

THE 100-DAY WINDOW: UNDERSTANDING SOCIAL PRESSURES AND PROTECTING BRAIN HEALTH

Talk, They Hear You



The 100 days between Memorial Day and Labor Day mark a period where 9 of the 10 deadliest days for youth on U.S. highways occur.



**NATIONAL HELPLINE
FOR PARENTS
(1-800-THE-KIDS)**

DrinkSmart.com



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1

Protecting the adolescent brain

High school is a vital window for education while the brain is still developing impulse control and decision-making skills. Alcohol can permanently disrupt this growth, specifically harming the hippocampus and its ability to retain information. Providing these facts empowers students to resist social pressure and protect their future potential.

2

The high-stakes season

Prom and graduation bring heightened social pressure, making it critical to reinforce the risks of "celebratory" drinking. Providing targeted education during this season empowers teens to prioritize their safety and long-term goals over a single night's choices. This proactive approach ensures that major milestones are remembered for their achievements rather than preventable tragedies.

3

How teens weigh the risks

Today's teens are increasingly making decisions based on "social currency" and personal goals rather than just following the crowd. By analyzing the immediate impact on their digital reputation, athletic performance, and academic standing, many are calculating that the long-term cost of drinking far outweighs the temporary social reward.

