

SHOW & TELL

PARENTS ARE THE ULTIMATE ROLE MODELS

Three out of four kids and teens say that their parents, not their peers, are the biggest influence on their decisions about alcohol.¹ So when it comes to talking to kids and teens about alcohol and the dangers of riding with a drinking driver, parents have to both **SHOW** and **TELL**:



SHOW your kids and teens the right thing to do. Going out to dinner with the family? If you plan to drink alcohol ensure you have a non-drinking designated driver.



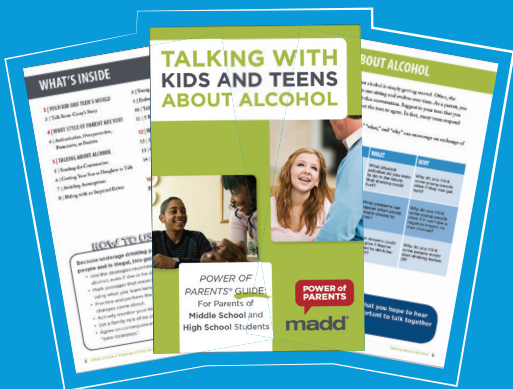
TELL your kids and teens that it is **NEVER** okay to drink alcohol under the age of 21. Start the conversations early and send a clear message.



CHECK-IN with your kids and teens that even when they aren't with you they know to never ride with a drinking driver, no matter who the driver is or what the circumstances are.

Source: 1 GfK Roper Youth Report. Based on online survey conducted February 2016.

NOT SURE HOW TO START THE CONVERSATION?



MADD's *Power of Parents*® program provides free resources to help parents have intentional, ongoing and potentially lifesaving conversations about alcohol with their kids and teens.

Download the **NEW Power of Parents Pocket Guide** and **learn more** about MADD's free resources for parents.

FREE DOWNLOAD at madd.org/powerofparents

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