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Research shows that kids who learn a lot from their parents about the dangers of alcohol and other drugs are up to 50% less likely to use than those who do not..

Thank You!
Perkins Restaurant for the wonderful cookies at the Town Hall Meeting.

Next Coalition Meeting
Parents Matter Coalition of Pierre/Fort Pierre
Wednesday, May 9, 2012 Noon
5th Floor Conference Room
St. Mary's Healthcare Center
Pierre, SD 57501
Lunch provided.
parentsmatter@pie.midco.net
parentsmattercsd.com
Everyone is **WELCOME** call for a reservation: Ruby or Elaine 224-3189 (necessary for Food Preparation)



Parents Matter News Letter XVIII

May 2012

Never be afraid to make people mad.

You've heard it before, but it's worth repeating. It's more important to be respected than liked. Lou Holtz, the great college football coach, made an amazing declaration. He said, "If you desperately need people to like you, you will never have their respect."

In other words, as a parent, you will sometimes have to make tough decisions that your children may not like. You'll need to prepare yourself for those moments by thinking through WHY you made the decision and HOW it will be the best for your children.

I suppose that's why Dr. James Dobson called his book, "Parenting Isn't For Cowards." It takes guts to look your kids in the face, say no, and stick to your no, when your kids are trying to beat you down. It takes guts to let your kids not like you for a while as you hold firm on your decision as to what is best in the long run.

So ask yourself, "Are you able to make tough decisions ... even unpopular decisions ... because you know it's the right thing to do ... and because you know it will earn the RESPECT of others over time?"

Being a good parent is not about a title and it is not about a position. Being a good parent is all about the leadership skills that earn the RESPECT .. and thereby the following ... of others. How are you doing in this area of your life?

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*Thank You,
to all who presented at
the
"Town Hall Meeting"
on April 22, 2012.
It was very informa-
tive and very much
appreciated .*

*Door Prize for the May
Parents Matter Meet-
ing a great Book:*

*"Parenting Isn't for
Cowards"
By: Dr. James Dobson*



Scholarship Awarded to Riggs Senior Student and Teen Court Volunteer Zane Frederick, by Larry Weiss, Chair of Parents Matter Coalition of Pierre/Fort Pierre. The \$100 toward Zane's Educational / Leadership pursuits was presented to Zane in recognition for his outstanding service during the "Town Hall Meeting" on April 16, 2012



Words Are Powerful.
Use yours to help prevent underage drinking.

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Parents, You Matter.
Help Reduce Underage Drinking and other Drug Use

Did you Know?
Teens still care what their parents think. Express how concerned you are for their safety and the disappointment you would feel if they used alcohol or other drugs.

Research shows that kids who learn a lot from their parents about the dangers of alcohol and other drugs are up to 50% less likely to use than those who do not.

Open Communication
It's neither too early, nor too late, to talk to your child about alcohol.

Developing open and trusting communication between you and your children can help them avoid underage drinking and drug use and guide them toward healthy decisions.

- Make the following agreements with your child:**
- No drinking alcohol before age 21
 - Because I care about your safety, you're expected to stay clear of ALL drugs, including prescription
 - medicines that aren't your own
 - No socializing in places where teens are drinking or using drugs
 - No riding in a car with an underage driver (or any who has had any amount of alcohol or drug use

- 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 under age 21.

- TIPS use these tips to help guide the conversations:**
- Encourage conversations with questions like:
 - "What was the best thing that happened to you today?"
 - "What are other kids at school saying about alcohol and drugs?"
 - "What do you think about drinking/drugs?"
 - Listen without interruption. Your active listening paves the way for conversations about topics that concern you.
 - Ask open ended questions.
 - Be clear that you disapprove of drinking and other drug use and expect your child to delay alcohol use until 21.
 - Establish a "no use" policy and communicate it clearly with your child.
 - Create consequences ahead of time and follow through if rules are broken.

Use Your Words

Parents have the greatest influence on their children's decision to begin drinking. Be specific, communicate the dangers, and emphasize your concern for their future. Compliment your teens on the things they do well and continue to stay involved.



This is the best time of your life. Have fun but stay safe!!

Out of Home Alcohol Advertising

Everyone, regardless of age, is exposed to out-of-home alcohol advertisements, almost as soon as they walk out the door. The connection between youth exposure to alcohol ads and underage drinking is well-documented. The more ads kids see, the more likely they are to drink, to start drinking at an earlier age, and to drink more.

Each year about 5,000 people under age 21 die from alcohol-related injuries involving underage drinking.



Some Interesting Facts...Kids who own a hat, poster or T-shirt promoting alcohol are nearly twice as likely to drink as kids who don't.

-Youth in markets with greater alcohol advertising expenditures drank more; each additional dollar spent on alcohol advertising raised the number of drinks consumed by 3%.

Taken from an article by Alcohol Justice, the Industry Watchdog



FACT: As a parent, you cannot provide alcohol to your teen's friends under the age of 21 under any circumstance, even in your own home, even with their parent's permission. You also cannot allow a person under 21, other than your own child, to remain in your home or on your property while consuming or possessing alcohol. There are legal consequences if you do.

With prom and graduation season upon us, it is imperative for parents to be aware of the increased risk of teen alcohol parties occurring and the potential dangers that accompany those alcohol gatherings. Simply taking away the car keys does not solve all of the problems related to underage drinking.

Designated drivers? While it is important not to drink and drive, there are many other risks associated with drinking. Teens, of course, should not have access to alcohol in the first place.

The Town Hall Meeting a partnership between Parents Matter and Teen Court of CACS...

was held April 16, 2012 to discuss underage drinking in our communities. The Town Hall Meeting is a way to have honest discussion about underage drinking, that's the goal. We want to get people talking about this issue and finding ways to keep our youth safe.

Empowering parents and families to protect their children.

Parents and families feel neutered trying to protect their children from alcohol and drugs. This is evident in presentations around the country, from Florida to Alaska and Maine to California.

In workshops, parents and prevention professionals alike have been asked to imagine how long it would take them to buy some alcohol, tobacco and illegal drugs if given \$100. People shout out replies..."15 minutes"... "30 minutes"... "maybe an hour at the most."

In the same workshops, the same parents and prevention professionals have then been asked what they might do with that same \$100 in the next 15 minutes or hour to prevent their own child or grandchild from using alcohol,

The room is silent for some time. Puzzled looks come over people's faces. A person may mumble, "talk to the principal about getting a drug prevention curriculum."

If you ask the same room of people what they might do to protect their child or grandchild from a bicycle injury or "swine" flue, they'll shout out..."get a bike helmet"... "get some hand sanitizer."

Every family in America needs to know what to shout out to protect their children or grandchildren from alcohol, tobacco or drug addictions. Families United is a blueprint to make this happen.

To protect all our children, parents need to be as connected as our children are connected to each other.



Combining Alcohol and Caffeine Is Potentially Harmful

As the available research suggests, alcoholic energy drinks create a dangerous mix. Yet the alcohol industry markets the beverages with messages that fail to alert users to the potential for misjudging one's intoxication and, instead, suggest that the beverages will enhance alertness and energy.

The industry promotes their use precisely in circumstances that may lead to alcohol-related harm: in social situations that may involve driving, as an enhancement to sexual encounters, and in late-night partying environments that may result in violence.

At least one industry executive is aware of the misleading marketing messages. According to Mark Hall, sales executive for Hansen, discussing its alcoholic energy drink Hard E: "The effect is a heightened level of awareness. You will get intoxicated at the same rate as with any other alcoholic beverage. The difference is that you will seem more alert and more awake."

Article from: Marin Institute: alcohol industry watchdog.

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