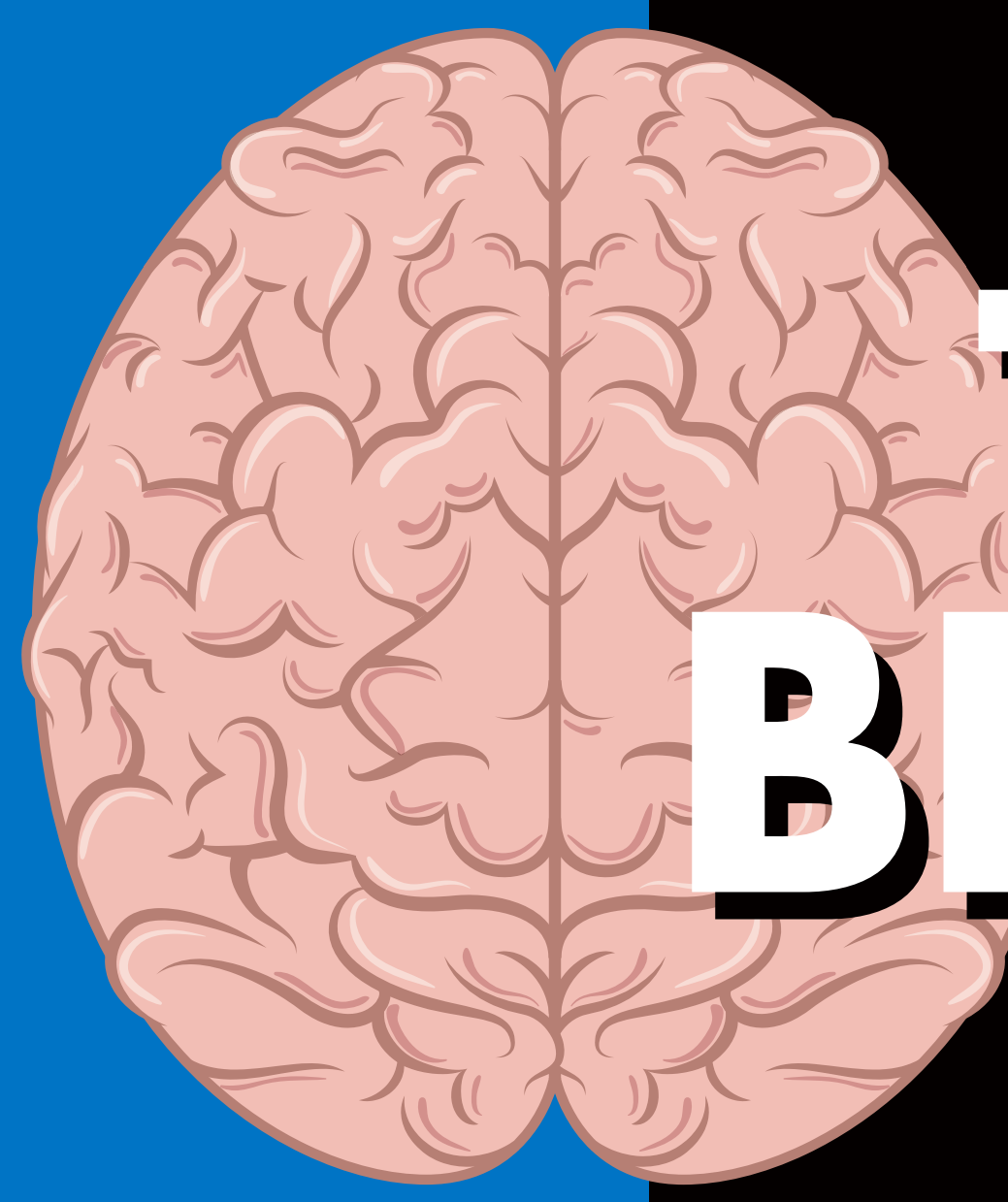


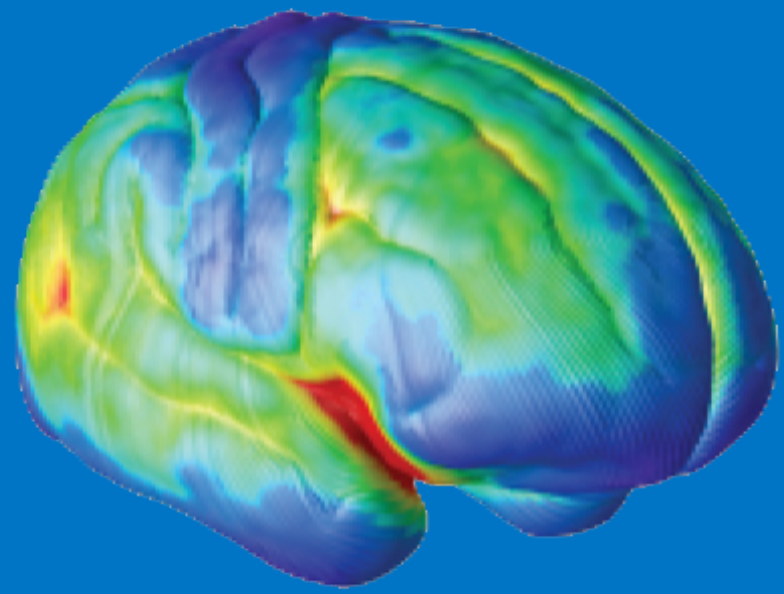


ALCOHOL and the



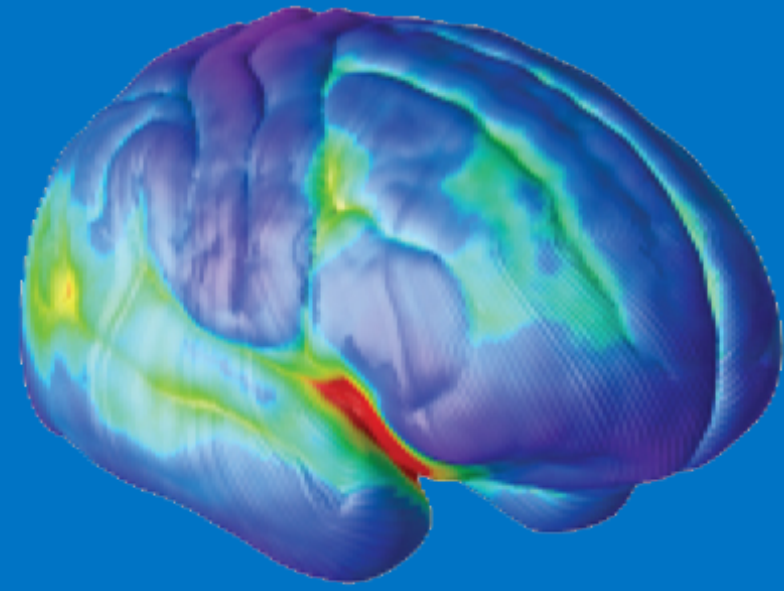
TEEN BRAIN

LESS DEVELOPED
MORE DEVELOPED



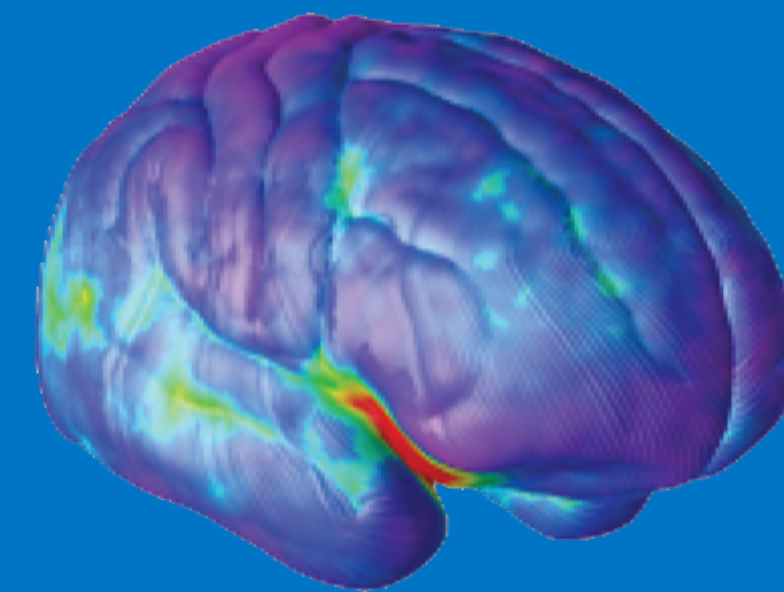
AGE 12

During adolescence, the brain goes through a lot of changes. Gray matter diminishes as connections between neurons are cut back.



AGE 16

