



The No Network & Community 2000 Family Counseling Center

- Program Director: Jessica Howard
- Prevention Specialist: Starla Corbett
- FCC CEO: Myra Callahan

I Know It's Important to Talk to My Teen About Drugs and Alcohol – But What Should I Say Exactly?

Recent news about bath salts and marijuana soda can leave parents wondering which substances are on their teen's radar. Soon thoughts may swirl through your mind: Do any of his friends smoke pot? Has he been offered a joint? Do her friends get drunk? Does she? Of course, the only way to know the answers to these questions is to come out and ask. But we know this isn't as easy as it sounds. Well, one way to start the dialogue with your child is to use Teachable Moments. The idea is to use news items, movies, books or TV shows as a springboard to start a conversation about drugs or alcohol. "So, what do you think about what's going on with [insert fictional characters, celebrity, professional athlete, classmates or relative?]" or "Have you ever heard of bath salts?" Perhaps even one of the seven beer ads airing during this Sunday's Super Bowl might help spark a conversation. It's also important to know what's out there. To help you sound like you know what you're talking about, we've developed a handy Drug Guide for Parents outlining the 13 most commonly used drugs by teens. Lastly, when you do talk with your child, ask him to share his experiences and opinions about teens that use. Then tell him how you feel and what you expect from him. Try to be warm but firm. For example, to support a no-use policy, you might say:

- *"I'm not trying to ruin your fun. I love you and I want you to stay healthy. The best way to do that is to stay completely away from drugs and alcohol. I need you to promise that you will."*
- *"I realize there's a lot of temptation out there. I also know you're a really smart, strong person. That's why I expect you to stay clean – no matter what your friends are doing. Agreed?"*
- *"There's a lot of new science about teens, drugs and alcohol. It scares me to know how easily you could damage your brain or get addicted. I want your word that you'll steer clear of all that, and keep me in the loop on the kids you hang out with, too."*

Keep in mind that kids who learn about the risks of drugs from their parents are up to 50% less likely to use than those who don't get that message at home. So, while your chats may not be without their awkward moments, they're definitely worth it.

Source: The Partnership at Drugfree.org

Inside this issue:

Bath Salt Ban	2
Prevention Conference	2
Kick Butts Day	2
Advertising	3
Positive Parenting	3
RSC contact information	4

Upcoming Events:

- *March 13: Daylight Saving Time Begins (Spring forward 1 hr)
- *March 17: St. Patrick's Day (Remember to wear Green)
- *March 22: Prevention Conference @ Malden Community Center
- *March 23: Kick Butts Day



Ban proposed on 'bath salts' drugs

New York Sen. Charles E. Schumer proposes a bill that would make the synthetic stimulants into federally controlled substances.

They are already banned in 3 states and in Europe. Two drugs that produce a meth-like high and are being sold under the guise of "bath salts" would be banned as federally controlled substances under a bill unveiled Sunday by Sen. Charles E. Schumer. "These so-called bath salts contain ingredients that are nothing more than legally sanctioned narcotics, and they are being sold cheaply to all comers, with no questions asked, at store counters around the country," said Schumer (D-N.Y.). Schumer said he would introduce a bill to outlaw the two synthetic drugs – mephedrone and methylenedioxypyrovalerone, or MDPV. The drugs come in powder and tablet form and are ingested by snorting, injecting, smoking and, less often, by use of an atomizer. Users

experience an intense high, euphoria, extreme energy, hallucinations and insomnia and are easily provoked to anger, according to the Drug Enforcement Administration, which is investigating the drugs. They have emerged as legal alternatives to cocaine and methamphetamines, and one or both ingredients have already been banned in the European Union, Australia, Canada and Israel. Florida, Louisiana and North Dakota have all recently banned the substances as well. "The longer we wait to ban the substance, the greater risk we put our kids in," Schumer said. Media reports over the last year describe the drugs as becoming increasingly popular, particularly at nightclubs, although the actual number of individuals using the drugs is unknown. "These products are

readily available at convenience stores, discount tobacco outlets, gas stations, pawn shops, tattoo parlors, truck stops and other locations" for \$25 to \$50 per 50-milligram packet, a DEA alert said. The European Union banned mephedrone in December, saying the drug was directly linked to the deaths of two people, and may have been tied to 37 other deaths. The European Union's report said there was limited scientific evidence on the effects of the drug – believed to be mostly manufactured in Asia and packaged in the West – but that the evidence of its health risks was sufficient to support a ban. Schumer has also asked the health commissioner of New York state, Nirav Shah, to ban the two substances.

Source: latimes.com

Prevention Conference to be held at the Malden Community Center

Hosted by the ADA Funded Regional Support Center Prevention Program from 9 am to 3:30 pm, on Tuesday, March 22, 2011. The event will cost \$6 per person and will include lunch. This conference will benefit professionals, social service

providers, law officers, parents, grandparents, and community members. Seating is limited. Topics to be covered include adolescent drug use trends, how to stay connected with adolescents, and drugs of abuse. Missouri State

Representative Kent Hampton will also be on hand. For more information or to reserve a booth, contact Family Counseling Center's Regional Support Center by phone at 888-5925 ext. 219 or email Starla Corbett at starlac@fccinc.org



Kick Butts Day 2011

Kick Butts Day is a national day of activism that empowers youth to speak up and take action against Big Tobacco at more than 1,000 events from coast to coast. This year the event will be held on March 23, so it is definitely not too early to start getting involved. As a teacher, youth leader, or health advocate, you can organize these events and mobilize students to raise awareness about the problems of tobacco use in your school or community. These are 3 steps to getting started: 1-Get your free activity guide, 2-Register your event, and 3-Get your gear! Need an activity ideas, go to Tobacco Free Kids website. Not only are there activity ideas on the website but also ideas on how to get started, get noticed, and stay involved. There are printable promotional materials, Kick Butts Day gear, and a 2011 Kick Butts Day Guide. There is also a link to other resources that can be very helpful when getting started. Whatever you do, don't miss out on this incredible opportunity to reach out in your community and have a ton of fun doing it!

