



September 2011

Parents Matter Coalition of Pierre/Fort Pierre newsletter will be published on a monthly basis beginning in September. The purpose of a monthly newsletter is to keep community and coalition members posted on what's happening with the Coalition and the topics covered in the, "Communities Mobilizing for a Change in Alcohol Policy" (CMCA).

September's featured topic is "Policy". Policies can be defined as standards or rules for behavior or practices that are formalized to some degree, and are embodied in rules, regulations, or operating procedures. The three main categories of policies: Family, Institutional and Public.

Parents play a key role in preventing underage drinking, but they can not be expected to bear the entire responsibility for young people's alcohol use. Parents are not the only factor influencing underage drinking. There are other factors such as availability of alcohol, social acceptance; media and even encouragement of excessive drinking contribute to youth alcohol use. (CMCA).

### What Parents Can Do To Reduce Youth Access to Alcohol

- Monitoring the alcohol supply in the home. The primary sources of alcohol for youth are in their own homes or a friend's home. Parents can reduce youth access to alcohol by keeping alcohol out of the home or making it inaccessible to their children. If parents choose to keep alcohol in their home, storing alcohol in a locked cabinet or closet can help to avoid youth from accessing it.
- Talk with other parents. Parents should talk with the parents of their teenager's friends about whether underage alcohol use is prohibited at home. For free resources and additional tips on what you can do to help reduce underage drinking, please visit: the website: Parents. The Anti-drug: [www.theantidrug.com](http://www.theantidrug.com) Parents Matter also has materials available. Please visit our website: [www.parentsmattercsd.com](http://www.parentsmattercsd.com) or access the free 15 minute website for the Parent Alcohol Education Class: <http://highschoolparents.alcoholedu.com>.

- Never purchase or provide alcohol to your teen's friends or other youth. SD Law permits parents to provide alcohol to their own children. The law prohibits adults from providing alcohol to other youth.
- Avoid providing your teen with alcohol. Although providing alcohol to one's own child is legal, it may send him/her a mixed message about alcohol consumption, and it may increase that child's risk of problems related to alcohol use. Studies have found that youth who are provided with alcohol were more likely to: drink, drink heavily, get in traffic accidents, be involved in violence, and participate in thefts. (CMCA)

Other studies have found that youth who start drinking before the age of 15 were five times as likely to report past alcohol dependence or abuse than people who first used alcohol at age 21 or older (SAMHSA, Building Successful Coalitions to Address Underage Drinking AMA-Robert Wood Johnson Foundation).

Parents need support to create policies at home to keep their children safe, but if they are parenting in an environment where social norms say that youth drinking are acceptable or inevitable, there is pressure on them to ignore or unwittingly promote youth drinking. (CMCA).

Parents Matter CSD of Pierre and Fort Pierre is inviting community members to join in our efforts in providing support and information in keeping our youth alcohol free. Coalition membership is free and open to everyone. Please visit our website: [www.parentsmattercsd.com](http://www.parentsmattercsd.com) for the on-line membership form, **Coalition Membership Agreement** or e-mail your request: [parentsmatter@pie.midco.net](mailto:parentsmatter@pie.midco.net).

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*Congratulations, Larry!*

Larry Weiss, Chair of Parents Matter Coalition, will be inducted to the SD DOT Hall of Honor on September 8, 2011 at 5:30 pm at the View. Tickets are available from SD DOT. Everyone is welcome.

**Congratulations!**

Pierre students:  
Brielle Yackley, Miss SD High School  
Rodeo Queen

Katherine Van Gerpen, Miss SD Teen



**St. Mary's Healthcare Center**

*Walgreens of Pierre*

**Coming Attractions**

Pierre's Homecoming – Sept. 23  
Fort Pierre's Homecoming – Oct 7

**Parent/Teacher Conferences**

Pierre GMMS – Sept. 27, 4:30 – 7:30 pm  
And  
Sept. 29, 4:00 – 7:00 pm

Riggs – Sept. 29, 4:30 – 8:30 pm

Stanley County – Sept. 26, 4:30 – 7:30 pm  
and  
Sept. 27, 4:30 – 7:30 pm



Retired Seniors Volunteer Program



Parents Matter has reserved space at the Mall on October 20, 2011 for "Halloween at the Mall".



The September Parents Matter Coalition meeting is scheduled for Wednesday, September 14<sup>th</sup> at Noon in the 5<sup>th</sup> Floor Conference Room of St. Mary's Health Care Center. Amy Beshara, Department of Education, will be sharing information about John Beranek's educational program for parents and youth. Everyone is invited and asked to bring a friend. Lunch will be provided by **Taco John's**. Please reserve a place at the table RSVP by calling 224-3189 or email: [parentsmatter@pie.midco.net](mailto:parentsmatter@pie.midco.net). Thank you.

**Parents Matter Coalition  
Supporters and Partners**

- KGFX Dakota Radio Group
- KCCR Radio
- Teen Court (CAC's)
- Capital Journal
- Pierre Police Department
- SD Dept of Education
- SD Dept of Labor, Experience Works
- Merriman's Printing



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

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*Parents Matter: Agents of Change investing in people and growing.....*