

Underage Drinking:

Not in my HOUSE

Empowering Youth to Make Healthy Choices

PARTNERSHIP FOR PREVENTION

Empowering Sauk County to prevent substance misuse.

When youth drink, it can have **lifelong negative effects** on their developing brains, bodies, and lives.

Most underage youth don't buy the alcohol they drink from retailers. They get it from **social sources**, like parties, older friends, siblings, parents, and other relatives (their own or their friends').

The **Sauk County Partnership for Prevention** coalition has developed a campaign to encourage parents and other adults to **say "Not in My House" to underage drinking.**

The campaign aims to build **healthy communities** and awareness of Wisconsin's 2017 **Social Host Law**, which makes it illegal to provide a location for underage drinking, even if the adult doesn't supply the drinks.

Campaign materials were adapted with permission from a successful North Dakota campaign. They are pictured on the right. From top to bottom:

- Party Tips brochure
- Yard Sign
- Parent Pledge Card
- Sticker to put on coolers where alcohol is sold

To learn more, visit www.NotInMyHouseWI.org or contact Kate Stough, Coalition Facilitator, at kate.stough@saukcountywi.gov or 608.477.3609.

