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**STENEHJEM SUPPORTS “WE DON’T SERVE TEENS” WEEK  
September 10-15, 2007**

BISMARCK – Attorney General Wayne Stenehjem has teamed up with The Century Council, a national not-for-profit organization funded by the nation’s leading distillers, and the Federal Trade Commission to launch a public awareness campaign in North Dakota to prevent underage drinking. The national initiative, called “We Don’t Serve Teens,” aims to reduce teen drinking by urging parents to speak up and discourage underage drinking.

“The message to parents, relatives, friends and neighbors is don’t serve alcohol to teens,” said Stenehjem “It’s unsafe, illegal and irresponsible.”

The campaign, which kicks off today, also aims to educate adults on how children obtain the alcohol they drink and how to discourage underage drinking not only during the back to school season, but also throughout the year.

According to the North Dakota Department of Transportation statistics, in 2006, one third of all alcohol-related traffic fatalities in the state involved persons between the ages of 14-20. The 2005 Youth Risk Behavior survey of ND students in grades 9-12 showed that 22% had driven while drinking (compared to the national average of 10%). Arrest statistics reported to the Attorney General’s office from law enforcement agencies across the state show that underage drinkers (ages 14-20) accounted for 632 DUI arrests in 2005, and had an average Blood Alcohol Content (BAC) of .132%.

According to the Federal Trade Commission, most teens who drink get alcohol from “social” sources – parents of other teens, older siblings, and other relatives and friends. People who provide alcohol to teens not only undermine the efforts of parents to protect their kids, they also break the law. But parents need help to make sure their teens don’t have access to alcohol.

“The Century Council has found that sixty-five percent of teens who drink obtain the alcohol they drink from family and friends. In the midst of back to school season, it’s so important for parents to know that turning a blind eye is as irresponsible as putting a drink in their hands,” said Susan Molinari, Chairman of The Century Council.

For more information on stopping teens’ easy access to alcohol, practical tips on talking to kids about alcohol and alcohol advertising, and what to say to friends and neighbors about serving alcohol to teens, visit [www.DontServeTeens.gov](http://www.DontServeTeens.gov).