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Parents Warned on Kids Drinking



photo by Mark Washington/The Portland Observer

New stickers and bottle hangers educate parents about the pitfalls to allowing teens to drink at home.

Warning labels added to liquor store shelves

The Oregon Department of Human Services with the support of Oregon Partnership and the Oregon Liquor Control Commission have kicked off a campaign to educate adults about the dangers of furnishing alcohol to minors.

New stickers, bottle hangers and posters are being distributed at Oregon liquor stores to let parents know that allowing teens to drink at home is not okay.

The campaign describes how kids frequently take alcohol from home supplies and reinforces the message that parental disapproval is the most important reason kids don't drink.

It also drives home the fact that it's illegal for adults to host underage drinking parties - even in your home.

A recent Oregon Healthy Teens Survey shows that about a third of 8th graders in the state have consumed alcohol in the past 30 days as have about half of 11th graders

The Survey also shows that 31 percent of 8th grade drinkers and 37 percent of 11th grade drinkers prefer hard liquor.

"People who buy or provide alcohol for a minor could go to jail and pay a fine of \$1,000 or more," said Steve Sander, OLCC training analyst and program coordinator. "Kids are 'shoulder tapping' - asking adults to buy alcohol for them. One way to reduce underage drinking is to educate the grownups who are buying it."

The "Face it, Parents" campaign is managed by Oregon Partnership and designed to reduce underage drinking by targeting parents.

For more about "Face It, Parents," visit faceitparents.com.

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