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FOR IMMEDIATE RELEASE  
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## **Governor Rell: State Launches Media Campaign to Combat Underage Drinking ... that Targets Parents**

*Federally funded campaign focusing on underage drinking laws,  
impact of alcohol on teenage brain development*

Governor M. Jodi Rell today announced the kick-off of "SetTheRulesCT," a public aware aimed at reducing underage drinking in Connecticut.

The campaign targets parents and other adults by providing information on Connecticut's drinking laws and the impact of alcohol on teenage brain development. The federally funded cam featured on television, radio and other forms of advertising over the next three years.

A Web site, [SetTheRulesCT.org](http://SetTheRulesCT.org), will offer parents information, news and local resources materials also will be available at no cost to Connecticut cities and towns, colleges, prevention an organizations.

“As we head into prom and graduation party season, this public awareness campaign will understand the issues and will urge them set boundaries and rules in their homes,” Governor Rell know it is tough for parents to do this alone. That’s why SetTheRulesCT.org has some of the bes resources available and also tells people where to find help locally.”

The Governor said the campaign delivers two important messages to parents:

- Hosting underage drinking parties is against the law;
- Alcohol consumption before age 21 can cause permanent brain damage.

The U.S. Department of Justice’s Office of Juvenile Justice and Delinquency Prevention ( addressing the growing problem of underage drinking through numerous initiatives, including pu advertising programs. The “SetTheRulesCT” public awareness campaign is funded entirely throu agency’s Enforcing the Underage Drinking Laws (EUDL) program.

Recognizing that problems associated with underage drinking cannot be addressed by foc youth, the State of Connecticut is using the opportunity to target parents and other adults, because

Parents tend to dramatically underestimate teenage binge drinking and their own children’ particular and, in some cases, parents enable and/or condone underage drinking;

- Nationally, 65 percent of teenagers report getting their alcohol from family and fr research proves that parents are the most influential person in their child’s life and preventing underage drinking.
- The campaign will emphasize that providing alcohol to minors is against the law. there will be considerable focus on educating parents about the consequences of h underage drinking parties. Equal attention will be paid to raising awareness about alcohol on teen brain development.

To learn more about this initiative, Connecticut’s underage drinking laws, the impact of a teen brain and to find local resources by town, visit [www.SetTheRulesCT.org](http://www.SetTheRulesCT.org).

“SetTheRulesCT” is administered by the Office of Policy and Management (OPM) and th Justice Advisory Committee (JJAC)’s Subcommittee on Combating Underage Drinking.

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