

underage drinking isn't cool.

BECAUSE SOMEONE LOOKS UP TO YOU.



what's your reason?

HEY UP THERE!

Whether you know it or not, there are others who look up to you and want to be like you. They might even think you're cool and your choice to not drink alcohol matters to them even more. It could be a classmate or a sibling, a cousin or neighbor. Set an example that you would be proud to have them follow – like deciding not to drink alcohol.

Set an example that makes you and others proud.

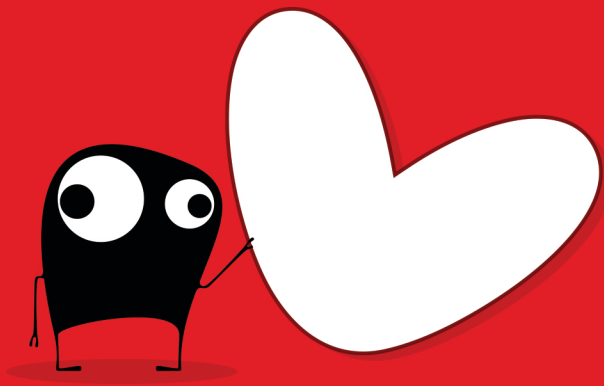
Who looks up to you?

FUN FACTS

- What's your plan? If you end up in a situation where alcohol is being used, do you have an exit strategy? Before going to a party or out with friends, talk with an adult to make a plan you agree on. Use them as your excuse if you like - "My mom would kill me if I was drinking alcohol." They won't mind one bit.
- "A healthy attitude is contagious but don't wait to catch it from others. Be a carrier." - Tom Stoppard
- Acts of kindness make us happier and healthier.

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BECAUSE SOMEONE LOVES YOU.



what's your reason?

YOU ARE IN CHARGE OF YOU.

You are in charge of you, owning your choices. You know you are responsible for your actions, whether right or wrong. Choosing not to drink alcohol can be an easy choice. Make it known that you choose not to drink alcohol.

Staying true to yourself and what the adults in your life have taught you not only feels good but also lets you focus on what matters.

Own your choices.

Make it known that you choose not to drink.

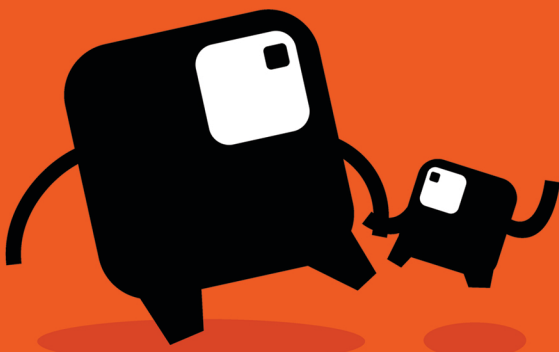
Focus on what matters.

FUN FACTS

- "There are no secrets to success. It is the result of preparation, hard work, and learning from failure."
- Colin Powell
- There are people you can talk to if you have questions or are concerned about someone's alcohol use. Take action and speak with a counselor.
- The longest common English word without vowels is "rhythms".

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BECAUSE SOMEONE NEEDS YOU.



what's your reason?

PEER PRESSURE ISN'T ALL BAD.

It often takes a friend to give us a push into trying something new. Trying a new sport or a new activity doesn't happen without good reason. Often, those reasons are our peers. Like it or not, they influence our choices.

Let yourself be the peer who uses their influence for good. Being seen as cool is something many students want. You can help them see that being cool does not involve using alcohol by not using it yourself.

Your peers influence your choices whether you know it or not.

You can use your peer influence for good!

FUN FACTS:

- Every time a woodpecker's beak hits a tree, its head is subject to 1,000 times the force of gravity.
- Support others in your life – be encouraging when they're making the decision not to drink alcohol.
- Do you know who you can talk to if you want more information about not drinking alcohol?

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BECAUSE SOMEONE TRUSTS YOU.



what's your reason?

WHO DO YOU TRUST?

Even when it feels awkward, the conversations trusted adults in your life have with you about not using alcohol are important. Many teens do care about what their parents think.

Next time the adult in your life wants to talk, ask questions and engage in the conversation. It might just up your cred with them, too. Let them know that you have made the choice not to drink alcohol for any reasons, and one of those reasons is them.

Talk with an adult you trust about your choice not to drink alcohol.

Many teens care about what trusted adults think when it comes to alcohol use.

FUN FACTS

- "A 2013 survey by the APA found that stress is extremely common among teenagers."
- Support others in your life – be encouraging when they're making the decision not to drink alcohol.
- "It takes courage to grow up and become who you really are." - e. e. cummings

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BECAUSE YOU DANCE TO THE BEAT OF YOUR OWN DRUM.



what's your reason?

THIS SOUNDS RISKY.

It's no secret that drinking alcohol harms your body and developing brain. You know it is a risky choice. Did you know that research shows your brain isn't fully developed until you're about 25? That's wild – and true. And, it's a really good reason to not drink alcohol underage. Rewiring your brain is just not worth it.

90% of Americans with a substance abuse problem started smoking, drinking or using other drugs before age 18. (abovetheinfluence.com)

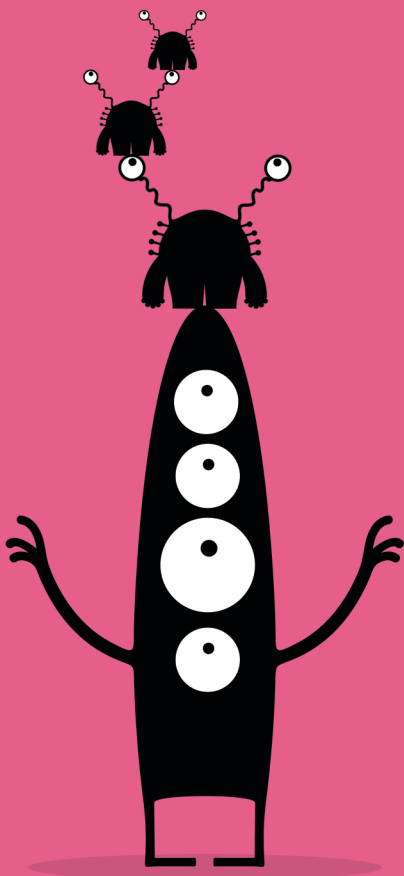
Did you know that research shows your brain isn't fully developed until you're about 25? That's wild – and true. (<https://www.ojjdp.gov/pubs/237145.pdf>)

FUN FACTS

- “What matters in life is not what happens to you but what you remember and how you remember it.” – Gabriel García Márquez, author
- In Peru, it's traditional to give friends and family yellow underpants on New Year's Eve.
- “Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind.” — Bernard M. Baruch

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BECAUSE YOU HAVE A LOT ON YOUR MIND.



what's your reason?

CAN YOU HEAR ME NOW...

...or is there static? Drinking alcohol interferes with messages carried by neurotransmitters in your brain. All that interference messes with your emotions and mental health, coordination, and thinking. When messages get mixed up consequences can stack up.

No one likes to listen through static and that includes your brain. (<https://www.ojjdp.gov/pubs/237145.pdf>)

Alcohol interferes with the messages your brain is trying to send.

Consequences can stack up when your brain's messages get mixed up.

FUN FACTS

- "Sphenopalatine ganglioneuralgia" is the scientific term for brain freeze.
- Emoji Tracker tracks all emojis used in real time on Twitter.
- If you're concerned about a friend who might need help choosing not to drink alcohol, talk to an adult you trust – like a parent, coach, teacher, or school counselor.