Alcohol (Continued)



Sources for Obtaining Alcohol

- 25.7% of students who reported alcohol use in the past 12 months reported that their parents gave it to them.
- Over 40% of 8th graders (40.4%) and 10th graders (41.1%) reported their primary source for alcohol was taking it without permission. These rates have increased dramatically from 2015 (8th was 24.8% and 10th was 31.0%).
- Primary source for obtaining alcohol for 12th graders was "Gave someone money to buy it for me" (38.1%).



Print Resource Materials

Digital/Social Media Ads

Web Video/PSAs

What is PAStart?

The mission of the campaign is to build healthy, capable children. Currently, the parent- and caregiver-focused messages recognize that meeting adolescent developmental needs, while providing the right guidance, is a delicate and challenging balancing act. We want kids to grow in a safe environment and learn how to make good choices, but sometimes we are at a loss in knowing what works best.

PAStart is here to help by providing free, thought-provoking materials that pose a question about an important lesson or milestone then a positive action is suggested. Also included on this site are reliable resource links to help you learn more about topics such as: developmental stages, prevention of risk-taking behaviors, and positive discipline techniques.

Visit <u>www.pastart.org</u> to access these downloadable materials (posters, flyers, digital ads, and video public service announcements) that can be used for promoting your prevention activities and are a great brand to supplement your PAYS data presentations!