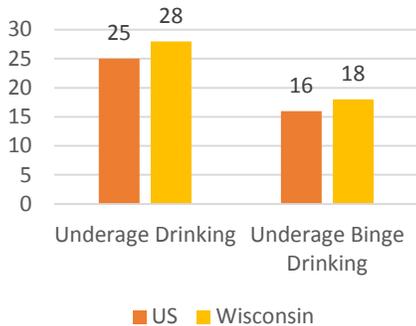


# RETHINK your DRINKS . . .

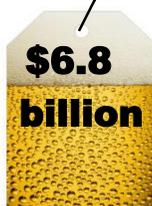
## Underage Drinking Among Those Age 12 to 20



Wisconsin youth ages 12-20 drink and binge drink above the national average according to a 2011-2012 survey.<sup>1</sup>

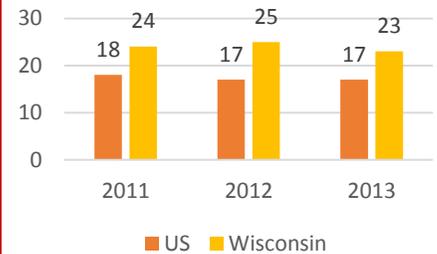
## BINGE DRINKING comes with a PRICE tag.

The estimated cost of all excessive alcohol consumption in Wisconsin for 2012 was



Each Milwaukee resident pays about \$1075.34.<sup>2</sup>

## Adult Binge Drinking in Wisconsin

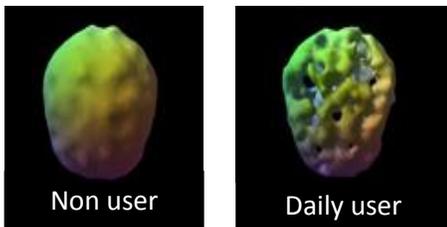


Wisconsin had the highest rate of binge drinking in the nation in 2011 and 2012, and second in the nation in 2013.<sup>1</sup>

## ALCOHOL and the TEENAGE BRAIN

The teenage brain is not fully developed until about age 25.

Alcohol or any drug use can have a damaging effect on the brain.



(Left) This smooth view shows full activity. (Right) Bumpy areas and places that do not 'fill in' are areas of low or decreased activity.<sup>3</sup>

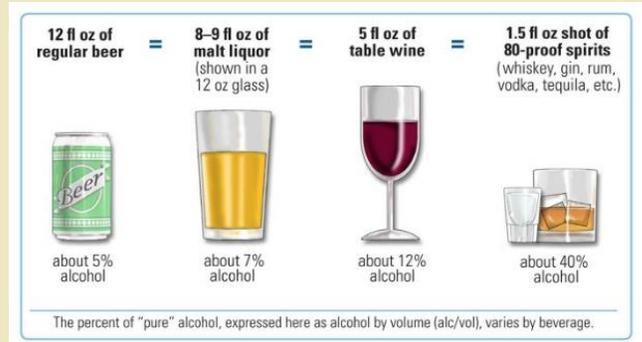
In 2013 **15%**

Of Wisconsin high school students tried alcohol for the first time

before the age of 13.<sup>4</sup>

Research has shown the earlier age of initiation the more likely for later misuse.<sup>5</sup>

## WHAT COUNTS AS A DRINK?



The amount of liquid in your glass, can, or bottle does not necessarily match up to how much alcohol is actually in your drink.

## STOP Drinking [SO MUCH] Wisconsin!<sup>6</sup>

What is binge drinking?



A "binge" is a pattern of drinking that brings a person's blood alcohol concentration (BAC) to 0.08 gram percent or above. For the typical adult this is consuming the above amounts in about 2 hours.

Take the **survey** to determine if you are **DRINKING too MUCH!**

<http://tinyurl.com/zhbuwpp>