

“MOM? DAD!
CAN I HAVE A
SIP?”

What will you
say if your
child asks?

LATEST SURVEY SHOWS

37%
OF KIDS

had a sip
by age 8¹

66%
OF KIDS

had a sip
by age 12¹

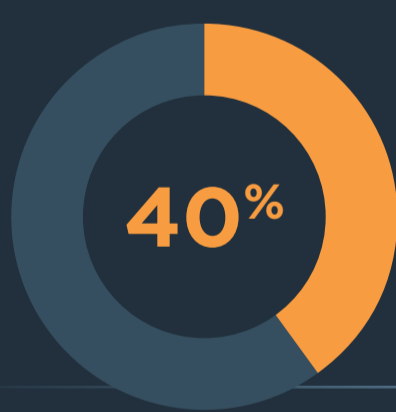
48%
OF PARENTS

“say no” when their
child asks for a sip⁴



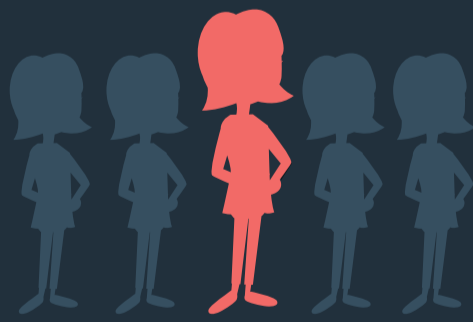
Why Parents Give Kids a Sip²

1 in 4 moms
believe sipping deters kids because
they **won't like the taste of alcohol.**



40% believe not allowing
kids to try alcohol **increases**
their desire to have it.

1 in 5 moms believe children
who sip alcohol will be **better**
at **resisting peer pressure** to
drink in adolescence.



What do the experts say?

Research shows that
earlier drinking is a risk
factor for problem
drinking in adolescence.
Adults who had taken
their first drink before
the age of 15 were seven
times more likely to
experience alcohol
problems than those
who didn't start drinking
before age 21.³

7x

more likely to
experience alcohol
problems as adults.

With the holidays come family meals and gatherings. Whether your
child asks you for a sip or Aunt Nelly offers your child a sip, are you
prepared to discuss alcohol responsibility with your child?

#TalkEarly

#TALKEARLY

...about alcohol.

Learn more at **RESPONSIBILITY.ORG**

1: Donovan JE, Molina BSC (2013) Types of alcohol use experience from childhood through adolescence. J Adolesc Health 53:453-459. 2: Jackson, C. Emmet, S. et al (2012) Letting Children Sip, Arch Pediatr Adolesc Med. 2012; 166 (11): 1053-1057. 3: SAMHSA, 2015 National Survey on Drug Use and Health Survey, 2016. 4: Responsibility.org, March 2016