

The Power of Prevention: Two Free Programs Available at Your School



Emily Schell

Mothers Against Drunk Driving

Mackenzie Lee

Missouri Safe and Sober

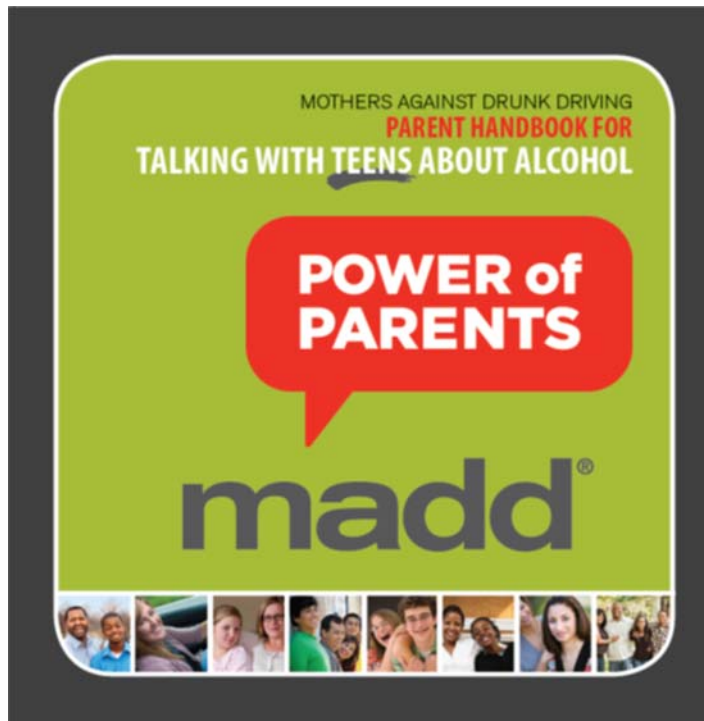
**POWER of
PARENTS**

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Talking With Your Middle and High Schoolers About Alcohol

Emily Schell, Program Specialist
MADD Missouri

Power of Parents

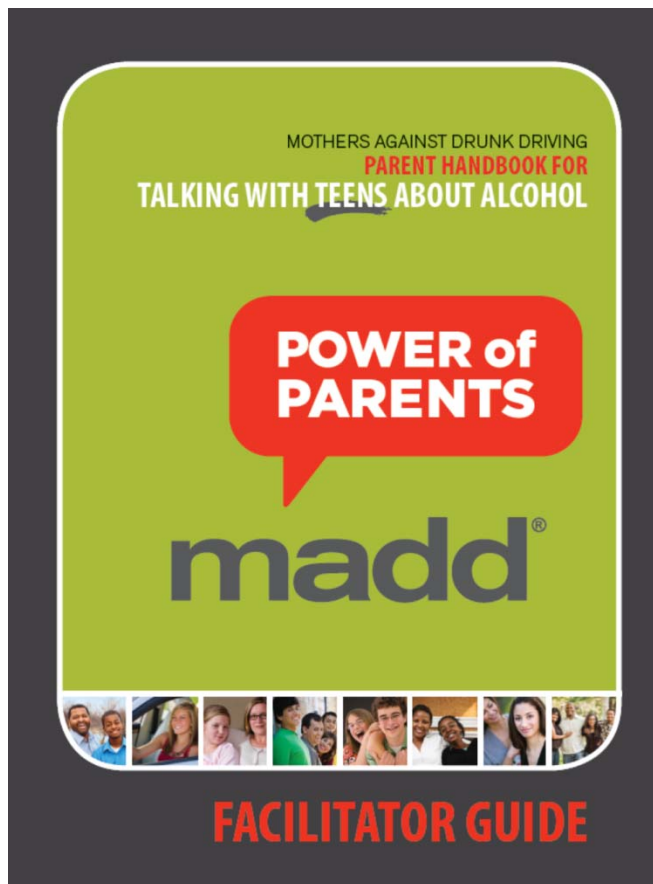


Goals:

1. To encourage parenting behavior to prevent underage drinking
2. To maintain the 21 minimum drinking age law in all 50 states
3. To inspire new supporters to carry on MADD's life saving work



Mobilizing Missouri



- “Program in a box” model
- Training facilitators
- “Train the trainers”



Parent Workshop Model



**POWER of
PARENTS**

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**Talking with your Middle and
High Schoolers about Alcohol**

