

# PROCLAMATION

## Supporting the 2014 Eau Claire County Campaign

### “Start Talking – The Sooner the Better”



WHEREAS, the Alliance for Substance Abuse Prevention reminds Eau Claire County parents and other adults that they are placing youth and young adults at risk for health, safety and legal problems when they provide alcohol to those under age 21; and

WHEREAS, the Eau Claire City-County law enforcement agencies rigorously enforce laws against selling or serving alcohol to underage youth; and

WHEREAS, kids start to drink alcohol at an average age of 13 in Eau Claire County; and

WHEREAS, we know that innocent experimentation has grave consequences. 67% of kids who drink alcohol before age 15 eventually go on to try other drugs; and

WHEREAS, we know young brains are wired more easily for addiction. Compared to adults, youth are more likely to move from liking, to wanting, to needing alcohol, setting them up for addiction; and

WHEREAS, a parent's strong disapproval is the #1 reason why kids choose not to drink;

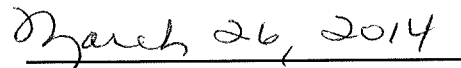
NOW, THEREFORE, be it resolved that Eau Claire City-County Health Department endorses the “Start Talking – The Sooner the Better” campaign and encourages parents to:

- Share their strong disapproval of underage drinking.
- Use natural opportunities like watching movies, TV shows, and media reports to remind kids of their strong disapproval and expectations.
- Join the 700 Parent Connecting Network Members and commit to not providing alcohol to those under 21 in their home or on their property.
- Learn how to start and continue these conversations by going to [www.getinvolvedASAP.org](http://www.getinvolvedASAP.org) and click on 'Start Talking'.

NOW, THEREFORE, I, Merrey Price, Board President, on behalf of the Eau Claire City-County Health Department hereby proclaim the month of April, 2014 to be:

**“Start Talking – The Sooner the Better” Month.**

  
Merrey Price, Board of Health President

  
Date



*The Alliance is working to improve the lives of children, youth, and adults by mobilizing communities to prevent and treat alcohol, tobacco, and other drug abuse in Eau Claire County.*