

Help any kid understand the consequences of underage drinking

Give them 3 fast facts

About their friends

A lot of kids believe “everybody does it.” But underage drinking isn’t as popular in Wisconsin as you’d think.

- 1** Less than 50% of students reported ever having had a drink — which was nearly 10% lower than 2019.¹
- 2** When surveyed, 75% of Wisconsin teens said they didn’t drink in the last 30 days.¹
- 3** Teen alcohol use is at its lowest rate ever in Wisconsin.¹

About their brain

Alcohol affects kid’s brains more powerfully than adults, and drinking before the brain is fully grown can have devastating effects.

- 1** Drinking alcohol can slow a teen’s brain activity for weeks.²
- 2** It can damage the parts of the brain responsible for learning, memory, and self-control.¹
- 3** Underage drinking can have long-lasting effects that continue to impact brain functions when they’re adults.³

¹ Wisconsin Youth Risk Behavior Summary Report, 2021.

² Alcohol & The Adolescent Brain: Immediate Impairment, Long-Term Consequences, 2016

³ Alcohol’s Effects on the Adolescent Brain: What Can Be Learned from Animal Models.

⁴ Youth Risk Behavior Surveillance – United States, 2021.

⁵ Alcohol & Public Health Fact Sheet: Underage Drinking, 2023.



About the risks

Underage drinking can seriously impact nearly every aspect of a young person’s life, from their behavior and relationships to their mental health.

- 1** 15% of kids have been in a car with a driver who’d been drinking alcohol.⁴
- 2** Drinking can lead to issues at school, with friends, and with the law.⁵
- 3** Underage drinking is associated with higher rates of depression, anxiety, and suicide.⁵

About binge drinking

Loosely defined as having 4 or 5 drinks in just 2 hours, binge drinking is especially dangerous for kids.

- 1** Around 90% of underage drinking is binge drinking.⁵
- 2** Kids who drink are more likely to experience alcohol poisoning.⁵
- 3** Binge drinking lowers inhibitions at a time when youth are already willing to take risks.²