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#### Thank You...

Classey's Diner for providing the lunch for the May 9, 2012 Parents Matter Coalition Meeting. It was greatly appreciated.

#### Congratulations!

Derek Seeley and Mitchell Kleinsasser  
They were the lucky winners of the book *Parenting Isn't for Cowards* given as door prizes at the May Parents Matter meeting.

#### Next Coalition Meeting:

Parents Matter Coalition of  
Pierre/Fort Pierre  
Wednesday, June 13, 2012  
Noon  
5th Floor Conference Room  
St. Mary's Healthcare Center  
Pierre, SD 57501 Lunch  
Provided by Pier 347.

Everyone is WELCOME call for a reservation: Ruby or Elaine 224-3189 (necessary for Food Preparation)  
[parentsmatter@pie.midco.net](mailto:parentsmatter@pie.midco.net)  
[parentsmattercsd.com](http://parentsmattercsd.com)



Parents Matter News Letter XIX

June 2012

#### Set Rules for Free Time

Did you know that teens are less likely to use drugs, alcohol, and tobacco if their parents set clear rules about such risky behaviors? According to recent research, when a young person decides whether or not to use drugs, a crucial consideration is: What will my parents think? If you make your position on drug use clear and set rules and consequences for breaking them in advance, your teen is less likely to step over that line:

1. Don't make empty threats or let the rule-breaker off the hook. But be careful not to impose harsh or unexpected new punishments either. Stick to your original plan and show your teen there will be fair consequences for their actions. After discussing the rules, you may even want to write them down to avoid discrepancy over what was said.
2. Reprimands should involve mild, not severe, negative consequences. Taking away privileges or grounding teens for a weekend typically fit the bill. Overly severe punishments can undermine the parent-child relationship and lead to rebellious behavior.
3. Set a curfew and enforce it strictly. Be consistent on this rule, whether it's to be home in time for dinner on a school night or to be home by midnight on a Saturday night. Be prepared to negotiate for special occasions like prom and holidays.
4. Have teens check in at regular times. If your teen has a cell phone, establish clear rules for using it (such as, "When I call you, I expect a call or text back within 10 minutes).
5. Check in with the party host. If your teen tells you he or she will be at a party or at a friend's house, do not be afraid to call those parents to make sure adult supervision is in place.
6. Make it easy to leave a party or hangout where drugs are being used. Discuss in advance how to signal you or another adult who will pick your teen up when he or she feels uncomfortable. Be prepared to talk about what happened once you get home.
7. Establish house rules. If your teen is at home alone for long periods of time, set clear rules about who else is allowed in the house—and who is not. Also be sure to set clear rules about what is off limits—such as the car, liquor cabinet, or medicine cabinet.
8. Recognize good behavior. If your teen is respecting your rules, compliment him or her for behaving admirably instead of focusing on what's wrong. When you are quicker to praise than to criticize, young people learn to feel good about themselves and develop the self-confidence to trust their own judgment as they grow into adulthood.

#### Know Where You Stand!

- Learn about the harmful effects of alcohol on youth and make sure all the adults in your house are also on the same page.
- Be Clear
- Be sure your child knows your expectations and desires for him/her to stay alcohol free until age 21.

#### Establish Family Rules and Expectations

Establish a "no alcohol use" rule for your kids. Work with your children to establish a fair contract. Explain the consequences for breaking these rules and follow through if a rule is broken.

## Separating Fact From Fiction

Would you allow a complete stranger to come into your home and spend time with your children? Of course not. Yet, many parents allow their children to spend large amounts of unsupervised time watching television, surfing the Web, or listening to popular music.

While there are many good and educational television programs, Web sites, and popular songs, there are also many that contain messages harmful to youth—messages about drugs, alcohol, body image, sex, and violence—and kids often take these messages to heart, especially when they come from some of their favorite celebrities.

