



Mission Statement

The mission of Mothers Against Drunk Driving is to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

About MADD

Founded by a mother who lost her daughter in a crash, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to protect families from drunk driving and underage drinking. With the help of those who want a safer future, MADD's *Campaign to Eliminate Drunk Driving*® will end this danger on America's roads. *PowerTalk 21*™ is the national day for parents to talk with their kids about alcohol, using the proven strategies of *Power of Parents, It's Your Influence*® to reduce the risk of underage drinking. And as one of the largest victim services organizations in the U.S., MADD also supports drunk driving victims and survivors at no charge, serving one person every 10 minutes at 1-877-MADD-HELP. Learn more at www.madd.org or call 1-877-ASK-MADD.

Parent Initiative Program—Power of Parents, It's Your Influence

We are pleased to inform you of MADD's community-based prevention program for underage drinking is now available in our community. Based on scientifically proven results by Dr. Robert Turrise and his colleagues from Pennsylvania State University, MADD has created a parent handbook to provide guidance to parents of teenagers for communicating with their kids about alcohol. Why parents? Research shows that 74% of kids say their parents are the leading influence on their decisions about drinking alcohol. And alcohol kills more teenagers than all other illegal drugs combined.

- 30-Minute Workshop
- Each participant will leave workshop with a Parent Handbook
- Workshop and handbook are both provided at no charge

What you'll learn at a Power of Parents, It's Your Influence Workshop

1. Learn in depth about the problem of teen drinking
2. Discuss the role of peers in the problem of teen drinking
3. Educate about the roles of peers in the problem of teen drinking
4. Educate about the role of parents and MADD in preventing teen drinking
5. Explain the handbook and what you can do today, tomorrow and in the future to prevent teen drinking

Goals of the Program

- To help parents better communicate the dangers of underage drinking
- Influence Parenting Behavior to prevent underage drinking
- Maintain the 21 minimum drinking age law in all 50 states

Underage Drinking is a Serious Societal Concern

- One in three 8th graders drinks alcohol.
- One in five teens binge drink. Only 1 in 100 parents believes his or her teen binge drinks.
- Teen alcohol use kills about 6000 people each year, more than all illegal drugs combined.
- Car crashes are the leading cause of death for teens and one out of three of those is alcohol related.
- Kids who start drinking young are seven times more likely to be in an alcohol-related crash
- MADD has saved 27,000 young lives through passage of groundbreaking public health laws.
- One in three will be involved in an alcohol-related crash in their lifetime.
- Since 1980 MADD has nearly saved 300,000 lives ...and counting.

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