



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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THE N.C. ABC COMMISSION TO TARGET UNDERAGE DRINKING

Initiative Deemed Top Priority for the State

RALEIGH—The North Carolina Alcoholic Beverage Control (ABC) Commission announced today plans to help reduce underage drinking in North Carolina. April is Alcohol Awareness Month, and the ABC Commission is using the month of April to begin planning a sustained statewide initiative to raise awareness about underage drinking and equip parents and school-aged youth with resources to help fight the problem.

Underage drinking in North Carolina is a problem and begins earlier than most believe. According to a [2009 national survey](#) on Drug Use and Health, 14.3 percent of adolescents in North Carolina have consumed alcohol in the past month, and 8.9 percent engaged in binge drinking. Additionally, 39 percent of eighth graders and 72 percent of 12th graders report that they have tried alcohol at least once in their lifetime.

“This is a matter of utmost importance to me, to the ABC Commission, to law enforcement, and the people of North Carolina,” NC ABC Chairman Jim Gardner said. “The ABC Commission will be working hard to assist North Carolina parents and school children in understanding the often tragic consequences of underage drinking on individuals and the state economy.”

Evidence shows that the most powerful underage drinking education and prevention efforts begin at home. In particular, parental disapproval of underage drinking has a significant impact on the decision to drink under the influence. [\[1\]](#)

“One of the best weapons we have in the fight against underage drinking is a parent involved in the lives of their children, setting expectations and ground rules and offering encouragement when they make the right choices,” said Chairman Gardner.

In the months ahead, the ABC Commission will be working with local, state and non-profit groups engaged in education and prevention efforts. The Commission plans to augment the work of local initiatives with a statewide campaign designed to build awareness and provide resources to parents and adults involved with youth in the state.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. The Commission oversees permits allowing alcohol sales by more than 18,000 retail outlets across the state. <http://abc.nc.gov>.

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[\[1\]](#) SAMHSA National Survey on Drug Use and Health, 2012