

Talking Points and Media Tips

Talking Points

- The “Parents Who Host, Lose The Most” public awareness campaign was developed by Ohio’s Drug-Free Action Alliance in 2000 and adopted by the South Carolina Department of Alcohol and Other Drug Abuse Services in 2007.
- The campaign objectives are to educate parents about the health and safety risks of serving alcohol at teen house parties and to increase awareness of and compliance with South Carolina’s underage drinking laws.
- South Carolina surveys show:
 - 43% of high school students drink
 - 1 in 4 high school students binge drink and 1 in 4 started before age 13
- The campaign has been adopted by communities in 48 states since it began in 2000.
- Public awareness kits, including a poster, fact sheet, fact card and sample press materials, have been developed and disseminated throughout South Carolina to local state office and law enforcement agencies.

Media to Educate Parents

- A 30-second television PSA, originally aired in the State of New York, was adopted by the South Carolina campaign and begins running on statewide cable and network television on September 10, 2007.
- The television campaign will run in the Fall and Spring for a total of 16 weeks.