According to the American Academy of Pediatrics, parents can help their children by watching and listening to the messages their children receive. This critical viewing skill is called media literacy. There are many ways parents can help their kids become media literate. Some suggestions:

- Watch television, surf the Web, and listen to music with your child. Find out what kinds of media they are being exposed to. Ask probing questions about why your child finds these shows, Web sites, and songs appealing. Have them look or listen for pro-drug or other unhealthy messages and discuss how to resist those behaviors.
- Remind your child that there are people—actors, producers, directors, screenwriters, songwriters, corporate sponsors, advertising executives, and others—whose job it is to create these messages to inform or entertain. Discuss any messages about drugs that are untrue or that show drug use in a positive way. Point out the disadvantages of using drugs, like failure in school or losing the trust of the family.
- Help your child look for media messages that might not be so obvious. Ask questions like, “Does this song suggest that violence is a good way to solve problems?” “According to this movie, “what are women like?” “What are men like?” “What does this commercial say will happen if you wear those jeans?” “Is that true?” “Is drug use portrayed as positive or glamorous?”
- Use movies, advertising, or TV shows that show drinking alcohol or smoking cigarettes as a catalyst to discuss why people drink or smoke and why the behavior was perhaps not necessary to the scene.

This article is brought to you by the *National Youth Anti-Drug Media Campaign*. For more information, visit the [Parent's Entertainment Guide](#).

Presented by The [AntiDrug.com](#) and [Denise Witmer and About.com](#) discuss [online safety](#) and what parents need to know about teens and internet usage.

### Additional Resources:

Dads and Daughters: Fathers Matter  
[www.dadsanddaughters.org](http://www.dadsanddaughters.org)

Partnership for a Drug-Free America:  
[www.drugfreeamerica.org](http://www.drugfreeamerica.org)

Prevention Through Service Alliance:  
[www.ptsa.net](http://www.ptsa.net)

### “SnoBars” - The New Alcoholic Popsicle

SnoBars are the latest new concept of combining alcohol infused ice cream and alcohol infused ice pops into an alcoholic popsicle that comes in a variety of flavors including cosmopolitan and margarita. Every serving has as much alcohol as a cocktail by the same name—up to 14 percent in some cases.

SnoBars made their debut in Arizona three weeks before Christmas. Total Wine plans to carry them in all stores statewide shortly after the new year. They're also being test marketed in Los Angeles and surrounding counties. However, the producers noted that SnoBars will only be available in stores that sell other alcoholic beverages.

So how do adults keep SnoBars out of the hands of kids, or avoid making an error in their purchase? They will have to read the box when they purchase popsicles from the freezer section and look for packaging that says “not for children.” Then they will have to decide what they are going to say to their kids about consuming alcoholic popsicles. The makers of SnoBars say they're a great addition to any menu or party. Regardless of whether they sell or not, SnoBars represent one more example of an industry that is pretty much doing whatever they feel like doing.

*This from an article on [faceproject.org](http://faceproject.org)*

### Teens: Driving the Market for Nonalcoholic Energy Drinks

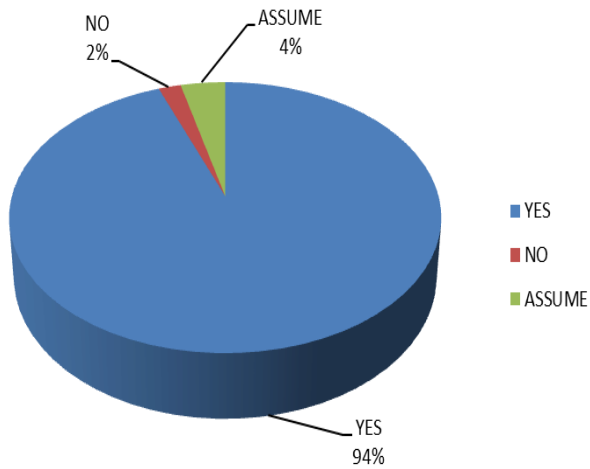
Teenagers and young adults are undoubtedly the core consumer group for energy drinks. This reality is a cause for concern, given the recent emergence of alcoholic energy drinks and the similarity in the packaging between the two categories. There is a paucity of epidemiological studies assessing the demographics of energy drink consumers, but data are available from market surveys. *Mintel International Group* has conducted the most comprehensive study, relying on *Simmons Teen Survey* data (a comprehensive analysis of teen purchasing behavior). Thirty-one percent of 12-to17-year-olds and 34 percent of 18-to 24-year-olds report regular consumption of energy drinks, compared with 22 percent of 25-to 24-year-olds, with rates decreasing rapidly with age. Only 3 percent of seniors 65 years of age and older report any consumption.

Consumption begins at very early ages: 28 percent of 12-to14-year-olds report regular consumption of energy drinks. Teen consumption has grown rapidly since 2002. For 12-to17-year-olds, rates increased from 18 percent in 2002 to 31 percent in 2006.

