



# Community 2000

## The Blue Ribbon Campaign

In the spring of 1989, a Virginia grandmother began the Blue Ribbon Campaign as a tribute to her grandson. The 3 year-old died at the hands of his mother's abusive boyfriend. The Blue Ribbon Campaign is a memorial to children who have been touched by abuse and neglect, and a reminder that everyone has a job to do to prevent the maltreatment of children. The blue ribbon is a positive symbol of the need to do one's best when it comes to children and families. Since 1989, thousands of people nationwide wear the blue ribbon during April-

National Child Abuse and Neglect Prevention Month- and year round to create awareness of the need to prevent child abuse and neglect.

In 2006 and estimated 905,000 children in the United States were determined to be victims of abuse or neglect. Child Protective Agencies received 3.3 million referrals of suspected child abuse or neglect. In 2003, an estimated 1,500 children died from maltreatment.

Every year since 1983 the President of the United States has issued a proclamation naming April

as the National Child Abuse and Neglect Prevention Month. Many times state Governors follow suite.

During the month of April everyone is encouraged to wear a blue ribbon to support the prevention of child abuse and neglect.

To report suspected child abuse or neglect in Missouri call 800-392-3738.



**Wear a blue ribbon to show your support.**

## Family Counseling Center

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## Resources for Teen Stress

Even under the best of circumstances, teens in your communities struggle with a great deal of stress in their lives-from school to money to peer pressure. Yet many teens lack appropriate coping mechanisms. With out the proper guidance from a parent or other trusted

adult, they may turn to risky and unhealthy behaviors, such as drug use and drinking.

A recent survey shows that 43% of 13 to 14 year olds say they feel stressed every single day. By ages 15 to 17, the number rises to 59%.

Valuable information and a new expert column are now available at [www.theantidrug.com](http://www.theantidrug.com). In addition to the online content, there are also free resources and print materials for parents. You can order form the website or by calling 1-800-788-2800.

### Inside this issue:

Alcohol Awareness	2
Alcohol-Branded Merchandise	3
Immunizations	3

# Alcohol Awareness From A Prevention Perspective

By: Jessica Howard  
Prevention Director

Alcohol awareness month is important for prevention professionals across the US, second only to October's Red Ribbon Campaign which focuses on elementary and middle school youth. Alcohol awareness month is well placed in the calendar for educating the high school population of which many will participate in prom and graduation events within a few months. The Center for Substance Abuse Treatment has found that this is an extremely vital time in which minors are participating in high risk behavior such as drinking and/or drunk driving. One of the newer populations prevention professionals are working with are those 21 and over that may feel it appropriate to buy and/or disperse alcohol to minors. Recent laws have pinned this action as a felony and the provider of alcohol to a minor is also subject to civil law suits from parents and guardians of those they have served.

Unfortunately there are many factors that work against the efforts of curbing underage use of alcohol, some that may seem to be growing out of control on a daily basis. Of course the factor we are speaking of is the alcohol-beverage industry which relies on heavy and addicted drinking for the largest share of its profits. Underage drinking spawns the future heavy and addicted drinking on which the industry depends for most of its sales. People who begin drinking before age 15 are four times more likely to develop alcohol dependence at some time in their lives compared

with those who have their first drink at age 20 or older. In the end hazardous drinking (5 or more drinks at one sitting) accounts for more than half of the alcohol industry's \$155 billion market, and more than 75% of



April is  
Alcohol  
Awareness  
Month

the beer industry's market.

There are many other facts that may be surprising such as; Underage alcohol use is more likely to kill young people than all illegal drugs combined.

More than 1,700 college students in the U.S. are killed each year—about 4.65 a day—as a result of alcohol-related injuries.

Nearly 14 million Americans - one in every 13 adults -- abuse alcohol or are alcoholic.<sup>5</sup> Fewer than 25% of those who need treatment get it in a given year.

Alcohol is implicated in the deaths of some 85,000 Americans every year, making it the nation's third leading cause of preventable death after smoking and obesity.

The alcoholic-beverage industry so far contributed nearly \$4 million to federal candidates and parties in the 2006 election cycle alone. Contributions from the National Beer Wholesalers Association (NBWA) account for nearly 40% of this amount. In the 2005-2006 election cycle, the NBWA's political action committee (PAC) is the second

largest of all PACs, next to the National Association of Realtors.