Emily Schell
MADD Missouri Gateway

National Presenting Sponsor



Nationwide[®]
is on your side



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Missouri Department of Transportation Traffic and Highway Safety Division



MADD's Mission: NO MORE VICTIMS



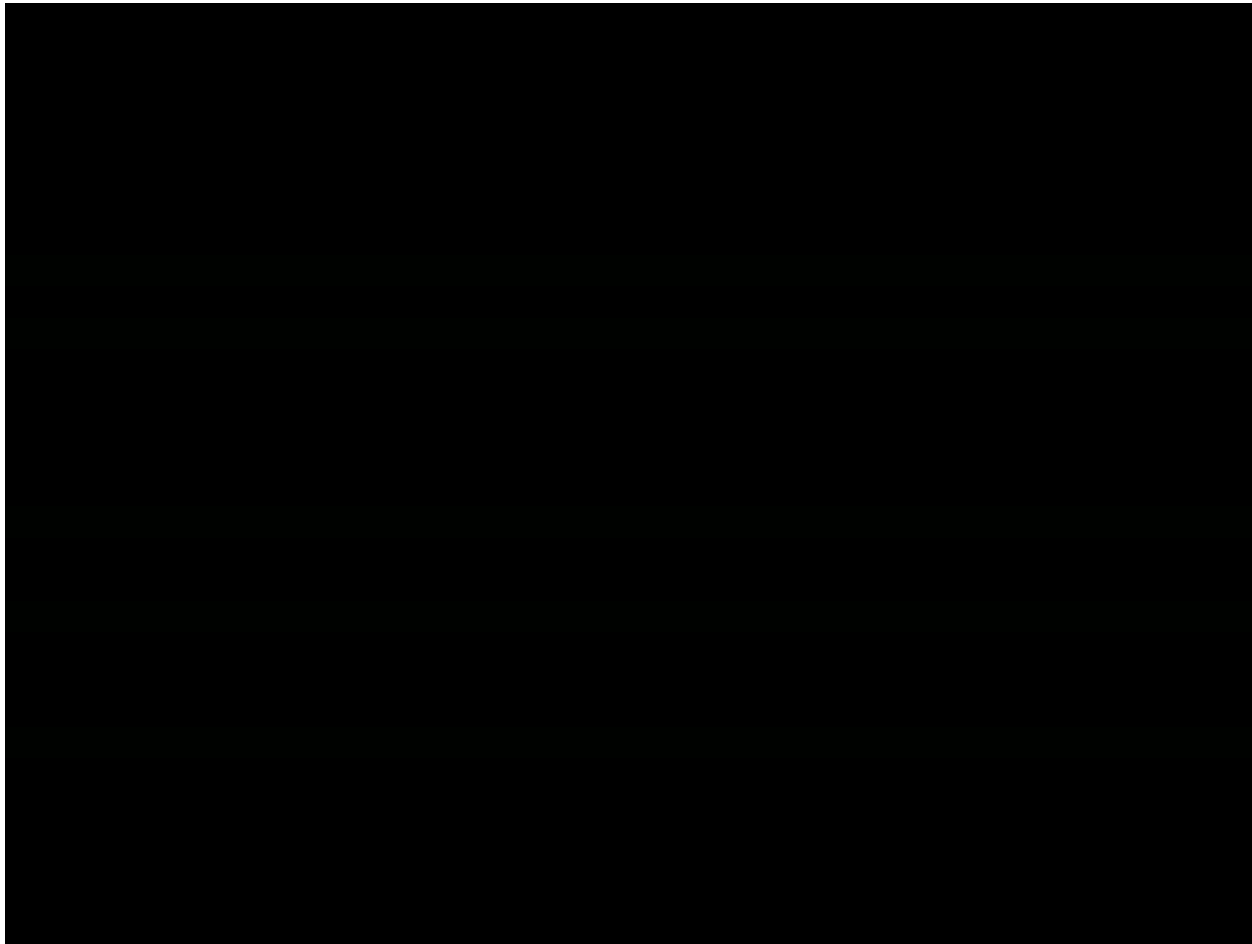
Objectives

1. Talk about the problem of underage drinking
2. Talk about the role of peers in the problem of underage drinking
3. Talk about the role of adults in the problem of underage drinking
4. Talk about the role of parents and MADD in prevention
5. Talk about the handbook and what you can do today and in the future to prevent teen drinking

It starts right NOW...
**YOU have the power to make
a difference!**



Underage Drinking Video (Cups)



MADD thanks the Utah Department of Alcoholic Beverage Control for permission to use this video.



