

**POWER of
YOU(TH)**

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**Colleen Sheehey Church
National President
Mothers Against Drunk Driving**

Roadmap for today



MADD's Mission

Why is MADD concerned with underage drinking?

MADD's Mission

END
DRUNK
DRIVING

HELP
FIGHT
DRUGGED
DRIVING

PREVENT
UNDERAGE
DRINKING

SUPPORT
THE VICTIMS
OF THIS VIOLENT CRIME

NO MORE VICTIMS

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Mission Moment



Colleen Sheehey-Church

National President
January 1, 2015 - December 31, 2017

Colleen was drowning in grief after her 18-year-old son Dustin died in a drunk and drugged driving crash. The car he was riding in swerved off the road and into a river. Trapped in the back seat, Dustin fought to live, but he drowned. Then her pivotal call to MADD breathed new life into her own life, turning pain into purpose. Now she is dedicated to fighting drunk and drugged driving, and helping those left behind live again.



Dustin Michael Church
August 24, 1985 - July 10, 2004



MADD Facts!



1. What year was the drinking age set at 21?

A. 1956

B. 1929

C. 1984

D. 1978

On July 17, 1984, President Reagan signed into law the Uniform Drinking Age Act mandating all states to adopt 21 as the legal drinking age within five years.

By 1988, all states had set 21 as the minimum drinking age.



How old do you have to be?

35



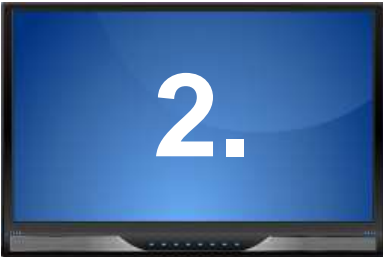
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25



MADD Facts!



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2. Around what age does the brain finish developing?

