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News Letter -XII

December, 2011

## Past, Present, Future

### A Thanksgiving / Christmas Message from the Chair - Larry Weiss

We hope all of you had a Happy Thanksgiving and didn't get trampled in the "Black Friday" rush to get a bargain.

We have been involved as an organization in an effort to reduce underage drinking for the past 5 years. This prompted us to look at the record of underage arrests in Pierre to determine if it was moving downward:

2006 - 299  
2007 - 440  
2008 - 322  
2009 - 295  
2010 - 230  
2011 thru Jun - 124

This of course is only an indicator because we know underage drinking occurs which is not detected, however the general trend is downward which is our objective.

We need to continue the effort through education, monitoring, and community involvement in order to "make a difference". We are currently involved in interviewing a cross-section of community members for their input as to how to make a difference. If asked to interview or be interviewed please get involved.

The Christmas holiday will soon be here which creates additional challenges. High school and college students out of school and getting

together for a "good time of socializing"; nothing wrong with that unless underage alcohol consumption, neighborhood disturbance, and driving while impaired is involved. This is a period of house party disturbances / arrests.

Don't let a "joyful period" result in a tragedy or a personal/personnel record which has negative impacts later in life.

Parents, continue to provide positive guidance through this period of the year and of your youth's life.

Please do not allow underage alcohol consumption in your home. **"Parents Matter"!**  
**Merry Christmas.**

### SPECIAL POINTS OF INTEREST:

- Past, Present, Future by Larry Weiss
- The Four "P"s of Alcohol Promotion (CMCA)
- Youth's Exposure to Messages (NDSUH Media Campaign)
- Holiday Feast SD Urban Indian Health
- Parents Matter Appreciation Luncheon

### CMCA Alphabet Logo Contest

Answers for last month's media contest are posted on the Parents Matter website: [Parentsmattercsd.com](http://Parentsmattercsd.com)

Or access our website by scanning our QR Code - pg 4



### CMCA's 4 "P"s of Alcohol Promotion

**I) Product:** The product describes the drink being marketed and the container in which it is sold. Different drinks are made for each targeted group. The size and shape of the container are used to complement the product's image and availability.

**Alcopop's**—various types of alcohol that are mixed with fruit juices, similar to wine coolers, were designed to target young people and other people who do not like the taste of the more traditional alcohol beverages. According to the Office of the General Inspector,

junior high and high school students consume 35% of all wine coolers.

**Malt Liquor**—(beer with extra alcohol added to increase the alcohol content to almost twice that of beer) was created especially for low income, urban African-American

**"Failure is the path of least persistence!"**



**Keep our youth  
healthy and safe!**

**To get the most  
out of prevention  
efforts, it is  
important to  
reduce risks and to  
boost protective  
factors**

#### **What is a Drink?**

A standard drink refers to 1/2 ounce of pure alcohol in any alcoholic beverage. Beer, Wine and distilled spirits all contain the same type and amount of alcohol in a standard serving.

Wine - 4 oz. x 12% alcohol per oz=48% Alcohol content.

Beer - 12 oz can x 4% alcohol per oz or, 48% alcohol content.

1/2 oz pure alcohol=50% alcohol content, compounded =100%.

PRIME for Life -Ray Daugherty & Terry O'Bryan

## CMCA's 4 "P"s of Alcohol (continued)

And Latino men, who the alcohol industry thinks like the relatively high alcohol content.

**CISCO**—The makers of CISCOI, a fortified wine, (fortified wines have alcohol added to bring their alcohol strength up to about 1.5 times that of regular wine), use a wine cooler type bottle to get wine cooler drinkers (many of them teenagers) to try the product. Public protests eventually made the federal government force the manufacturer of Cisco to change how the product was labeled and bottled. Areas to think about under product Type: (beer, wine, distilled spirits), Alcohol strength, Taste, (bitter, sweet) Container size and shape and labeling (strength, ingredients).

**2) Promotion**—is the industry's educational strategy. Promotion lets people know what good comes from drinking the product, and improves the company's public image. The same product may have different promotions for each targeted group. Promotion often uses fantasies to attract customers. These messages glamorize the product and don't let people know about the risks.

Alcohol companies sponsor many cultural and musical events for young people. More and more people are asking promoters of these events to refuse alcohol industry funding, and are trying to help them find other funding.

Where the message is placed: Television, radio, magazines, newspapers, billboards; signs where alcohol is sold; logos

placed where people will see them (stuffed animals, clothing, key chains, etc.); sponsorship of events, donations to nonprofit and research organizations and placing products in movies.

**3) Place:** Place refers to where the alcohol is sold, and where people drink it. Any place where alcohol is sold is called an alcohol outlet. There are two types of places where you buy the alcohol (i.e. grocery and liquor stores).

The industry seeks to increase the number and types of places where drinking alcohol. Is considered normal, such as Halloween parties or sporting events.

Aspects of Place: number of places where alcohol is sold, called "outlets". Types of outlets, how many outlets are in a neighborhood (alcohol outlet density), number and types of places where drinking is accepted, how people sell and serve alcoholic beverages and times when alcohol may be served or sold.

