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# MADD's Mission

Why is MADD concerned with underage drinking?

MADD's Mission

**END**  
DRUNK  
DRIVING

**HELP  
FIGHT**  
DRUGGED  
DRIVING

**PREVENT**  
UNDERAGE  
DRINKING

**SUPPORT  
THE VICTIMS**  
OF THIS VIOLENT CRIME

NO MORE VICTIMS

POWER of  
YOU(TH)

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# 1. What year was the drinking age set at 21?

A. 1956

B. 1929

C. 1984

D. 1978

On July 17, 1984, President Reagan signed into law the Uniform Drinking Age Act mandating all states to adopt 21 as the legal drinking age within five years.

By 1988, all states had set 21 as the minimum drinking age.



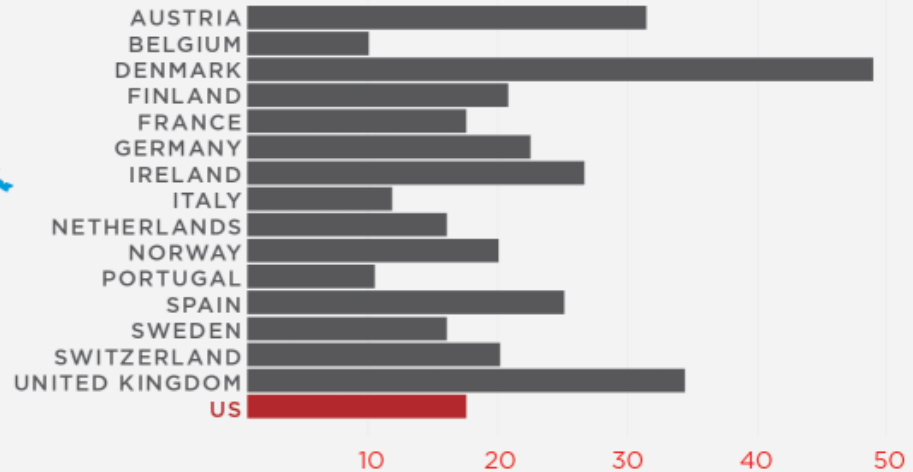
# Why 21?

## The European Myth

**MYTH:** EUROPEANS LET THEIR KIDS DRINK AT AN EARLY AGE, YET THEY DO NOT HAVE THE ALCOHOL-RELATED PROBLEMS WE DO.



**ACTUALLY, A GREATER PERCENTAGE OF YOUNG PEOPLE IN A MAJORITY OF EUROPE REPORT BINGE DRINKING AT HIGHER RATES THAN COMPARED TO THEIR US COUNTERPARTS.**



Credit: World Health Organization 2015



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# How old do you have to be?

