



**Alcoholic Beverage Control**

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**FOR IMMEDIATE RELEASE**

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**GOVERNOR PERDUE PROCLAIMS  
ALCOHOL AWARENESS MONTH IN NORTH CAROLINA**

**RALEIGH**—In North Carolina, 37 percent of 18- to 25-year-olds and 20 percent of citizens 26 and older report binge drinking in the past month. Binge drinking is generally defined as consuming excess amounts of alcohol in a short period of time with the primary intention of becoming intoxicated. That's why, among other reasons, the Governor has proclaimed April as Alcohol Awareness Month in North Carolina.

"Alcohol abuse is a public health issue that affects people across our country," said Flo Stein, single state agency director for substance abuse for the N.C. Division of Mental Health, Developmental Disabilities and Substance Abuse Services. "It is a problem that spans communities of all ages, races and socioeconomic levels. And North Carolina is not immune to this problem."

Another alcohol problem facing the state is the prevalence of underage drinking; underage drinking costs the citizens of North Carolina \$1.4 billion in medical care, work loss, and pain and suffering associated with the effects stemming from youth using alcohol. Further, 35 percent of high school students report having at least one drink in the previous 30 days.

"The saying 'an ounce of prevention is worth a pound of cure' is especially true when it comes to underage drinking," said Jon Williams, chairman of the N.C. Alcoholic Beverage Control Commission. "Studies show that parents have a significant impact on their children's decision drink. So tell your kids that underage drinking is not acceptable. And work to keep alcohol out of their hands."

The following tips can help parents talk to their kids and keep alcohol out of kids' hands:

- Be absolutely clear with your kids that you don't want them using alcohol. Don't leave room for interpretation. And talk often about the dangers and results of alcohol abuse.
- Ask where your kids are going, who they'll be with and what they'll be doing. Get to know your kid's friends—and their parents—so you're familiar with their activities.

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- Eat together as often as you can. Meals are a great opportunity to talk about the day's events, to unwind, reinforce, bond. Studies show that kids whose families eat together at least five times a week are less likely to be involved with drugs or alcohol.
- Use TV reports, anti-drug commercials, news or alcohol advertisements to help you introduce the subject in a natural, unforced way.
- Don't react in a way that will cut off further discussion. If your child makes statements that challenge or shock you, turn those statements into a calm discussion of why your child thinks people use drugs, or whether the effect is worth the risk.
- If you or someone you know needs help with an alcohol problem, call the North Carolina CARE-LINE at 1-800-662-7030 for referral information about alcohol programs in your community.

### **ABOUT THE NC ABC COMMISSION**

North Carolina is one of 19 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 more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state.

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