

FOR IMMEDIATE RELEASE

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Kids Hanging Out Campaign Educates Adults About Teen Alcohol Dependency

Helena – The Interagency Coordinating Council on State Prevention Programs (ICC) launched an outreach campaign in several communities last week to educate parents and other adults about the importance of keeping alcohol out of the hands of teenagers, the Montana Department of Revenue announced Tuesday. Life-size cutouts with front and back views of teens started greeting shoppers in participating Montana businesses.

The cutouts feature messages encouraging parents to make alcohol inaccessible to kids and educating them that youth are at greater risk than adults of becoming dependent on alcohol. “Kids are more vulnerable to alcohol dependency because alcohol affects a rapidly-developing teen brain much differently than an adult brain,” said Lisa Scates, alcohol education coordinator for the Department of Revenue’s Liquor Control Division. Each cutout is accompanied by a sign reading “Keep Alcohol out of Reach” with one of the following messages, “Getting alcohol is hard for kids. Please don’t make it easier,” and “Youth are at a greater risk of becoming alcohol dependent.”

“Parents are a key component to prevent underage drinking, but getting the message to reach them is sometimes a challenge,” said Vicki Turner of the Department of Public Health and Human Services Prevention Resource Center and the ICC. “Research shows that some children start to experiment with alcohol beginning at age nine,” Turner said. “It is never too early for parents to talk to their kids about alcohol, and to keep talking. Sometimes it is the small conversations that make the biggest impact. And, know where your kids are hanging out.”

The campaign was made possible by a \$10,000 grant awarded to the Department of Revenue from the National Alcohol Beverage Control Association.

The Department of Revenue would like to thank the following businesses for participating in the campaign: Smith’s Food and Drug, Columbia Falls; Thriftway #8, 10, 11, 12, and 15, various locations; Super 1 Foods, Polson; Reynolds Market, Glasgow; Miles City Liquor, Miles City; Sidney Liquor, Sidney; Van’s Thriftway, Helena; Albertsons #2039, Miles City; State Liquor Store, Stevensville; Rosauers #14, Libby; Grizzly Liquor, Missoula; Super 1 Foods, Stevensville; Spirits State Liquor, Livingston; Albertsons Eastgate, Missoula; St. Regis Liquor Store, St. Regis.

The ICC is charged with developing, through interagency planning and cooperation, comprehensive and coordinated prevention programs that will strengthen the healthy wellbeing and safety of children, families, individuals, and communities – particularly families that are deemed to be at risk. The ICC is comprised of the following agencies: Attorney General’s Office, Public Health and Human Services, Office of Public Instruction, Montana Children’s Trust Fund, Board of Crime Control, Labor and Industry, Department of Corrections, Department of Revenue, Office of Indian Affairs, Military Affairs, Department of Transportation, Higher Education, and community member Diane Cashell of Bozeman.

For more information, or if you would like to participate in the campaign, call Lisa Scates at (406) 444-4307.

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