



## Washington State Liquor Control Board

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### **Liquor Control Board efforts aim to reduce underage drinking**

The Washington State Liquor Control Board (LCB) is deeply concerned by the number of youth who are drinking alcohol. They are drinking earlier in life and more often than their parents realize. Alcohol is associated with youth violence, suicide, educational failure, and sexual activity. And recent research shows that alcohol negatively affects the developing adolescent brain.

National studies and the 2007 LCB-led youth focus groups show that **parents are the No. 1 influence on whether teens choose to drink**. However, parents often don't realize their influence. With these statistics in mind, the LCB has set out to provide parents and our communities with the latest information about alcohol and youth in an effort to reduce underage drinking.

### **Parent and youth focus groups**

In June 2008, the LCB contracted with Gilmore Research Group of Seattle to conduct focus groups with parents who have children ages 10 to 17. The results were compared to data from 11 youth focus groups conducted in June 2007 with sixth graders all the way up to college-aged students.

- Data from the two focus groups – including information on youth drinking habits, family perceptions of drinking, and motivations and deterrents to youth drinking – are being used to guide LCB educational programs.
- To view a summary of the parent focus groups and the results from the parent and youth focus groups, please visit [www.liq.wa.gov](http://www.liq.wa.gov).

### **Leadership on underage drinking coalition**

Board member Roger Hoen serves as co-chair of the Washington State Coalition to Reduce Underage Drinking. The coalition is made up of state, local, and non-profit organizations dedicated to reducing underage drinking.

### **Alcohol awareness poster campaign**

In fall 2008, the LCB launched an ongoing alcohol awareness poster campaign that targets the parents of school-aged children to motivate them to talk to their children about drinking.

- The posters target parents with the message to “start talking before they start drinking.”
- The posters are located in Washington liquor stores. The LCB has also worked in cooperation with the public and private sectors to display the posters in many other locations.

### **Communities in Action! Program**

The LCB leads the Communities in Action! Program, where the agency helps coordinate activities in communities where underage drinking rates are higher than the state average. Liquor licensees, beer and wine distributors, law enforcement and community coalitions in the communities work together through the program to reduce underage drinking.

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