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The Problem of Underage Drinking

- Underage alcohol use kills about 4,700 people each year
- Over 2/3 of teens try alcohol before graduating high school
- One out of six teens binge drinks
- 2 in 6 MO teens reported they have drank in the past 30 days
- 1 in 4 of MO teens reported binge drinking in the past 30 days
- Underage drinking cost MO citizens \$1.4 billion in 2010 in medical care, work loss and pain/suffering
(2013 Pacific Institute for Research and Evaluation)



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The Problem of Underage Drinking

- Children start thinking about alcohol by **age 8**
- 30% of 8th graders have tried alcohol



Alcohol & the Developing Brain

Brain Changes During Adolescence



*PHOTO'S SOURCE: SUSAN TAPERT, PHD,
UNIVERSITY OF CALIFORNIA, SAN DIEGO*

- Brain is not fully developed until the mid-20's.
- The brain develops back (basic functions) to front (pre frontal cortex, executive functions).
- The front of the brain – the part that controls judgment, planning, decision making, self- control - is the last part of the brain to develop.
- The brain images here show how alcohol may harm teen mental functions. Compared with a young non-drinker, a 15 year old with an alcohol problem showed poor brain activity during a memory task. This finding is noted by the lack of pink and red coloring.

See <http://www.teen-safe.org/scientific-info/what-going-teen-brain> [May, 2013]

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The Role of Friends/Peers

- Middle and high schoolers tend to overestimate *how many* teens drink alcohol
 - “Everyone is drinking” when in reality most teens don’t drink
- They are frequently wrong about *how much* alcohol is consumed by their friends/peers
- These common misperceptions lead to...
 - The belief that it is normal to drink
 - More pressure to “fit in”, be like others
 - More teen drinking



The Role of Adults

Some of the misperception of adults are:

- Letting teens drink at home takes away the “mystery” of alcohol and decreases teens’ desire to drink
- It’s OK to provide alcohol to underage teens for special occasions and holidays
- They drank underage and turned out ok, so it’s ok for their kids to drink



The Role of Adults

Yet, decades of research consistently prove that:

- Children/teens permitted to drink in the home, even in small amounts, do this outside of the home:



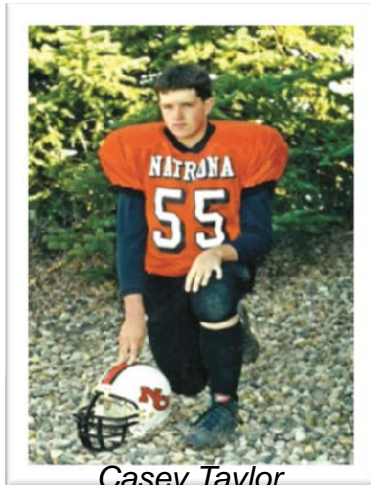
- You can't teach your child/teen how to drink responsibly.



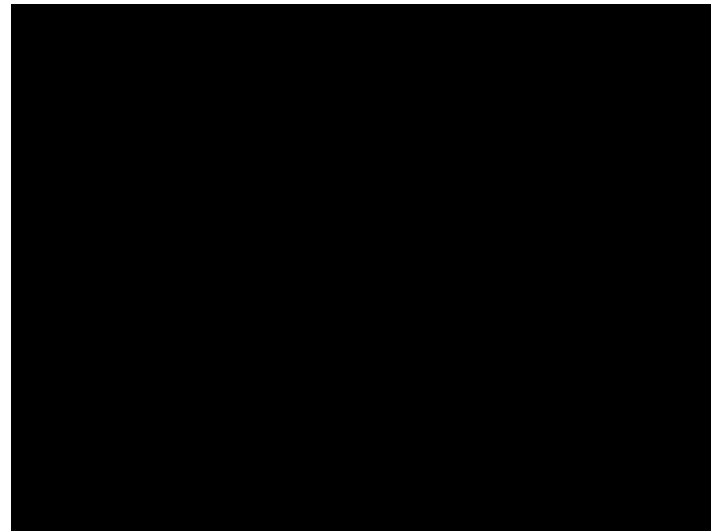
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The Role of Parents and MADD in Preventing Teen Drinking

- Reports show that three in four teens say their parents are the leading influence on their decisions about drinking alcohol
- Madd.org/powerofparents
- MADD's Parent Handbook
- Debbie Taylor, Wyoming



Casey Taylor



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Parent Handbook

Your Teen's World/Your Middle Schooler's World

- Understanding how adolescent development, social pressures and moral dilemmas affect a teenager's world



Parent Handbook

What Style of Parent are You?