**35**



**18**



**25**



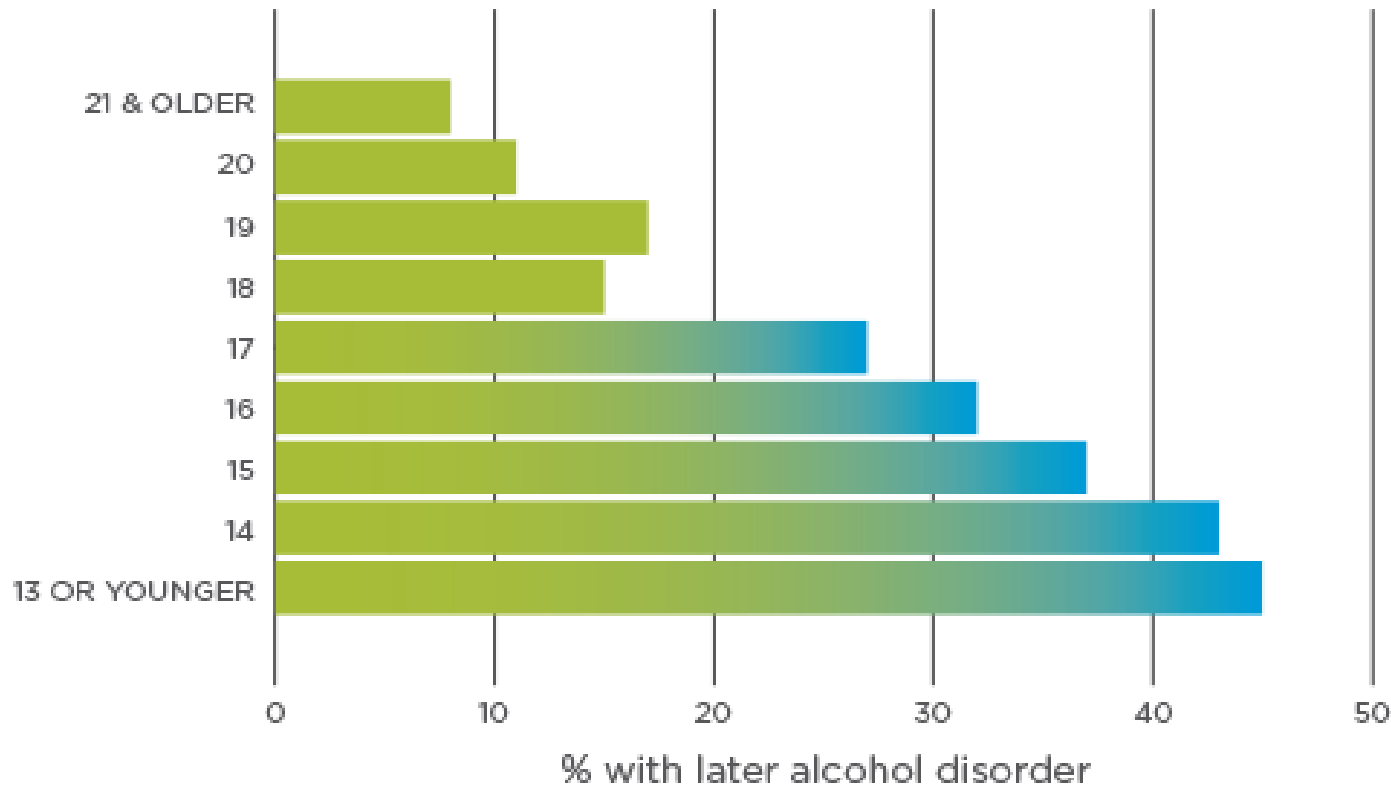
## 2. Which drug is the most addictive?

- A. Alcohol
- B. Marijuana
- C. Opioids
- D. They are equal

All drugs, legal and illegal, can alter the growing brain and can essentially wire the brain for addiction.



# Age at First Drink & Later Risk of Alcoholism



THE YOUNGER  
THE START  
THE GREATER  
THE RISK

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### 3. Why do teens drink?

- A. Social Media
- B. Television
- C. Peer Pressure
- D. All of the above

Monkey see Monkey do!

As humans we tend to want to do things we see other people do. It's a natural reaction.





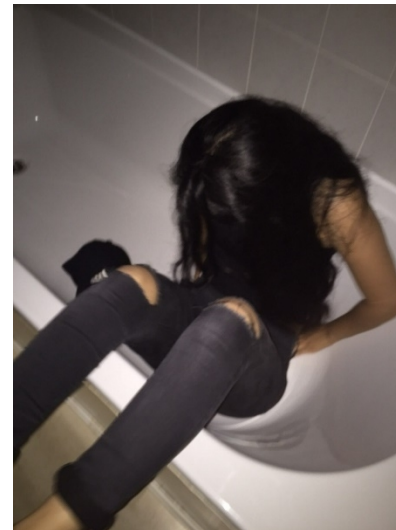
# Social Media: It's All a Show

*"75% of teens aged 12 to 17 say seeing pictures on social media of friends and schoolmates drinking and using drugs motivated them to mimic the behaviors."*

What your friends  
post.



What they don't.



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# Hollywood: It's All a Show

## What really happens ...

Corona del Mar High cancels homecoming dance after reports of intoxicated students at rivalry football game

**Alleged drunk driver in California beach town kills teens on spring break**

## Shock, Sadness And Questions Surround Orange County Teen's Sudden Death

911 call released in death of UC Irvine student: 'He just drank too much'