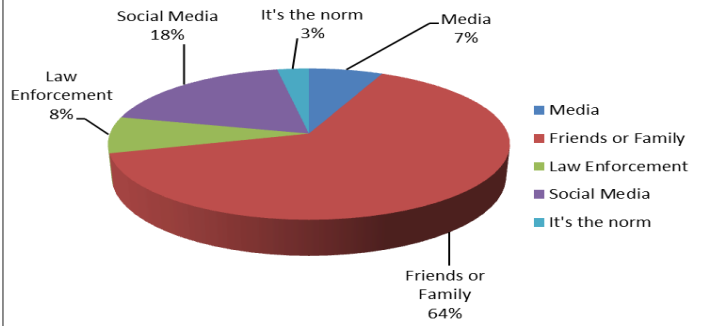
**CMCA  
SURVEY  
RESULTS**

(see rest of results at [www.parentsmattercsd.com](http://www.parentsmattercsd.com))

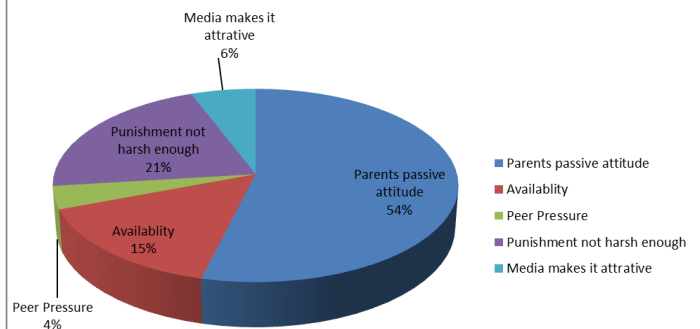
Are you aware that young people are drinking?



How do you know they are drinking?

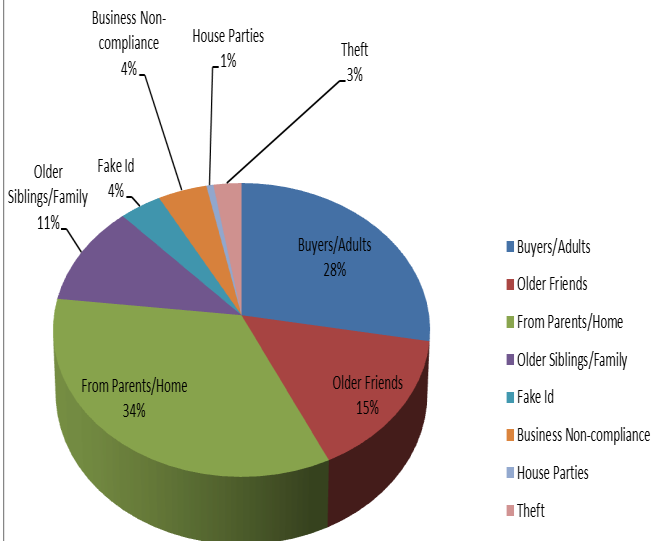


What do you see as some barriers to enacting alcohol access policies?

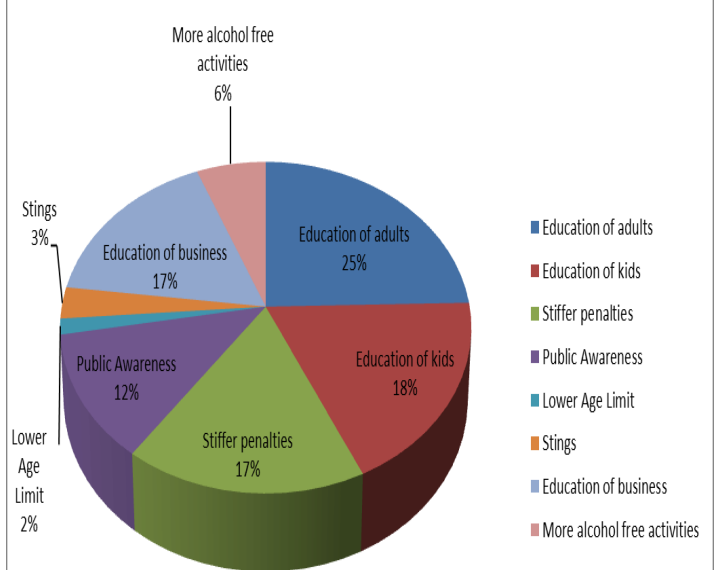


It should be noted that several people didn't answer this question.

How are minors accessing alcohol?



What are opportunities for improvement?



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