[Cspinet.org/new/pdf/alcaaware.pdf](http://Cspinet.org/new/pdf/alcaaware.pdf)

Every adult should pose the question, "is your teen or the teens in your community drinking". The act of drinking is often thought of as a simple "right of passage", but what it actually is, is "the right" to eventually become an alcoholic, especially if teens start this risky behavior before the age 15. We will arm each and every interested parent, community member, church, and coalition with free educational materials that will help fight underage use in your community, this state and this nation. If you or your community group would like more information please call the Regional Support Center at 573-888-5925 ext. 215.

If your community or school group is hosting an event for Alcohol Awareness Month please let us know. We would love to help out in any way that we can.

## Alcohol-Branded Apparel Linked to Adolescent Drinking

March 2, 2009-US News and World Report-www.usnews.com

By Steven Reinberg, HealthDay Reporter

All those T-shirts, hats and other items promoting alcoholic beverages that young people wear may be more than just a fashion statement. Teens who own such merchandise are more likely to start drinking and become binge drinkers, a new study contends.

The Dartmouth scientists who did the research said this is the first study directly linking alcohol-branded merchandise to adolescent drinking and outcomes such as binge drinking that can result in illness and death. In addition, the data provide evidence that this merchandise promotes teen drinking and could be a basis for enacting policies to restrict this alcohol-marketing practice, the researchers said.

"About 3 million adolescents in the United States own alcohol-branded merchandise," said lead researcher Dr. Auden C. McClure, a pediatrician at Dartmouth Hitchcock Medical Center in Hanover, N.H. "Ownership of these items is associated with susceptibility to alcohol use and binge drinking," she added. These items serve as a marker for adolescents who drink, McClure said. "But it is also a direct link with susceptibility and initiation to drinking," she said. "You can't say any longer that these items are just a marker of kids who drink."

The report is published in the March issue of the Archives of Pediatrics & Adolescent Medicine. For the study, McClure's team surveyed 6,522 adolescents aged 10 to 14 about their drinking behaviors and drinking susceptibility, including peer pressure, intentions to drink and positive expectations about drinking. In three follow-up surveys, the researchers had the adolescents answer questions about changes in drinking habits and ownership of alcohol-branded merchandise.

The number of adolescents who owned alcohol-branded merchandise ranged from 11 percent at the eight-month survey, to 20 percent at the 24-month survey. The most common products were clothing (64%), hats (24%), and other items such as jewelry, key chains, shot glasses, posters and pens. Seventy-five percent of the brands were beer-45% had the Budweiser label, the researchers found. Most of the merchandise was purchased by friends or family members (71%), but adolescents themselves also bought items (24%), the researchers found.

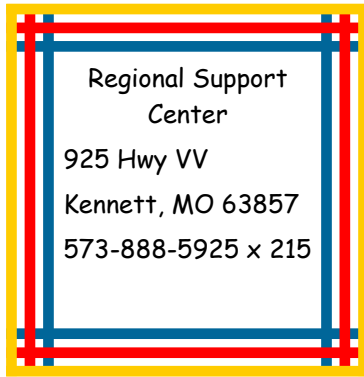
Significantly, McClure's group found that having these items predicted the susceptibility to start drinking and becoming a binge drinker. This study adds to the evidence linking alcohol-branded merchandise and teen drinking, McClure said. "It really underscores the importance for policies that restrict the scope of this marketing, so that these products aren't reaching teens and influencing drinking behaviors," she said.

David H. Jernigan, an associate professor at Johns Hopkins Bloomberg School of Public Health in Baltimore and author of an accompanying journal editorial, agreed that there needs to be restrictions on putting these products in the hands of children. "Preventing the early initiation of alcohol use is critical for our kids," Jernigan said. "We have a situation where we have about 5,000 kids a day under 16 who start drinking." Children who start drinking before 15 are four times more likely to become alcohol-dependent, seven times more likely to be in a car accident, and 11 times more likely to be involved in alcohol-related violence later in life than people who wait until 21 to start drinking, Jernigan said.

"This study presents some of the strongest evidence to date that ownership of alcohol-branded merchandise is a powerful predictor of kids initiating drinking," Jernigan said. "Self-regulation doesn't work." Jernigan thinks there needs to be constitutionally feasible restrictions that will be effective in keeping this merchandise out of the hands of children. The most effective method is to get the companies to stop making this merchandise, he said. "There should be pressure put on these companies," Jernigan said. "If you are producing stuff, so much of which ends up in the bodies of an audience that's not the target of your marketing, I hope you would think twice."