Underage DUI driver strikes pedestrians in Santa Ana, police say

**CHP: Teen driver smoked marijuana prior to fatal crash near Two Rock**



4. What percentage of young people age 12-20 drank in the last month?

A. 10%

B. 20%

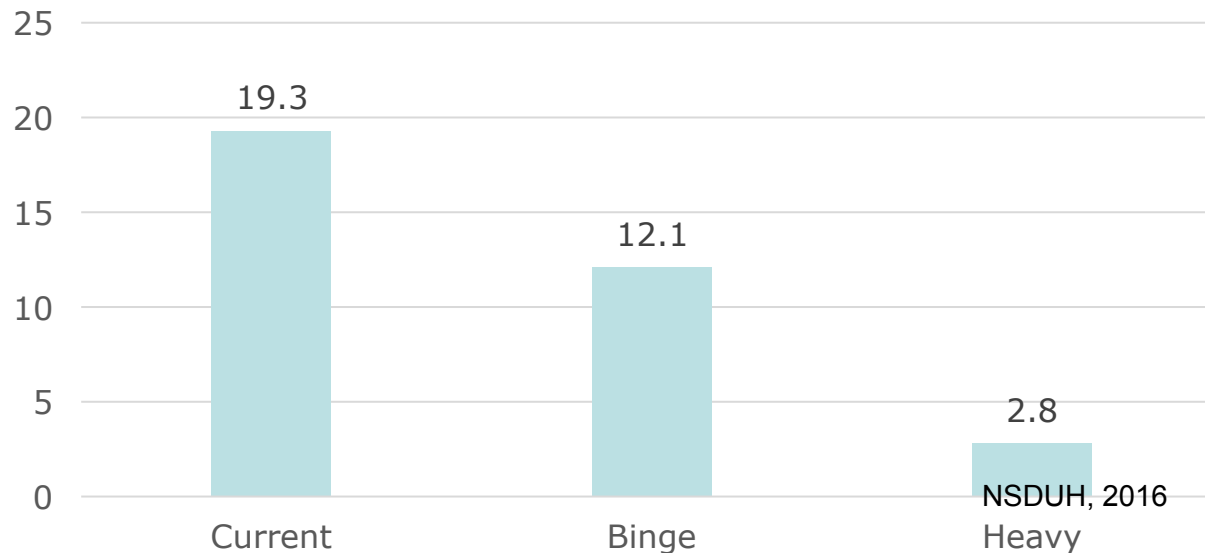
C. 50%

D. 75%



# Only 1 in 5 of your peers drank in the last month!

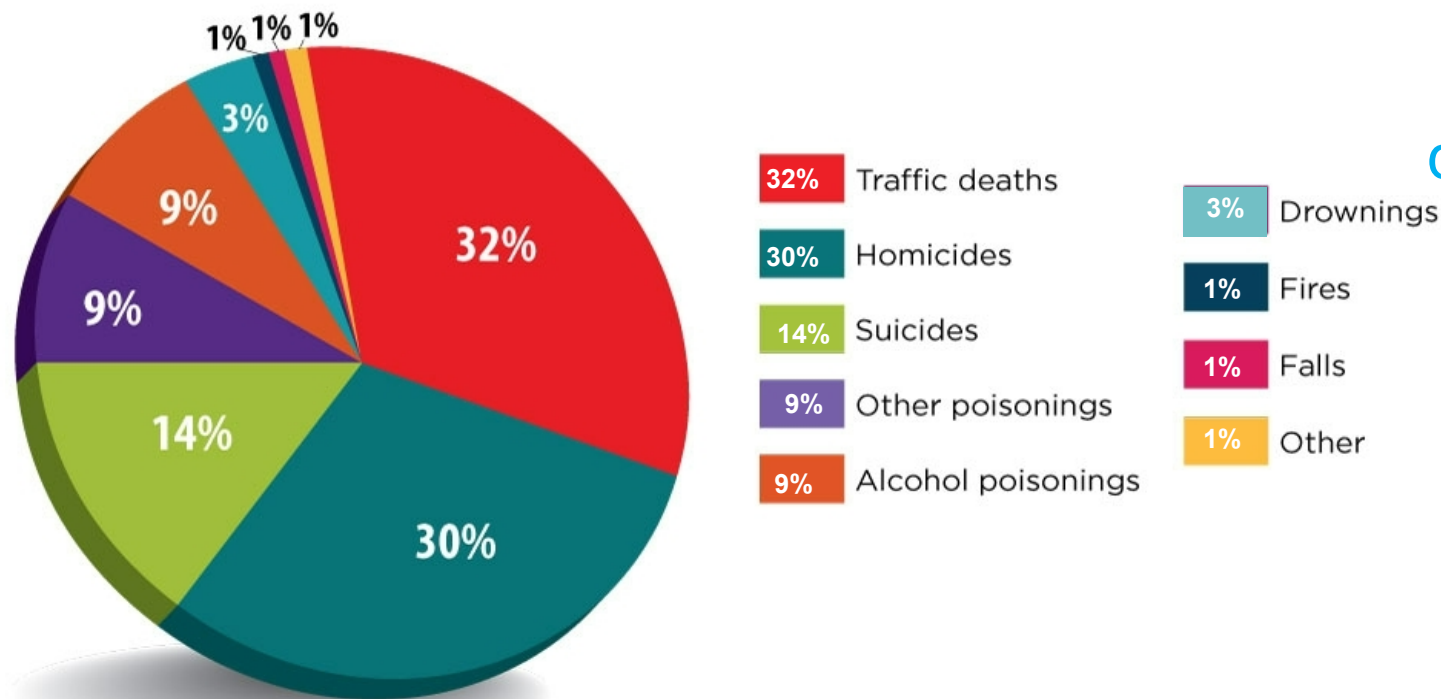
Current, Binge, and Heavy Alcohol Use among  
People Aged 12 to 20



