



THINK: About the Problem

- Alcohol is the #1 drug of choice among teens in America
- Alcohol kills more young people than all illicit drugs combined
- Each year, more than 6,000 young people ages 15-20 are killed due to alcohol-related causes including homicides, suicides, car crashes, falls, burnings, drownings, and more
- Other possible consequences of alcohol use include violence, sexual assault, date rape, unsafe sex and unplanned pregnancies

THINK: About the Problem during Prom

- Statistics show that traffic deaths among teens during typical prom season weekends (March 1-May 31) are higher than any other time of year
- During typical prom weekends in 2005, 290 young people ages 15-20 were killed in alcohol-related crashes—of those, 198 deaths involved a 15-20 year-old impaired driver
- In 2005, 6,100 youth ages 15-20 were killed in traffic crashes—of those, 2,035 youth (33%) died in crashes involving alcohol

THINK: About What You Can Do to Solve the Problem

- Encourage students at your school to make a pledge to be alcohol and drug free during prom and throughout the year
- Contact MADD (Mothers Against Drunk Driving) to find out about **THINK.Prom** Pledge Packs, which contain everything you need to hold a student pledge event at your school
- Create a video (2 min. or less) depicting how teens can “*Party Safe, Party Sober!*” and enter it in the **THINK.Prom** Video Scrapbook Contest – the winning student filmmaker receives \$500 and their school gets \$1000 from Nationwide Insurance
- Visit <http://think.madd.org> to learn more about **THINK.Prom** and the Video Scrapbook Contest
- Support law enforcement in their underage drinking prevention efforts
- Never provide alcohol to anyone under 21 – it is illegal and it can harm young minds

Students may face the choice every weekend – *maybe every day* – whether to drink alcohol or not... help them make the right choice.

1-800-GET-MADD x4504

<http://think.madd.org>

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