



It Matters Campaign Social Media Messages

When your kids leave home, they don't need extra baggage. Help them succeed. No alcohol. No exceptions #ItMattersKS

Things kids try in middle school: sports, music, babysitting, alcohol. Talk to them about drinking before they start #ItMattersKS

Parental disapproval is the #1 reason kids say they don't drink. Protect your kids from consequences of drinking #ItMattersKS

You can't fix peer pressure. But you can give your kids tools to say no to alcohol. Teach them what to say to it #ItMattersKS

You're a parent, not a hypocrite. If your kids ask about your past, don't lie. But tell them you've learned a lot #ItMattersKS

Provide support, guidance, limits for your teen, not alcohol. When you set limits, you set the tone for wise choices #ItMattersKS

Alcohol hurts more than their chances. It also affects brain development and increases the risk of depression #ItMattersKS

Cheers! (The clapping kind) Thank you for not providing alcohol to minors. Underage drinking affects the community #ItMattersKS

Allowing a minor to drink on your property can come with a hefty price. It can buy a \$1,000 fine and jail for a year #ItMattersKS

Allowing minors to drink on your property can cost you a \$1,000 fine, 365 days in jail and legal liability #ItMattersKS

Cheers! (The clapping kind) Did you know that most teens don't drink? In Kansas, 7 out of 10 teens choose not to #ItMattersKS

Kiss it goodbye! Teens caught drinking have a lot to lose: money, driver's license, sports, scholarships #ItMattersKS

How to say no to alcohol: "I have practice tomorrow" "My dad is coming to pick me up soon" "My coach would kill me" #ItMattersKS

You don't have to drink to have fun. Play basketball. Volunteer in the community. Share a pizza with your friends #ItMattersKS

Alcohol loves bad ideas, never has your back and gives terrible advice. Drinking is a lot less fun the day after #ItMattersKS

“Drinking really helped me in college.” Said no one ever. Studies show a clear link between drinking and low grades #ItMattersKS

The No 1 risk to drunk teens? Drunk teens. The top three causes of death for teens have one thing in common: alcohol #ItMattersKS

Drinking before you're 21 is breaking the law. You can be fined, lose your license or go to jail. Say no to alcohol #ItMattersKS

Kids will be kids. Help keep them safe. Motor vehicle crashes—many involving alcohol—are the #1 cause of teen death #ItMattersKS

Alcohol abuse is nothing to celebrate. So only serve alcohol to those 21 or older. Keep family celebrations safe #ItMattersKS

Buying alcohol for a minor can buy you a \$200 fine and a misdemeanor. That's a lot for one trip to the liquor store #ItMattersKS

Make sure your house rules go with them. You may have zero tolerance for alcohol, but other adults might not #ItMattersKS

If you allow teens to drink on your property, you can be held responsible for what they do. Be a responsible host #ItMattersKS

She's listening. Why aren't you saying anything? Parental disapproval is the No. 1 reason kids say they don't drink #ItMattersKS

As a parent you have more influence on our children's values and decisions about alcohol before they start drinking #ItMattersKS