Because the brain is still developing, it is more sensitive to the effects of drugs.



AGE 20

By adulthood, the changes caused by beginning drug use are less likely to "stick" and become hardwired as addiction.

THE RESEARCH:

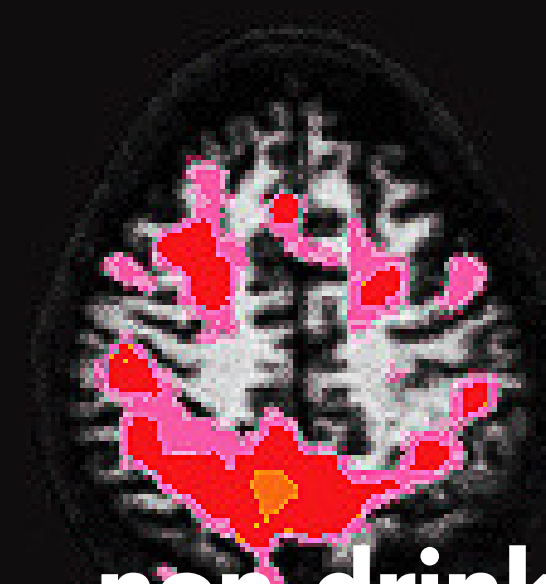
Binge drinking affects teens' white matter, which is important for the relay of information between brain cells...

...even in kids who only binge drink (4-5+ drinks) once or twice a month...

