

PARENTS WHO HOST LOSE THE MOST™



Don't be
a party to
teenage
drinking.

It's against
the law.

A program of Prevention Action Alliance

Making the Most out of Parents Who Host

This month's newsletter highlights the contributions of coalitions and groups like yours. A coalition in Secaucus, New Jersey partnered with their mayor and police department to put together a video and phone call warning parents not to provide alcohol to minors, and another group in La Crosse County, Wisconsin analyzed the costs of societal drinking.

While Parents Who Host Lose the Most is designed to be a turnkey program, it shines most when it's leveraged along with local partnerships and alongside your local resources. Over the years, we've heard and seen Parents Who Host Members using the program to create fidget spinners, public service announcements, radio programs, commercials, and billboards.

We'd like to feature other creative ways people have used the program in future newsletters. If you've done something creative with PWH that you think might benefit others looking for ideas, please email Program Director Krysta Bennett with how you've used the program at kbennett@preventionactionalliance.org.

Member Spotlight

Secaucus, New Jersey:
Parents Who Host Lose the
Most



Prior to the start of summer, The Secaucus Coalition, in partnership with the Secaucus Police Department and Secaucus Mayor Mike Gonnelli, created

In The News

Report: Costs of Excessive
Drinking in La Crosse County
top \$100 million

Changing the Culture of Risky Drinking Behavior Coalition in La Crosse County, Wisconsin determined that excessive drinking costs the county \$105 million in costs to society in a report titled "Burden of Risky Alcohol Use in La Crosse County." That equated to more than \$900 per resident.

The report looked at various factors, including emergency room and hospital use, incurred municipal services, damage to highways, and burdens on law enforcement, among others.

The report does an excellent job of

a public service announcement using the PWH program to warn parents not to provide alcohol to underage children.

The video does an excellent job of demonstrating how using the program during those key moments in high school students' lives – prom, graduation, summer break – is an effective way of encouraging compliance with social host laws and reducing underage drinking.

It also shows how flexible the PWH program is. The video was produced by The Secaucus Coalition Coordinator Dave Bratton, posted to YouTube, and used a longer version in phone calls to every home in Secaucus.

[View the Video](#)

communicating the need and quantifying it in terms that stakeholders across the entire community can understand.

And, for the record, the Centers for Disease Control and Prevention estimates that excessive drinking alone costs society \$249 billion.

[Read the Article](#)

Product of the Month



Did you know that we can do custom orders and have your logo and contact information included on virtually all of our products? Customized products are a great way to get your name out into the community as you prevent underage drinking.

If you're interested, find your product at the link below and email us at contact@preventionactionalliance.org for directions and an estimate.

[Shop Parents Who Host](#)



Have something you want shared in the next Parents Who Host newsletter? Questions? Comments?

[Click here to contact Krysta Bennett](#)

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