**4) Price:** Price is an important strategy. It is important to keep prices low as possible while making as much money as possible. Research shows that people's demand for an alcohol

product relates directly to how much it costs. The price of an alcoholic beverage depends on several things including: cost of production, distribution, marketing and taxes. The industry opposes higher taxes on all alcoholic products.

Prices are used to target specific population groups. The lowest-priced products, and those with the highest concentrations of alcohol, are for people that don't have a lot of money. Upper-income consumers are marketed high-price products with an image of sophistication. Just because a product is cheaper or more expensive does not mean there was any difference in how much it cost to make it.

How much will the product cost: Prices outlets charge regular buyers (retail prices -more than what the outlet was charged), prices outlets are charged (wholesale prices), sale practices that use low prices to attract customers (happy hours, "ladies nights"), gifts, free samples and a lower-priced alcohol product is more accessible to youth.

*The 4 "P"s of Alcohol Promotion  
Communities Mobilizing for a  
Change on Alcohol (CMCA)*

**Reminder  
CMCA Interviews (first  
round) must be turned in by  
December 30, 2011.  
Thanks!**

## Coming Attractions

### Holiday Feast

**Urban Indian Health**  
**1714 Abbey Road**  
**December 9, 2011**  
**11:00am—2:00 pm**

Parents Matter Coalition members will be joining the **Holiday Feast** event and meeting with the guests/attendees to discuss their perspectives in regards to the underage drinking issues in our communities. . This information will provide us with a more accurate “picture” of what is going on in our communities with underage drinking.



**Parents Matter Coalition Members will be Hosting a Christmas Soup/Sandwich Lunch in Appreciation for all Everyone has done this past year. Everyone is welcome to attend and asked to bring a friend to the Noon luncheon on December 14, 2011, 5th Floor Conference Room, St. Mary's Health Care Center. For more information , please call: Ruby or Elaine at 224-3189.**

### January Newsletter Articles

Contributing to the Delinquency of a Minor and Social Hosting Liability Law

Clarifying the difference between, “Contributing to the Delinquency of a Minor” and Social Hosting Liability Law.

What are the civil and criminal penalties?

Spotlight on health issues and consequences associated with underage drinking.

### Websites to check out:

**Alcohol Facts—Marketing to Youth, Alcohol “Responsibility” Programs and Secondhand Effects of Alcohol Use and Alcohol, Energy Drinks, and Youth: A Dangerous Mix.** [www.marininstitute.org](http://www.marininstitute.org)  
**Prevention-Youth’s Exposure to Messages (Media Campaign)** [www.parentsmattercsd.com](http://www.parentsmattercsd.com)  
**New media, new problem? Alcohol, young people and the internet** [face@faceproject.org](http://face@faceproject.org) Face e-news: September, 2011 -” Spotlight: Report Calls for Ban on Facebook Alcohol Ads” (Source: [OnMedica.com](http://OnMedica.com) August 18, 2011).

**A fun family game that will keep them guessing...how did you do that:???** **Magic Card Trick.....**  
[www.parentsmattercsd.com](http://www.parentsmattercsd.com)

## Who WE ARE!

Parents Matter Coalition of Pierre/Fort Pierre is a group of concerned individuals comprised of parents, youth, community leaders, law enforcement, counselors, judicial advocates, business people, media representatives, and others who care about the well being of our youth. Pierre and Fort Pierre have named underage drinking as the **NUMBER ONE HEALTH CONCERN** in our cities and counties. The Parents Matter Coalition, through volunteers, is committed to preventing underage drinking and drug abuse through education or parents, youth, and community.

Established in the spring of 2007, our goals are to involve you and make our youth safe within our communities.

## Our Mission

*“To educate, empower and engage parents and the community in educating their children in making responsible choices regarding alcohol, drugs, underage drinking, and healthy living.”*

## Our Vision

Vision: “Parents and community working together for the future of our children and communities so they can make and sustain healthy lifestyle choices and lead healthy productive lives.”

December, 2011



**SOMETHING NEW**

What is a QR Code? QR Codes are a web-based software that enables you to create interactive marketing campaigns using Quick Response or QR Codes. It may sound complicated, but with technology today it is quite simple. With your Smart Phone application you can take a picture of the code and it will take you to the website of Parents Matter. [www.parentsmattercsd.com](http://www.parentsmattercsd.com)

**Our Sponsors—Thank You!**



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**St. Mary's Healthcare Center**

**Curt Merriman Printing**



**Strong Families - South Dakota's Foundation and Our Future**

*Walgreens of Pierre*



**Stanley County Booster Club**



**LYNN'S DAKOTAMART OF PIERRE**



**Retired Seniors Volunteer Program**



4-H Youth Development  
SD Regional Cooperative  
Extension Service

- Pierre Police Department.
- Fort Pierre Police Department
- KGFX Dakota Radio Group
- KCCR Radio
- SD Dept of Education
- Pierre School District
- Stanley County School
- SD Dept of Labor, Experience Works
- Teen Court (CAC's)
- Capital Journal
- Hughes County Sheriff
- Stanley County Sheriff