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# Underage Drinking Fatalities

## Underage Drinking Related Deaths



Taking away  
the keys  
does not take  
away the  
risks.

Estimates come from FBI, CDC and NHTSA data. Data is for deaths involving 15 to 20 year-old underage drinkers. Details at [madd.org](http://madd.org).



# Signs of Alcohol Poisoning

✗ Vomiting

✗ Shortness of breath

✗ Pale, Cold, Clammy

✗ Passing Out

## Call 911

- Keep the person upright if possible
- Lay on side with pillow behind back
- Call a trusted adult
- Better to be in trouble than at a funeral



Recovery  
Position

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## 5. How many teens admit to being the passenger to a drinking driver?

A. 1 in 5

B. 1 in 4

C. 1 in 3

D. none

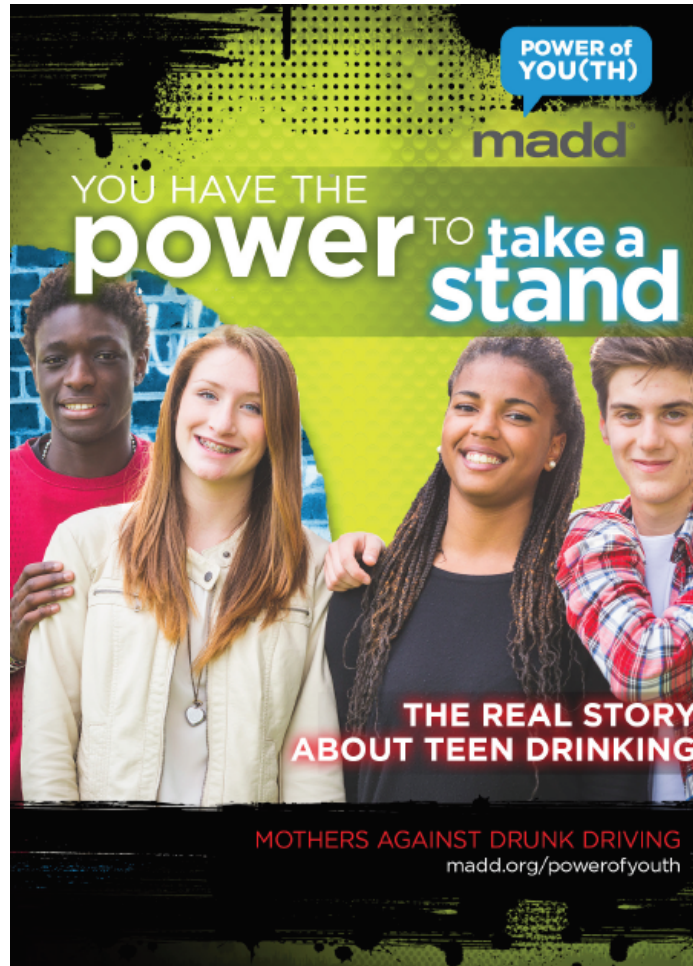
# Who won't ride with a drinking driver?

Tell you Parents AND your friends that you would never drive with a drinking driver. Survey says, if they know you won't, they're more likely to as well!





# The Power to Take a Stand



How do you use  
your **power** to  
influence others  
in a **positive**  
way?





**Thank You!**  
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