



FOR IMMEDIATE RELEASE
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GOVERNOR NAPOLITANO URGES ADULTS TO ‘DRAW THE LINE’
Statewide campaign will alter adult behavior, perceptions of underage drinking

PHOENIX – Governor Napolitano and the Arizona Underage Drinking Prevention Committee (UAD Committee) today announced a new public awareness campaign that calls on parents and adults to *Draw the Line* against underage drinking.

Following numerous research studies in Arizona and nationwide about the dangers of underage alcohol use, the *Draw the Line* campaign’s focus is to raise awareness, change attitudes and alter behavior regarding youth alcohol consumption and alcohol availability in Arizona.

“Countless research studies tell us that underage alcohol use – even at moderate levels – can cause permanent brain impairment, disrupt learning and program children for alcoholism or other addictions. Adults must learn that there is no such thing as safe drinking for anyone under age 21,” said Governor Napolitano. “Underage drinking hurts our families and damages Arizona’s future.”

Underage drinking is the number one substance abuse problem facing youth in Arizona. The 2006 Arizona Youth Survey revealed that 1-in-4 eighth grade students had experimented with alcohol in the 30 days prior to being surveyed. Further, nearly 75% of Arizona 12th graders who took part in the survey indicated they had been drunk or high at school, binge drank or tried alcohol at least once. The younger a child is when he or she begins to use alcohol, the greater his or her chance is of becoming an alcoholic. Underage drinking also raises the likelihood of other substance abuse.

The campaign will provide useful tools and resources to assist parents and adults in educating children about the dangers of alcohol consumption before age 21, and work to reduce the overall incidence of youth who drink. Governor Napolitano’s Office for Children, Youth and Families, along with 11 community coalitions around the state are coordinating with the UAD Committee on this effort to ensure wide-reaching coverage. The campaign is funded by the Arizona Parent’s Commission on Drug Education and Prevention.

The sustained, multi-faceted campaign will include numerous grassroots efforts including a traveling interactive exhibit and a comprehensive Web site. To build public awareness and extend the reach of the campaign, other elements will include letters to the editor, lunch-and-learn workplace seminars, town hall meetings, block parties and other events staged throughout the state.

To learn more about Draw the Line, please visit www.drawyourline.com. For more information about the Office of the Governor, please visit www.azgovernor.gov.