Source: www.kickbuttsday.org

Alcohol Advertising Impacts Youth

Did you watch the Super Bowl?
What was your favorite commercial?

Two questions you were likely to hear the Monday morning following the big game. In fact, studies show that just as many people watch the Super Bowl for the high-priced commercials as the game itself. And of the record-breaking 111 million American viewers, about 18% were youth under 21. According to Drug Free Action Alliance's 8th Annual BIG BOWL VOTE (where more than 34,000 middle and high school students around the nation voted on their favorite Super Bowl ads), Doritos overwhelmingly stole the show, with their "Crash the Super Bowl" commercials. **Question posed: What was your favorite commercial?**

#1 - Doritos: Dog (pug attack)

#2 - Doritos: Cheese Lover (finger-licking/pant-sniffing good)

#3 - Doritos: Back-to-life (house sitter)

Question posed: What brand name products do you remember being advertised?

#1 - Doritos

#2 - Anheuser-Busch

#3 - Pepsi Max

While Doritos ranked number one as the most memorable brand product among participating youth, the Anheuser-Busch brand (which included ads for Bud, Bud Light & Stella Artois) ranked as the second most "remembered" product. Aside from the "fun-factor" of youth voicing their opinions and telling us what ads were memorable, what does this all mean? Research tells us that the more youth are exposed to alcohol advertising, the more likely they are to start drinking or drink more if they are already consuming alcohol (source: Center on Alcohol

Marketing and Youth - CAMY). While middle and high school students did not choose the alcohol ads as their favorite, those commercials definitely made an impression. **Parents:** We encourage you to use commercials such as these, as teachable moments; helping young people to understand and develop the ability to identify, analyze and evaluate targeted marketing. Here are some questions you can use to get the conversation started:

- What is this ad trying to sell you?
- Is this product healthy for you?
- How is this ad trying to get you to purchase their product?
- How do you feel about the product now?

Source: Know@DrugFreeActionAlliance.org

Practice Positive Parenting

Communication that nurtures feelings of "warmth" between parent and child is a critical component of your child's positive development. In fact, the "warmth" factor is scientifically shown to aid in a child's choice not to use drugs or drink alcohol while underage. Praising your child's good behavior choices is important, as it creates feelings of parental warmth. But even when your child makes a poor choice in behavior, and intervention is called for, there is opportunity to not only make it a teaching moment, but to further nurture those feelings of warmth. The way you interact with your child and help him/her solve conflict is vital. In a situation where your child has made some type of poor behavior choice and

you are stepping in to address the issue, just remember, "I ESCAPE": **I** - Isolate the Conversation: Take the child to a "quiet space" to talk. **E** - Explore the Child's Point of View: Get as many details as you can about what happened. Practice active listening, not problem solving! **S** - Summarize the Feeling and Content: "This is what I hear you saying." "You're telling me you felt...right?" **C** - Connect Behavior to Feelings: Though you are not excusing the behavior, show you understand what your child was feeling and why a poor choice was made. **A** - Alternative Behaviors Discussed: Together, talk about ways your child could have handled the situation differently, resulting in a more positive outcome.

P - Plan and Practice New Behavior: Acknowledge that your child may feel a bit silly role-playing, but explain that practice will help him/her put it in action. Anticipate and plan for obstacles. **E** - Enter Child Back into his/her Routine: Your child should feel hopeful and encouraged when our conversation is finished. The goal, is to provide your child new ways of thinking, feeling and behaving so that better choices can be made when the opportunity presents itself next time.

Source: Know@DrugFreeActionAlliance.org

Family Counseling Center
Regional Support Center

1109 Jones Street
P.O. Box 71
Kennett, MO 63857

Phone: 1-573-888-5925
ext. 215

Fax: 1-573-888-9365

► Email: c2000@fccinc.org

"An ounce of prevention is
worth a pound of cure"

We're on the WEB!
www.prev.fccinc.org

Facebook!
Rsc Fcc



Community 2000: A Grassroots Initiative

Mission

The mission of the Regional Support Center is to educate, promote and facilitate the development of community and school prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 20.

Our Purpose

The Regional Support Center is a resource center for the C2000 prevention program, community coalitions, churches, schools, and interested citizens. This program and its resources can be used by any supporter in Dunklin, Mississippi, New Madrid, or Pemiscot counties. The Community 2000 initiative is a

grassroots approach to the crisis of substance abuse and its related problems, including but not limited to violence, teen pregnancy, HIV, child abuse and crime in our communities. Our support center can provide your community or school with several types of prevention materials and activities to enhance the grassroots volunteer efforts.

As a supporter of the Regional Support Center together we can:

Reduce underage drinking and use of other drugs and tobacco.

Reduce tobacco, alcohol and other drug related deaths.

Reduce teen pregnancy.

Reduce HIV and other sexually transmitted diseases.



Be a part of Community 2000.