



**Washington State Coalition
To Reduce Underage Drinking**

“Let’s Draw the Line” Campaign Fact Sheet

August 2010

Why is RUaD launching a new campaign to reduce underage drinking?

- Washington State has new rules that limit outdoor alcohol ads, to reduce youth exposure to them. We need to let adults know about the new rules, and how they can help **Draw the Line** between youth and alcohol.
- Many adults do not know what the legal penalties are for providing alcohol to minors.
- More Washington State youth drink alcohol than smoke tobacco or marijuana; alcohol is a leading cause of death among teens.
- In the 2008, 16% of Washington State 8th graders reported drinking in the past month; one out of four 12th graders said they had five or more drinks in a row in the past two weeks.
- Constant exposure to alcohol messages, easy access to alcohol, and attitudes that alcohol is fun and harmless, are all ways youth are encouraged to drink.

What are the campaign’s goals and messages?

The campaign goals are: raise awareness among adults of our state’s new outdoor alcohol advertising restrictions, and raise awareness among young adults and parents of the legal penalties for providing alcohol to minors.

Research shows that, in addition to parents, alcohol advertising has a significant impact on youth decisions to drink. A 2006 study concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth (www.camy.org). For details about Washington’s new rules to reduce youth exposure to alcohol ads, visit <http://www.starttalkingnow.org/laws/index.shtml>.

The statewide “Let’s Draw the Line” campaign begins August 23 with the following messages:

- Providing alcohol to minors can cost you up to \$5,000 and a year in jail time.
- Alcohol ads can encourage minors to drink. Learn about new rules to limit ads in your community.
- Talk with others in your community about the rules and laws, and why they matter.

The advertising messages promote a strong stance against underage drinking, with a visual of an actual line on all materials. The line represents the need for individuals to take a stand, get involved, and be part of the solution.



Where will campaign messages be seen and heard?

- The messages will be advertised during three timeframes: August-September, December-January, and March-May, 2011.
- Advertising messages will appear on websites statewide, such as seattlepi.com, Yahoo, Google, Bing, and eBay; on Spanish radio stations in Yakima, Tri-Cities and Wentachee; and in text messages to young adults.
- Campaign publicity events will take place during October at the Prevention Summit in Yakima and in Spokane and Seattle. Information cards with the campaign messages will be handed out at three additional public events throughout the campaign period.
- Campaign stickers and information cards will be available to communities for distribution.

All messaging will provide a link to the campaign micro sites www.letsdrawtheline.org or www.pintemoslaraya.org, which have key facts about underage drinking, links to www.StartTalkingNow.org for details about the new rules, penalties for providing alcohol to minors, downloadable web banners, and ways to use the campaign locally.

How can I get involved in reducing underage drinking in my community?

- Share the campaign information with others in your community; download a campaign banner to your website: www.LetsDrawTheLine.org or www.pintemoslaraya.org.
- [Use the new advertising rules to protect youth in your community.](#)
- Order campaign stickers and ask store owners to display them on windows and beer cooler doors: dbdrawtheline@dshs.wa.gov.

Join us in drawing the line between kids and alcohol!