

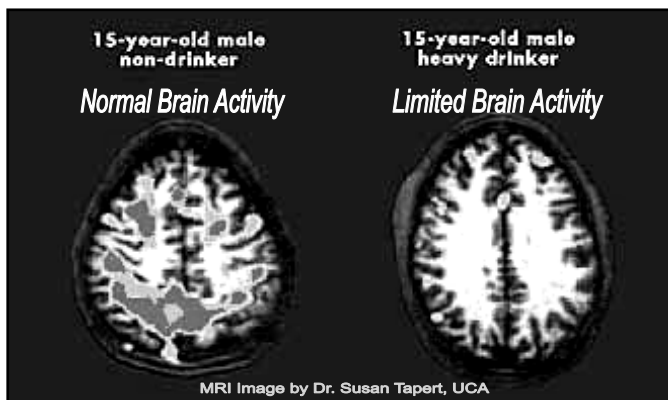


HEALTH DANGERS:

Alcohol is the No. 1 drug of choice for American youth and kills more youth than all other illicit drugs combined.

Physical Injury. Alcohol-related injuries are the leading cause of death among youth due to car crashes, homicide, or suicide.

Brain Damage. Underage drinking damages the developing brain, heart, and liver. Parts of teen drinkers' brains can be up to 10% smaller than those of non-drinkers.



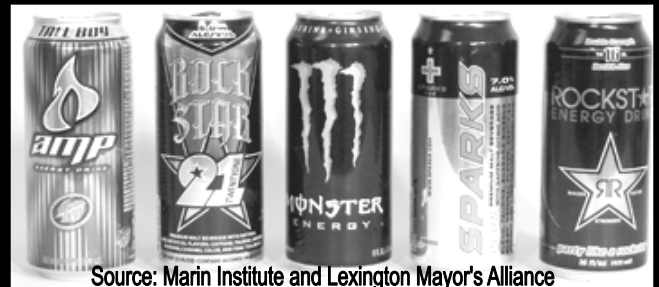
Addiction and Substance Abuse. Early drinking increases the odds teens will get hooked on alcohol, tobacco, or illegal drugs. Youth who begin drinking before the age of 15 are 4x more likely to become alcoholics; 22x more likely to use marijuana; and 50x more likely to use cocaine.

Premature Parenthood. Teens who drink underage are twice as likely to have unplanned or unprotected sex, increasing the risk of unplanned pregnancies and STDs.

Assault and Sexual Abuse. Intoxicated teens are unable to run or defend themselves and are at the mercy of muggers, rapist and other attackers. More than 97,000 students aged 18-24 are victims of alcohol-related sexual assault or date rape each year.

The *dangers don't stop here*. Underage drinking poses many other legal, academic, and career risk to teens, and causes problems for the family and community.

Which energy drinks contain alcohol?



Source: Marin Institute and Lexington Mayor's Alliance

If you can't tell, others probably can't either.

KY Youth are increasing awareness of the risk Alco-pops and Alcoholic Energy Drinks pose to teens through informative presentations and media advocacy. These presentations provide new shocking information to parents, educators, and law enforcement on ways youth conceal alcohol from adults. The truth may surprise you.

Contact MADD KY to schedule a presentation or visit us on the web at www.maddky.org.

The mission of MADD Youth in Action is to reduce the availability of alcohol to minors and support the enforcement of underage drinking laws

www.maddky.org

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Sponsored by the Office of Juvenile Justice and Delinquency Prevention through the Kentucky State Police



Youth Teams take the lead in efforts to increase the Enforcement of Underage Drinking Laws by:

- Recognizing the hard work and dedication of those who prevent underage drinking and enforce alcohol laws
- Working as an *UNDERCOVER Enforcement Agent* with the ABC to verify retailers are not selling alcohol to minors
- Visiting law-makers and other government officials at the State Capital to support the 21-Minimum Drink Age



65% OF YOUTH WHO DRINK ALCOHOL SAY THEY GOT IT FROM THEIR OWN HOME

Sticker Shock

Youth work with retailers to place prevention messages on multi-packs of beer and non-alcoholic drink mixers, creating a visual reminder of underage drinking laws in stores and consumers' homes

**Learn about other projects at www.maddky.org



PLUS NEW 2010 — Discover new ways youth are concealing alcohol and other drugs, and learn how to keep them off school grounds