- Overview of parenting styles:

PARENTING STYLE	ATTRIBUTE
Authoritarian	Parent gives orders; "my way or the highway"
Overprotective	Parent stays in control; parent rushes in & teens do not face consequences of actions.
Permissive	Parent gives in; "kids will be kids"
Positive/ Authoritative	Use their authority to strengthen and protect (not control) the teen. Build trust and teach teen skills to make decisions.

Parenting style & impact on drinking decisions: teens of authoritarian parents tend to consume the most dangerously high levels of alcohol.

Parenting style & impact on drinking decisions: teens of positive/authoritative parents, if they do drink illegally, consume significantly less alcohol than teens of other parenting styles

- It is important to recognize the difference Positive/ Authoritative parenting and communication styles can make in empowering and protecting teens.



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Parent Handbook

Talking About Alcohol

- Techniques for having the conversations with teenagers about alcohol
- Knowing how to communicate family values and consequences
- Handling questions about parents' own history of underage drinking



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Parent Handbook

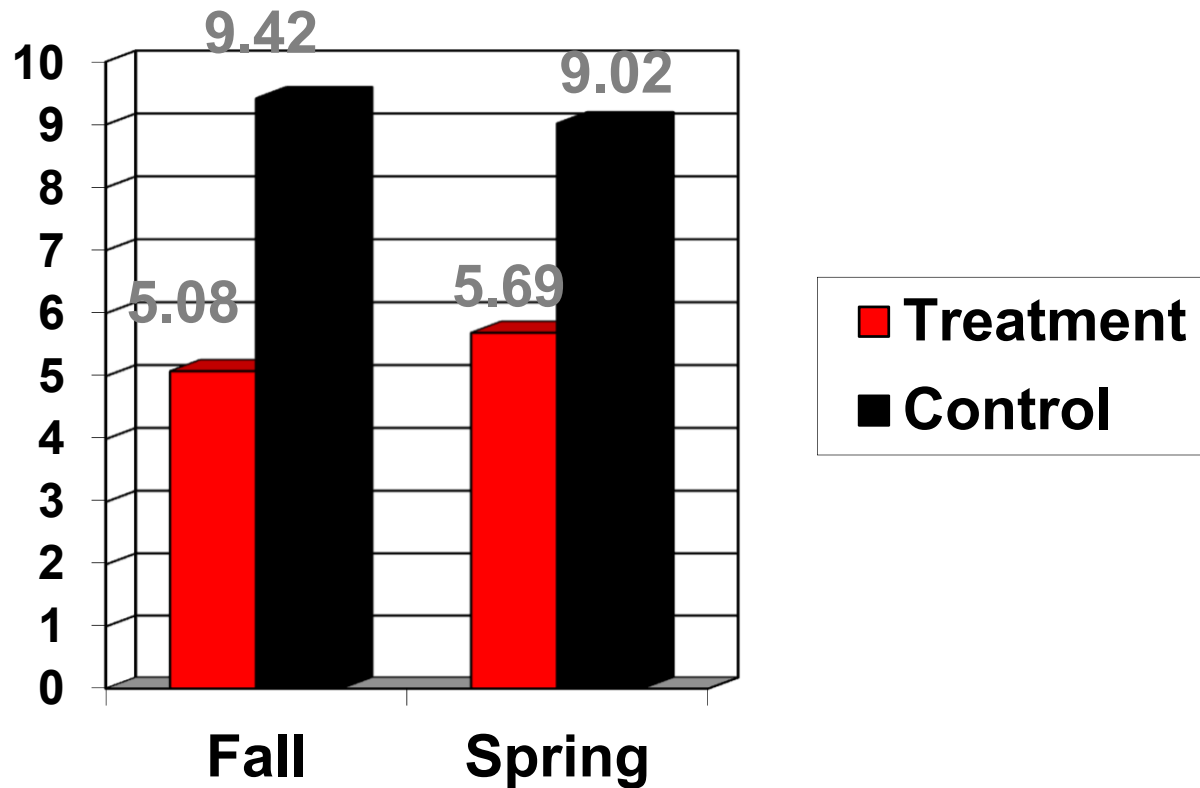
Helping Your Teen Make Good Choices Helping Kids Make Good Choices

- Tips for teaching teens to resist peer pressure
- Guiding teens to choose friends wisely
- Steering clear of driving dangers
- Getting help when teenagers have a drinking problem



Penn State Research

- Number of Drinks on the Weekend -



Please note that, a Treatment Group, shown by the red bars, are the teens whose parents received the handbooks. A Control Group, shown by the black bars, are the ones who did not. Data shown is in **number** of drinks on average across a weekend.



