

There are plenty of reasons to fight underage drinking. Here's how we're doing it.

At Anheuser-Busch we're committed to putting an end to underage drinking. That's why we have developed, or help to support, comprehensive programs to tackle the problem. They're all based on providing the education and awareness that young people need for responsible behavior and decision making.



drinking and promotes education designed to enable the students to make informed choices about their lives.

◆ *Barbara Babb Lecture Series.*

Some young people may believe that the consequences of underage or

excessive drinking will occur to somebody else, never to them. Barbara Babb, R.N. and former critical care flight nurse, dispels that myth in her provocative presentation entitled "Tying One On."

She has made a

lasting impression on over a quarter of a million high school students across the country. Her program gets underage kids to think hard about what they could be doing to themselves and their loved ones if they drink.



Programs like these are working. Underage drinking is on the decline. According to a study by the University of Michigan Institute for Social Research, drinking among high school seniors has dropped 25% since 1978, and is now at its lowest level since the study began in 1975. Since 1982, the number of drivers killed in teenage drunk driving accidents has decreased by 48% as reported by the U.S. Department of Transportation. It's progress, but there's a lot more work to do.

At Anheuser-Busch, we feel that education and awareness are the best tools to fight underage drinking. We will continue to support these programs and develop new ones to help make underage drinking a thing of the past.

◆ *Family talk about drinking.*

Experts agree that it is important for parents to discuss drinking with their children at a young age to help prevent underage drinking. Our Family Talk brochures, prepared with the help of professionals in alcohol education, child psychology and family counseling, provide parents with useful discussion guides to help them answer questions and cover important points with their children. For copies, just call 1-800-359-TALK.

**Family Talk
About Drinking**



◆ *National Collegiate Athletic Association Foundation.*

Along with the National Collegiate Athletic Association Foundation, we provide alcohol education grants through their "Choices" Program. It encourages NCAA colleges, universities and conferences to develop, implement and evaluate campus-wide alcohol education programs that work toward the elimination of underage

◆ *BACCHUS.*

Established on over 500 college and university campuses throughout North America, BACCHUS is an international student organization devoted to providing proactive alcohol education programming at a peer to peer level. Through the development of year-round education initiatives, BACCHUS students promote responsible decision-making, healthy lifestyles and encourages respect for the law and campus drinking policies.



◆ *Program ID.*

We sponsored this booklet to help retailers enforce drinking age laws. It provides prototypes of drivers' licenses from all 50 states to help verify the authenticity of ID's when presented.



Anheuser-Busch, Inc.

We invite you to share your thoughts on the issues mentioned here. We would also be happy to send you information regarding our policies and programs designed to encourage responsible drinking. Write: Anheuser-Busch, Inc., Consumer Awareness and Education, One Busch Place, St. Louis, MO 63118