



PARENTS HAVE THE POWER

The Summer 2002, National Youth Anti-Drug Media Campaign **UPDATE**, through the Office of National Drug Control Policy, highlights several articles involving parental influence and substance abuse. **"Parents are the most important role models in keeping young people drug free,"** was the message at the *Today's Child* second annual conference. **UPDATE** notes that *Today's Child* is the only national magazine dedicated to addressing parenting from the perspective of African Americans and families of color. The April issue of *Today's Child* featured parenting tips & highlights of the conference.

In January, the Campaign and *Good Housekeeping* hosted a parents' roundtable, bringing parents together to discuss and share the challenges faced in raising drug-free children. The parents agreed that the following are among the most important things that parents can do to help keep their children drug free:

- *Be involved in your kids' lives;*
- *Listen, rather than lecture;*
- *Model good behavior; and*
- *Get involved in your community.*

Information from the round-table is featured in the May issue of *Good Housekeeping*.



Sign up to receive the Campaign's Parenting Tips E-mail at www.TheAntiDrug.com

The Campaign and the CDC (Centers for Disease Control and Prevention) held a roundtable at ABC t.v. studios in N. Y. City aimed at educating media professionals about substance abuse issues. Several key points emerged:

- *Parents should find ways to communicate and spend time with their child even if it means participating in activities the parent won't enjoy;*
- *Parents should not "give up" trying to communicate with and discipline them, even though teens may fight their parents for more independence;*
- *Parents need to talk to their kids about the dangers of drugs.*

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A NOTEWORTHY QUOTE

What seems like only a ripple today ... can become the wave of the future.

unknown

ADD YOUR ANTI-DRUG COALITION TO THE DATA BASE

The Office of National Drug Control Policy (ONDCP) and the Ad Council will launch new ads this month to promote awareness of—and involvement with—community drug-prevention coalitions and to demonstrate what communities can accomplish when multiple sectors join forces. The themes tagline is, *"You get more when you get together."*

Success stories will be highlighted on the dedicated Web site

www.HelpYourCommunity.org. A specially designed zip code-based search feature of almost 500 anti-drug coalitions provides an outstanding opportunity for local organizations to reach interested groups and individuals in their communities.

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SUPPORT CENTER NEWS

✧ This has been a year of change for the Support Center and substance abuse prevention field in general. The Support Center was renamed last year, and the Community 2000 Initiative has a name change in the works right now (we'll keep you posted).

✧ The Support Center is here to provide your community with several types of prevention support, services, and materials to enhance the grassroots volunteer efforts (see page 3).

✧ One of our goals in the Environmental arena is to strengthen our advocacy efforts in FY03. We will be sending out legislative alerts and updates as we receive them. *Impact your world; take action on what you would like to see for the future of our children.*

✧ There will be a continued emphasis on *capacity building assistance to communities*, which may include:

- community assessment;
- community planning;
- community education;
- organizational development;
- consultation services;
- community training;
- legislation and policy development;
- environmental strategy training;
- identification and creation of resources;
- leadership development;
- planning and management issues, and/or Board and volunteer training.



WE ARE ONLY A PHONE CALL AWAY!!
GIVE US A CALL TODAY AT (573) 651-5153

C2000 UPDATE

The communities we live in are so fortunate to have such dedicated volunteers addressing substance abuse prevention and issues.

THANK YOU FOR ALL YOU DO !!!

Several teams have submitted proposals recently for the ADA Divisions C2000 Prevention Funding

WE WISH THEM LUCK!!

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT'S THE ONLY THING THAT EVER HAS."

Margaret Mead

*Teams from Bollinger County and Perryville received funding last year and were able to implement several successful model programs, touching the lives of many in their communities-
WAY TO GO!

PARENT POWER

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The teens on the panel said, "that, while their parents had talked with them about sex, none had a conversation explicitly about drugs."

Learn more about the Campaign's media outreach at www.mediacampaign.org

DATA BASE/SUCCESS STORIES

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To find out if your coalition meets the criteria and apply for inclusion in the anti-drug coalition database visit

www.helpyourcommunity.org/contact_us and click on the downloadable application.

