



# THE CHAMPION

## Underage Drinking Prevention National Media Campaign



The Substance Abuse and Mental Health Services Administration (SAMHSA) has recently introduced “Talk. They Hear You.”, a new national public service announcement (PSA) campaign that empowers parents and caregivers to talk to children as young as nine years old about the dangers of underage drinking. “Talk. They Hear You.” raises awareness about the issues of underage alcohol use and provides information adults need to help start a conversation about alcohol with their children before their children become teenagers.

Many parents with children between the ages of 9 and 15 know that peer pressure and media influences can lead to underage drinking. However, they may not be fully aware of the immediate dangers of underage alcohol consumption.

Children who drink alcohol are more likely to:

- Use drugs
- Get bad grades
- Suffer injury or death
- Engage in risky sexual activity-young people who use alcohol are more likely to be sexually active at earlier ages, to have sexual intercourse more often, and to have unprotected sex.
- Make bad decisions
- Have health problems

In 2010, underage drinking cost the United States \$62 billion. These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from the use of alcohol by youth.

The “Talk. They Hear You” Campaign will help parents feel more confident when talking to their children about alcohol. Messages will:

- Emphasize the importance of parents talking to their kids about underage drinking before they reach the age of 15;
- Offer advice to parents about preparing children to deal with peer pressure issues that may lead to alcohol abuse;
- Highlight underage drinking statistics that are likely to catch parents’ attention;
- Focus on helping parents address the issue of underage drinking in a manner that emphasizes their children’s ability to make good decisions; and
- Model behaviors and situations when parents can begin the conversation about the dangers of alcohol with their children.

“Talk. They Hear You.” provides The CHAMP Coalition of Wadena County with parent resources and materials to distribute in the community, including the Campaign’s public service announcements (PSAs). These PSAs and materials show parents “seizing the moment” to talk with their kids about alcohol such as while preparing dinner or doing chores. By modeling behaviors, parents can see the many “natural” opportunities for initiating the conversation about alcohol with their children. Later this year, the Campaign also will offer parents a way to practice talking about underage drinking with their children through an interactive, web-based role-play simulation they can use anytime. For more information, visit [www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov).

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*Our Vision:*  
*We envision a county where adults support positive youth choices in order to develop into healthy, responsible adults.*

*Our Mission:*  
*Is to improve and enhance the health, safety, and quality of life for our children and community by reducing substance use and abuse.*



Twitter: [@champforwc](https://twitter.com/champforwc)  
Facebook: [Champ of Wadena County](https://www.facebook.com/ChampofWadenaCounty)



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**Fast Fact**

**Youth who thrive feel empowered!!**

Adults empower youth by making sure that they have a chance to add their voices to decisions that affect them and that they have opportunities to define and act on the priorities in their lives.

Scales and Leffert, 1999



**What's Coming Up....**

**Menahga Midsummer Festival - July 5-7, 2013**

**Sebeka National Night Out - August 6, 2013**

**Verndale Straw Hat & Sunbonnet Days - July 26-28, 2013**

**Wadena County Fair - June 26-28, 2013**

**Ideas to Encourage Summer Reading**

School is out, but that's not an excuse to let your child's brain take the summer off! Below is a list to help combat summer reading loss:

- **Find your Library Card**-Encourage your child to keep reading during the summer, and they will be ahead of the game when classes resume.
- **Kids' Choice**-Studies have found that children are 91% more likely to finish a book when they choose it themselves.
- **Do the Write Thing**-writing goes hand-in-hand with reading, so encourage your children to write journals and postcards to share what happened during the summer with friends and relatives. Let them take their camera on vacation and other outings and turn everything into a book at the end of summer.
- **Seen the Movie? Read the book**-Many of Hollywood's biggest blockbusters were based on popular books. Challenge your children to read the book a movie is based upon, compare the two, and discuss which version was better.
- **Read a Free e-Book**-If your child has access to an e-reader or computer, consider grabbing some of the free e-books that are available. The public library is a resource for free e-books, another source is Project Gutenberg, which has a large collection of public domain children's books and literature for downloading.
- **Read Together**-younger children love it when you spend time together reading. Carve out at least 30 minutes each day to turn off the TVs and computers, find a good book, and read aloud to each other.
- **How Does Your Garden Grow?**-Encourage your children to learn about the plant varieties that grow best in your area and learn how the food they eat is grown.

(Adapted from the Corporation for National and Community Service)

**CHAMP is on Online!**

You may have seen the CHAMP Coalition website ([www.champforwc.org](http://www.champforwc.org)). The website features the latest CHAMP activities. The website often includes the activities of CHAMP Youth members. You can also access many resources for everyone interested in supporting positive youth development.

CHAMP has also created a Facebook page ([facebook/champofwadenacounty](https://www.facebook.com/champofwadenacounty)). To encourage you to take a look at our Facebook page, we are holding a drawing for those who find us on Facebook. To enter the drawing for 2 Cozy Theater movie passes, be one of the first 50 people to 'like' CHAMP on Facebook. If you are one of the first 50 people to 'like' CHAMP, your name will be put into the drawing for the movie tickets. Take a moment to check this out-- you may be the lucky winner of Cozy Theater movie tickets!

**Something To Try And Talk About**

***In every issue!***

Here are some ideas for conversations at your next family meal or ride in the car.

- What is your favorite website? Why?
- What do you want to do during your summer vacation? What can you do to make it happen?

- What is something you could do to volunteer your time? Why did you choose that idea?
- Has anyone ever told you that you've done something well? How did that make you feel?
- What makes you smile? Why?

The benefits of eating together will last long after your meal ends, especially if you make family mealtimes a regular activity. For more ideas visit : <http://casafamilyday.org/familyday/tools-you-can-use/conv-starters/>

**We're on the web!**  
**[www.champforwc.org](http://www.champforwc.org)**