However, the company that makes Budweiser products defended its marketing approach. "We direct our marketing to our customers, adults 21 and older. Our promotional clothing and merchandise are intended for adults, come in adult sizes and are placed in adult sections of stores," Carol Clark, vice president of corporate social responsibility at Anheuser-Busch Inc., told HealthDay. "When it comes to preventing underage drinking, we should focus on restricting youth access, not censoring advertising and marketing. According to government research, teens who drink report primarily getting their alcohol from parents and other adults," Clark added.

"That's why Anheuser-Busch and our 600 wholesalers nationwide provide programs that encourage parents to talk with their children about underage drinking, remind parents not to buy alcohol for teens or provide it to them at parties, help train retailers to spot fake IDs to prevent sales to minors, and support officials in enforcing the law," Clark said.



## National Infant Immunization Week

By Missy Harris, Nurse Liaison  
National Infant Immunization Week (NIIW) is an annual observance to highlight the importance of protecting infants from vaccine-preventable diseases and to celebrate the achievements of immunization programs and their partners in promoting healthy communities. Since 1994, NIIW has served as a call to action for parents, caregivers, and healthcare providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases. This year NIIW will be held April 25-May 2, 2009.

Vaccine-preventable disease levels

are at or near record lows. However, we cannot take high immunization coverage levels for granted. To continue to protect American's children and adults, we must obtain maximum immunization coverage in all populations, conduct reliable scientific research, implement immunization systems, and ensure vaccine safety. Following is a list of immunizations schedules from birth



**NIIW will be observed  
April 25-May 2, 2009.**

to adults (charts available on the CDC website). These are basic recommended immunizations from the Center for Disease Control. If you have any questions or want more information regarding immunizations you can visit the CDC website at [www.cdc.gov/vaccines](http://www.cdc.gov/vaccines) or contact your local County Health Department, Dunklin County Health Center 573-888-9008.

### Birth to 4-6 years

Hepatitis B is recommended at birth and then in the age range of 1-2 months and 6 months-18 months.; Rotavirus is recommended at 2, 4, and 6 months.; Diphtheria, Tetanus, Pertussis is recommended at 2, 4, and 6 months and then in the age range of 15-18 months and 4-6 years.; Haemophilus influenza type b is recommended at 2, 4, and 6 months and then in the age ranges of 12-15 months.; Pneumococcal recommended 2, 4, and 6 months and then in the age range of 12-15 months.; Inactivated Poliovirus is recommended at 2 and 4 months and then in the age range of 6-18 months and 4-6 years.; Influenza is recommended yearly from the age range 6 months-6 years.; Measles, Mumps, Rubella is recommended in the age range of 12-15 months and 4-6 years.; Varicella is recommended in the age range of 12-15 months and 4-6 years.; Hepatitis A is recommended 2 doses in the 12-23 months age range.; Certain high risk groups should receive the PPSV, HepA Series, and MCV (Meningococcal) in the age range of 2-6 years.

### Age 7-18

Tetanus, Diphtheria, Pertussis is recommended at 11-12 years.; Human Papillomavirus (3 doses) is recommended at 11-12 years.; Meningococcal is recommended at 11-12 years.; Influenza is recommended yearly 7-18 years.; MCV, PPSV, and HepA are recommended to certain high risk groups from the 7-18 age range.; Catch-up immunizations of Tdap, HPV Series, MCV, HepB Series, IPV Series, MMR Series, and Varicella Series can be made up during the 7-18 age range as well.

### Adult

Tetanus, Diphtheria, Pertussis (Td/Tdap) is recommended for ages 19 and older-substitute a 1-time dose of Tdap for Td booster, then boost with Td every 10 years.; Human Papillomavirus (females, 3 doses) is recommended for ages 19-26 years.; Varicella (2 doses) is recommended for ages 19 and older.; Zoster is recommended in one dose ages 60 and older.; Measles, Mumps, Rubella is recommended for 19-49 years.; Influenza is recommended annually for 50 and older.; Pneumococcal is recommended for ages 65 and older.; Those with risk factors may also receive HepA, HepB, or Meningococcal during the age range of 19 and older.