... and teen binge drinking may also impact the hippocampus - YOUR MEMORY.

TEEN MENTAL FUNCTION

Brain activity (pink and red) during a memory task in a 15-year-old:

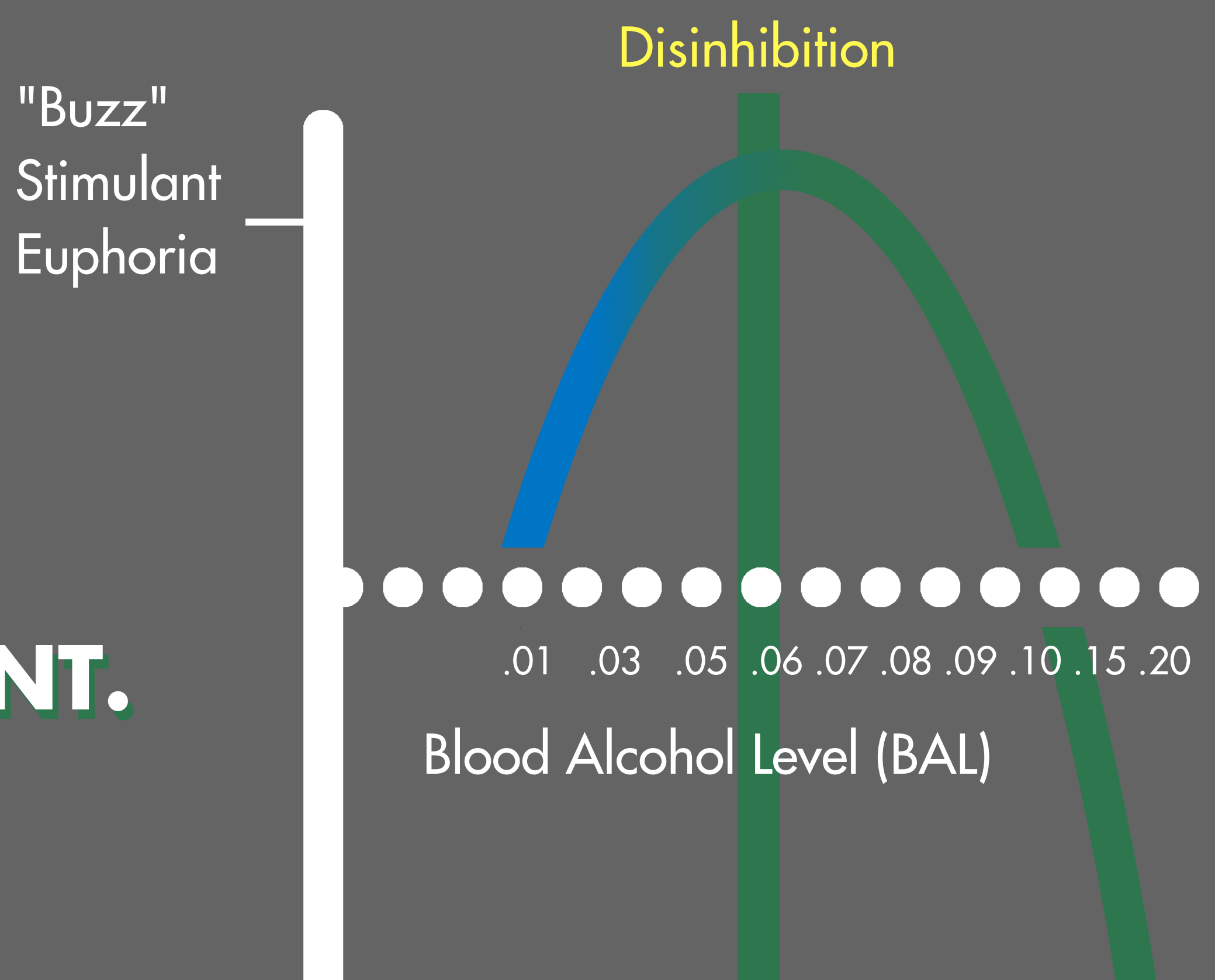


non-drinker



heavy drinker

ALCOHOL is a **DEPRESSANT.** (Bi-phasic)



KNOW THE CONSEQUENCES:

reduced athletic performance
poor academic performance
decrease in memory
alcoholism
unwanted sexual activity
death
violence
unintentional injuries
suicide
depression
homicide
victimization
alcohol poisoning
drinking and driving
low self-esteem
risk for adult disease
anxiety

Hey, adults...
SAY NO!

Placer County's

SOCIAL HOST ORDINANCE (SHO)

holds YOU responsible if you host underage drinking parties.

You could be subject to fines & more.

*Data and images from: Susan Tapert, UC San Diego; National Research Council and Institute of Medicine; Placer County Youth Commission—Social Host Ordinance

CPY is a Drug Free Community Support Grant Program. These posters were developed in part with Placer County HHS, under grant no. 1h79SPO15810-01 from the Office of National Drug Control Policy and SAMHSA. The views, opinions, or policies of ONDCP, SAMHSA or HHS should not be construed as such.