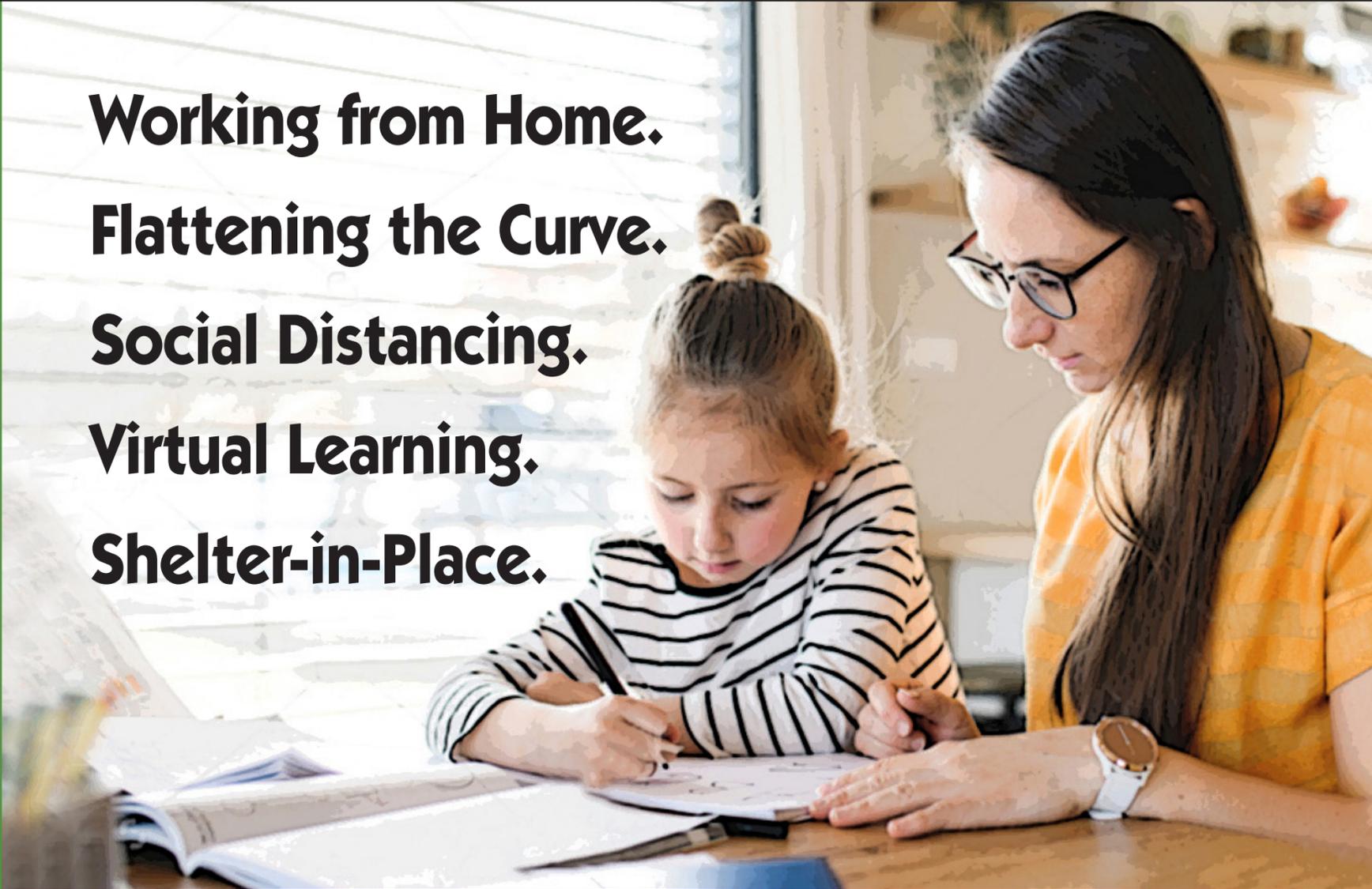


Covid-19 Has Created a Whole New Vocabulary.

**Working from Home.
Flattening the Curve.
Social Distancing.
Virtual Learning.
Shelter-in-Place.**



Let's not add "Day Drinking" to it!

Covid-19 has completely altered our daily routines. The temptation to start cocktail hour early or to have a drink to take the edge off may seem less problematic for some adults these days.

Off-premise alcohol sales were up more than 55% this March as compared to a year ago. Social media has been overwhelmed with "day drinking" references which our kids may be exposed to.

As a parent, guardian or older sibling, here are some important things to keep in mind regarding alcohol during this life-changing time:

- **Some people are stocking up on liquor** while some package stores are also offering home delivery and curbside pick up, increasing availability.
- **Stress is often a contributing factor in why youth start drinking.** Talk with your kids and try to be a positive example of how to cope with this pandemic.
- **Consider how you store alcohol in your home.** Monitor your alcohol and store securely to reduce any temptation by kids to drink.
- **Parents are still a major influence on their children's choice to not drink.** Adults should continue to be good role models for responsible use of alcohol.

Talk Early, Talk Often and Listen. It Starts with You.