A. Late teens

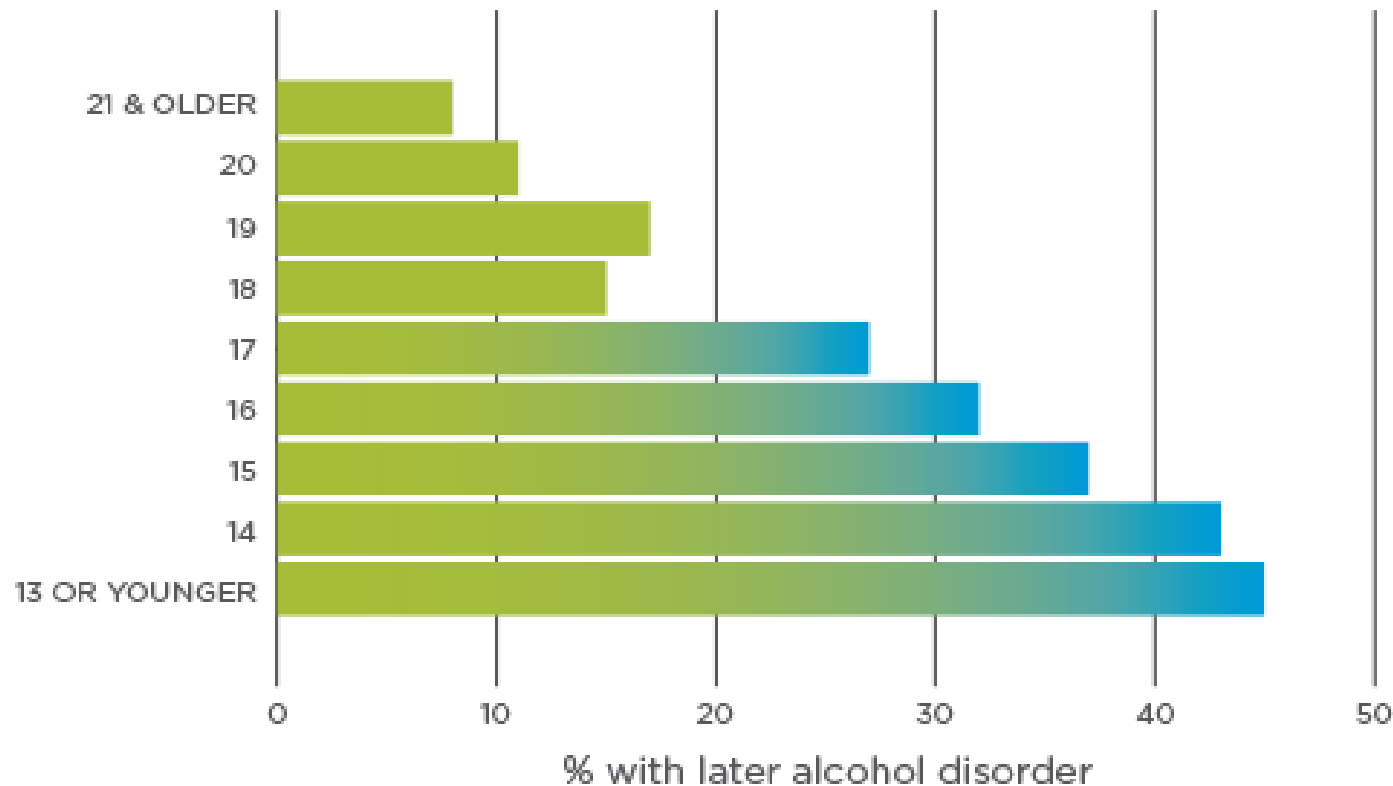
B. Mid-twenties

C. 35-ish

D. Early 40's



Age at First Drink & Later Risk of Alcoholism



THE YOUNGER
THE START
THE GREATER
THE RISK

MADD Facts!



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3. Which drug is the most addictive?

- A. Alcohol
- B. Marijuana
- C. Opioids
- D. They are equal

All drugs, legal and illegal, can alter the growing brain and can essentially wire the brain for addiction.



Cannabis (marijuana) *IS* addictive.



4 Million

People diagnosed with an addiction disorder



3 Weeks

Continued psychomotor impairment



MADD Facts!



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4. Why do teens drink?

- A. Social Media
- B. Television
- C. Peer Pressure
- D. All of the above

Monkey see Monkey do!

As humans we tend to want to do things we see other people do. It's a natural reaction.



It can be hard to say no...

- Peer Pressure

- Unspoken: general perception that everyone is doing it.
Truth: only 1 in 7 of you are binge drinking (6 in 7 DON'T).
- Direct: encouraged to go against your own beliefs for fear of ridicule.
- Positive: using your influence or power to support others' good choices.



MADD Facts!



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5. How many teens admit to being the passenger to a drinking driver?

A. 1 in 5

B. 1 in 4

C. 1 in 3

D. none



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Who won't ride with a drinking driver?

SURVEY SAYS...

Students with **PARENTS** who won't.

- This is especially true among females.

Students whose **FRIENDS** disapprove.

- Students are less willing to ride with a drinking driver if their friends strongly disapprove.



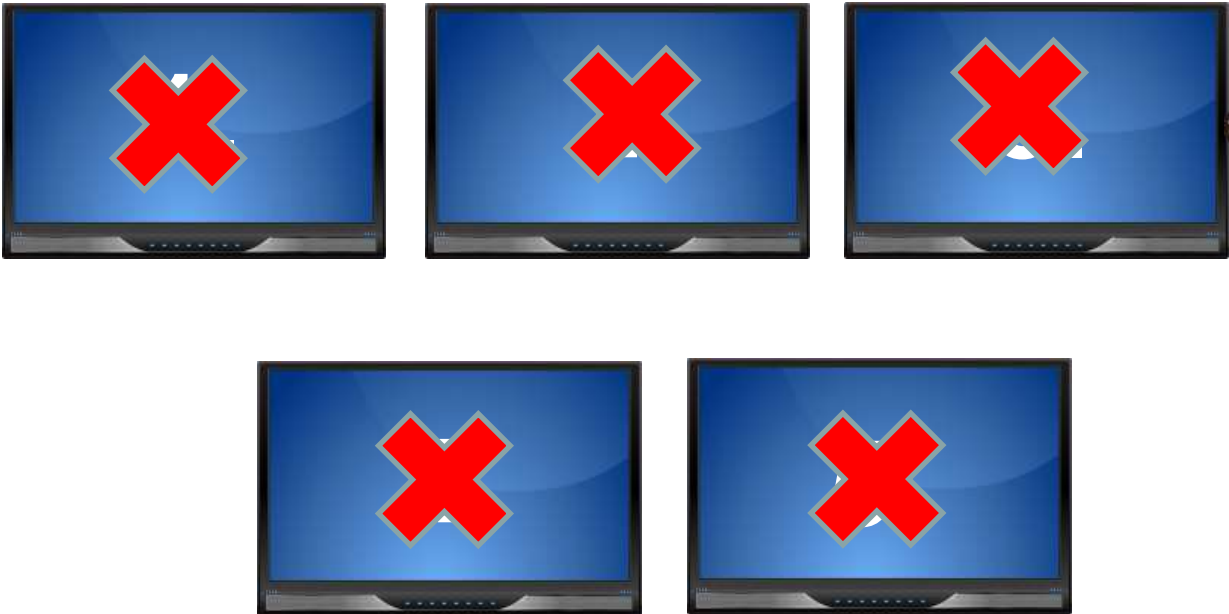
You have the POWER!