You may also *submit your coalitions success stories online* at www.helpyourcommunity.org/learnabout_coalitions/success_stories/submit_your_success_story

PREVENTION RESOURCES ON THE WEB

(The following sites are recommended by the ONDCP)

IF YOU'RE INTERESTED IN . . .

v How to talk to kids about drugs

v Drug-prevention resources and activities for the classroom

v Science-based facts on drug abuse and addiction
(Health effects of specific drugs, Drug Abuse and AIDS, Lessons from Prevention Research, Treatment Research, Trends and Surveys, News Releases on Research Findings, Information about NIDA, and Other Drug Abuse Information Services)

v Encouraging empowered decision making among youth

v Locating drug information, news, and parenting resources

v Locating information on s. a. prevention and treatment

CHECK OUT . . .

www.theantidrug.com

www.teachersguide.org

www.nida.nih.gov

www.freevibe.com

www.drugfreeamerica.org

www.health.org



Prevention Information at your fingertips

SUPPORT CENTER RESOURCES AVAILABLE

The Support Center offers a variety of materials including activities and presentations about prevention.

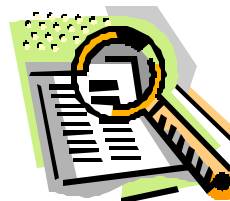
Information currently available in information, education, or presentation form:

**“An Ounce of
Prevention Is Worth
A Pound of Cure”**

- *Effects of Alcohol, Tobacco and Other Drugs*
- *Drinking and Driving*
- *Understanding Drug Abuse and Addiction: What Science Says*
- *Interactive ATOD games including Jeopardy & Tic Tac Toe*
- *Parents as Preventions*
- *Teen Smoking Cessation Program*
- *Tobacco Vendor Compliance Law*
- ... *And many more including model prevention curriculums!*

THE SIX ELEMENTS OF COALITION EFFECTIVENESS

1. **CLEAR MISSION STATEMENT AND STRATEGIC PLAN**
2. **BROAD, DIVERSE COALITION MEMBERSHIP**
3. **STRONG, CONTINUING LEADERSHIP**
4. **DIVERSIFIED FUNDING SOURCES**
5. **TRAINING**
6. **EVALUATION**



*Give us a call at (573) 651-5153 if we can be of any assistance to your coalition

We look forward to working with you!

How does your team/coalition rate in these six categories?

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Our Mission

The mission of Southeast Regional Support Center is to promote and facilitate the development of community prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 21.

Feel free to look around our web site. It is full of useful information, links, and other resources. If you have any questions, please contact us. Our contact information is listed at the bottom of each page.

**LOOK FOR OUR
NEWSLETTERS
QUARTERLY NOW!**

Please call Leah at (573) 651-5153 if you would like to add information about your team and/or community events to our newsletter. ?

FACTS ON CIGARETTE EXCISE TAXES IN MISSOURI From the Missouri Dept. of Health & Senior Services Division of Chronic Disease Prevention & Health Promotion

THE TOLL OF TOBACCO IS HIGH AND EXPENSIVE

< TOBACCO USE is the *leading cause of preventable death and disease in Missouri* and a huge economic burden on the state.

< The state loses \$1.7 billion annually from health care expenditures and \$2.2 billion from lost productivity costs due to smoking.

<These costs have frequently been cited as a large contributor to the budget deficits that many states are facing.

<Smoking related economic expenditures COSTS EACH Missourian OVER \$700 each yr.

WHY SHOULD MISSOURIANS RAISE THE EXCISE TAX ON TOBACCO PRODUCTS?

According to the Surgeon General, one of the most effective ways to reduce smoking-related deaths and their social & economic costs is by raising the price of tobacco through excise taxes.

WILL A TOBACCO TAX INCREASE RESULT IN DECREASED STATE REVENUES?

< Between 1995-2000, 17 states increased tobacco excise taxes and all saw a significant increase in revenue.

< Although sales on tobacco will decline, money that smokers once spent on cigarettes would instead be spent on other goods and services.

WILL THE INCREASE IN TOBACCO EXCISE TAX FALL DISPROPORTIONATELY ON THE POOR?

< Those who use more tobacco will pay more of the increased tax.

<Lower-income families and communities are now suffering the most from smoking and will, consequently, benefit the most from measures to reduce smoking, including increased state cigarette taxes.

www.dhss.state.mo.us.com

