If the post is public, MADD will automatically enter the group for a chance to win \$500 for their team.

To engage parents as well, visit [madd.org](http://madd.org) or contact your local MADD office for more information about MADD's *Power of Parents*® research-based parent handbook to help parents talk with their teens about alcohol.

Let's work together to kick off a fantastic school year by empowering teens and parents to take a stand against underage drinking! If you have any questions, email [programs@madd.org](mailto:programs@madd.org), and we will try to help you in any way we can.

## Why October?

October, is a time of year when schools around the country encourage young people to pledge to live a drug-free life just in time for homecoming and the holidays.

MADD knows that in order to prevent youth from drinking alcohol—the drug most commonly used by youth—we must not only educate teens on the dangers of underage drinking, but also equip parents and adults to talk about alcohol with their kids.

By engaging youth, parents and the community to collectively enforce 21 as the minimum drinking age and zero tolerance for underage drinking, MADD is working to reduce the deaths and injuries that are a result of this teen epidemic.



"The brain is not fully developed until the early 20s, and alcohol can cause long-term damage to a growing brain."

## What Can I Do?

**YOU** can partner with MADD during October to influence teen drinking behavior, by providing teens with fun and impactful ways to take a stand against underage drinking and by providing the tools to talk with teens about alcohol.

## The Power of Parents

Dr. Robert Turrisi from Pennsylvania State University developed and evaluated a handbook for parents of college students that successfully reduced underage drinking and the associated behaviors among participating college freshman.

MADD has partnered with Dr. Turrisi to equip parents with the tools to have potentially lifesaving conversations with their kids about alcohol.

This handbook, along with research-based information and resources for parents can be requested at [madd.org](http://madd.org) and is provided to parents during free, 15 and 30 minute parent workshops. [madd.org/powerofparents](http://madd.org/powerofparents)



# DID YOU KNOW?

## THE FACTS

---

**1 IN 5**

Only one in five teens binge drink.

---

**TEEN  
DRINKING  
KILLS ABOUT  
4,300 PEOPLE  
EACH YEAR**

That's more than illegal drugs combined.

---

**1 / 3 OF ALL  
TEEN DEATHS**

One-third of all teen deaths involving alcohol are a result of underage drinking.

---

**1 IN 4**

1 in 4 car crashes with teenagers involve an underage drunk driver.

---

**6 X MORE LIKELY**

Teens who start drinking at 15 or 16 are six times more likely to become alcohol dependent than adults who started drinking after age 21.

---

**PARENTS' HAVE POWER**

A GFK Roper report showed that 74% of kids ages 8-17 said their parents were the leading influence on the decisions about drinking.



# Your Role

## YOUTH INFLUENCER

Don't be story, be a leader.



- Use your voice to empower other teens and protect your friends.
- Signup to become a MADD Youth Influencer to organize and conduct prevention awareness campaigns at your school.
- Post on social media to influence your friends and followers.
- Rock the Red. Kick off Red Ribbon Week by encouraging students and staff to wear red and distribute red ribbons and red wristbands. Use the influence of your group to encourage others to participate.
- #ProtectURFuture, #ProtectUrSquad or #ProtectUrFriends by posting group pictures of friends and classmates with these hashtags that are committed to remaining alcohol free.
- Throw your own alcohol free party next weekend.

## RESOURCE OFFICER

Keep protecting.



- Work with teachers and student groups within your school to implement the other elements of MADD's October Activation Toolkit series.



## EDUCATOR

Raise awareness.



- Invite a MADD speaker to share real stories involving underage drinking.
- Create awareness activities that encourage students to choose their minds over matter.
- Host a class room discussion where students debate about underage drinking.
- Set up role play scenarios with real life situations that teens can be or have been in.
- Be a mentor to a "student influencer" to help them engage and safeguard their peers.
- Distribute MADD Power of You(th) info to your students.
- Become an official Power of You(th) facilitator in your school.
- Incorporate a link to the teen booklet and/or parent handbook(s) in an email distribution list of parents or students in conjunction with your activities.

## COMMUNITY PARTNER

Let's work together.



- Draw community attention through an op-ed article.
- Post Power of You(th) content to social media pages.
- Send out media release about events at school and lobby for coverage.



# WHO WE ARE

## MADD

---

Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to protect families from drunk driving and underage drinking. MADD also supports drunk and drugged driving victims and survivors at no charge, serving one person every 8.6 minutes through local MADD victim advocates and at 1-877-MADD-HELP. Learn more at [www.madd.org](http://www.madd.org) or by calling 1-877-ASK-MADD.

### MADD's Mission

"To end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking."

### Follow Us

