



Program Description

Overview

Parents Who Host, Lose The Most: Don't be a party to teenage drinking educates parents about the health and safety risks of serving alcohol at teen house parties and increases awareness of and compliance with state underage drinking laws.

The initiative takes place on state and local levels and concentrates on celebratory times for youth, such as homecoming, holidays, prom, graduation and other times when underage drinking parties are prevalent.

Since the campaign began in 2000, it has been requested for replication in all 50 states, Canada, the Virgin Islands and Puerto Rico. In 2001, *Parents Who Host, Lose The Most: Don't be a party to teenage drinking* received the Center for Substance Abuse Prevention's Promising Prevention Program Award. While laws vary from state to state, the campaign's message is a universal one: It is illegal, unsafe and unhealthy for anyone under 21 to drink alcohol.

Implementation

Implementation of the initiative can be done on any scale and can serve as a start to a community-wide prevention effort for new and developing coalitions or be added to a developed coalition's areas of outreach. In order to facilitate support for the initiative at all levels, kits are disseminated to communities throughout the country. The kits contain helpful materials to assist in local implementation. The intent of the kit is to provide communities with tools that are factual, easy to reproduce, and built upon evidence-based prevention practices. Supplemental materials such as banners, yard signs, window clings, and stickers are available to further enhance community education. Tips for incorporating the 12 sectors of the community and the initiative's order form are available at www.DrugFreeActionAlliance.org.

Partnerships

To maximize effectiveness and to increase the distribution of this important message, communities should work to partner with various groups including schools, businesses, media, faith-based organizations and parent groups. Most importantly, community groups should work with law enforcement to ensure that parents will lose the most if they host underage drinking parties. Without buy-in from law enforcement, the initiative's message will fall flat.



Evaluation

An independent evaluation by the Miami University Applied Research Center was conducted on *Parents Who Host Lose the Most: Don't be a party to teenage drinking* from 2000–2008. The evaluation results support the campaign's effectiveness for increasing knowledge of Ohio's underage drinking laws, providing important educational information to parents and youth about underage drinking, and helping to prevent parents from hosting parties where alcohol is available or served to teens.

Trend data shows observable changes in key attitudes and behaviors, such as:

- **41% decrease** among youth who indicated that they had attended a party in the last two months where alcohol was served to youth
- **30% decrease** among youth who indicated that they know of parents who host parties where alcohol is available or served to teens
- **22% decrease** among parents who indicated that they know of other parents who host parties where alcohol is available or served to teens
- **32% increase** among youth who indicated that the campaign information led to a discussion between themselves and their parent about underage drinking

Funding

Drug-Free Action Alliance is able to provide Ohioan's materials, funding and technical support for the initiative through a grant from the Ohio Department of Alcohol and Drug Addiction Services, which receives funding through the Office of Juvenile Justice and Delinquency Prevention's Enforcing Underage Drinking Laws initiative.

Additional support is available nationwide through the sale of the *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* campaign kit and supplemental materials. 100% of funds generated through the sale of supplemental materials are used to further promote substance abuse prevention.

Registered Trademark

Parents Who Host, Lose the Most: Don't be a party to teenage drinking is a registered trademark of Drug-Free Action Alliance. Altering the name, logo, or tagline is not permissible. The trademark may not be used in any way without completing and adhering to the Drug-Free Action Alliance Letter of Agreement.

Contact

For more information about the campaign or to receive a copy of the campaign materials, please visit Drug-Free Action Alliance at www.DrugFreeActionAlliance.org or contact us at (614)540-9985 or Contact@DrugFreeActionAlliance.org.



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