- Talk with your parents or other trusted adult about what to do if you are in a difficult situation.
- Talk to your friends! Everyone agree that riding with a drinking driver is not safe.

What would you do?



MADD Facts!



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Why not drink before 21?

Game Summary

- It's illegal.
- It's bad for you.
- It can make you do things you regret.



#ProtectURFuture

PLEDGE: Make a commitment to be alcohol free under 21

OTHERS: Find others who will share in your commitment

WATCH: Watch out for pressures. Recognize potential barriers
Talk to a parent or trusted adult and make a plan.

EVALUATE: Evaluate your friends and life and identify barriers
to your success.

REMOVE: Remove those people or situations that are not healthy.



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#ProtectUrFriends

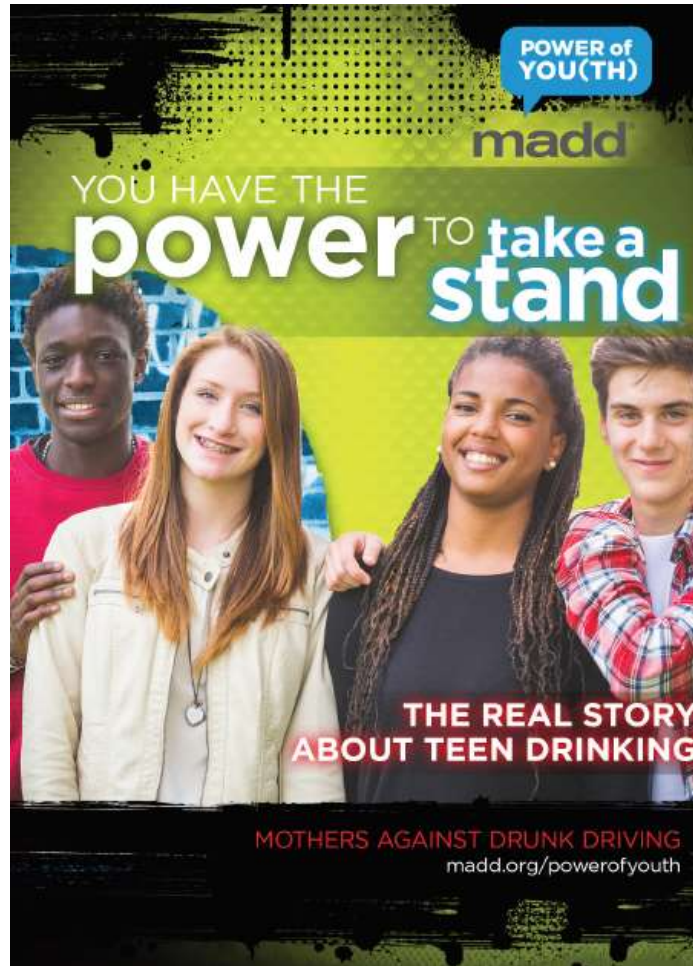


You have the **power** to
#ProtectUrSelfie and your
friends.

Take a selfie and tag **#ProtectUrSelfie/Friends** to show your support and commitment to the pledge!



The Power to Take a Stand



Get Involved!

- Read and share the booklet
- Join or start a Walk Like MADD team
- Get trained to give presentations like this to you peers



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Thank You!