



Put In Your 2¢ Worth...

About 2¢ a drink yields \$44 million annually to reduce the impact of alcohol problems in Missouri.

Question:

What does the National Alcohol Awareness Month campaign say about the role of parents in reducing underage drinking?

Answer:

The campaign recognizes that parents play very important roles, and makes resources available for that purpose. However, parents do not operate in isolation, and no single person or group can do everything needed. This is why the campaign also addresses Government, Law Enforcement, Businesses, Media, Health Care Organizations, Schools, and Faith-Based Institutions, Organizations, and Groups.

MISSOURI ALCOHOL IMPACT FACT #51

- Most parents express concern about youth drinking and support public policy actions to reduce youth access to alcohol; however, youth still obtain alcohol from adults.
- Young people who do not use alcohol say that parents are the primary reason for their decision not to drink. They do not want to lose their parents' respect and trust. There are proven strategies for parents to help children and adolescents:
 - Establish and maintain good communication with your child. Get involved and stay involved in your child's life.
 - Make clear rules. Enforce them with consistency and appropriate consequences.
 - Be a positive role model.
 - Teach your child to choose friends wisely.
 - Monitor their activities. Know what they are doing, where they are, and with whom.
 - Talk with your kids about alcohol – regularly and often. If you don't have the facts, get them from a local resource or one of numerous websites.
 - Use media literacy to help them understand alcohol advertising and pro-drinking messages. Help them see how young people are being targeted and how to “deconstruct” words and images glamorizing alcohol.
 - Volunteer in community efforts that address alcohol problems.
 - Support enforcement of laws and join with others who work to develop and enforce policies to limit youth access to alcohol.

Source: U.S. Department of Health and Human Services, National Council on Alcoholism and Drug Dependence, and Leadership to Keep Children Alcohol-Free, Alcohol Awareness Month: A Guide to Community Action (2005). See <http://media.shs.net/prevlinc/pdfs/promos/alcoholawarenessmonth.pdf>.

For more information call one of the Missouri's Alcohol Impact Coalition members below:

Alicia Ozenberger
Missouri's Youth Adult Alliance
573/635-6669
aozenberger@actmissouri.org

Gerrit DenHartog
Community Activist/Alcohol Policy Consultant
573/893-5448
gdenhartog@sprintmail.com

Angela Hirsch
MADD-Jefferson City
573/636-2460
madd-ed@earthlink.net