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New campaign on teen drinking urges that moms and dads disapprove strongly

A nonalcoholic toast, please, for the combined effort of the Oregon Partnership and the Oregon Liquor Control Commission to reduce teen drinking.

A recent survey shows about a third of Oregon's eighth-graders, and about half of high school juniors, consumed alcohol in the past 30 days. The survey also shows about a third of them prefer hard liquor.

The partners opened their "Face it, parents" campaign in Oregon liquor stores last week. They know one way to reduce underage drinking is educating the grownups who buy it, often at the kids' request. The campaign is intended to educate adults about the dangers of furnishing alcohol to minors. It also aims to teach parents that allowing teens to drink at home is not OK. And it reminds adults that kids frequently take alcohol from home supplies.

The campaign includes new stickers, bottle hangers and posters distributed at liquor stores.

You've got to give the campaign organizers credit. They've developed some catchy slogans, such as, "Home furnishing takes on a whole new meaning." And then there's this reminder: "Parental disapproval is the No. 1 reason kids don't drink."

More adults should disapprove. Maybe this new campaign will help them decide to disapprove more strongly and more often.

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www.faceitparents.com
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www.oregon.gov/OLCC