**YOU Have The Power to
Make a Difference!**



**Your teens
are listening.**

What are you saying?

**POWER of
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Q&A



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Thank You

Emily Schell

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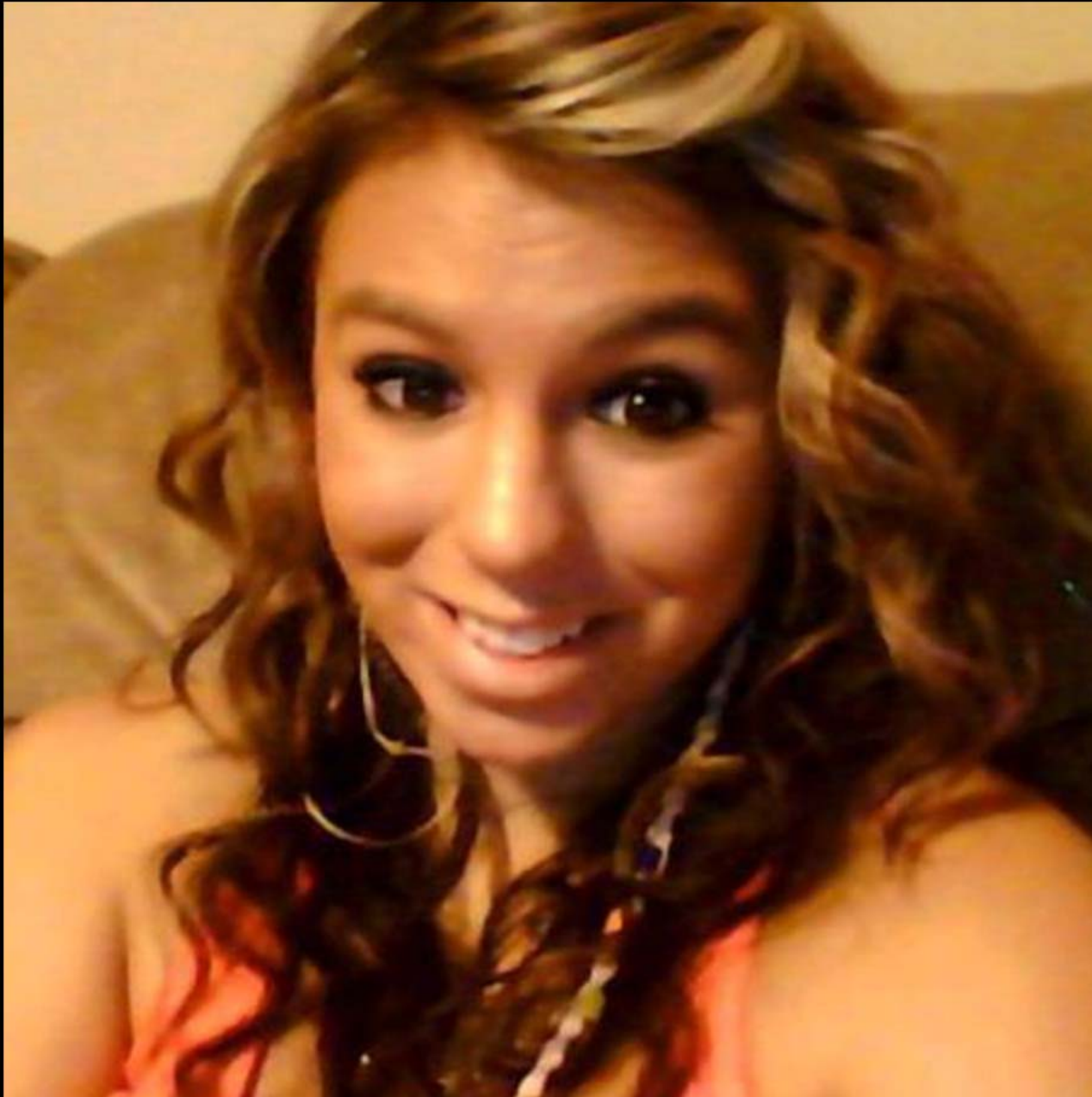
emily.schell@madd.org

<http://www.madd.org/local-offices/mo/>





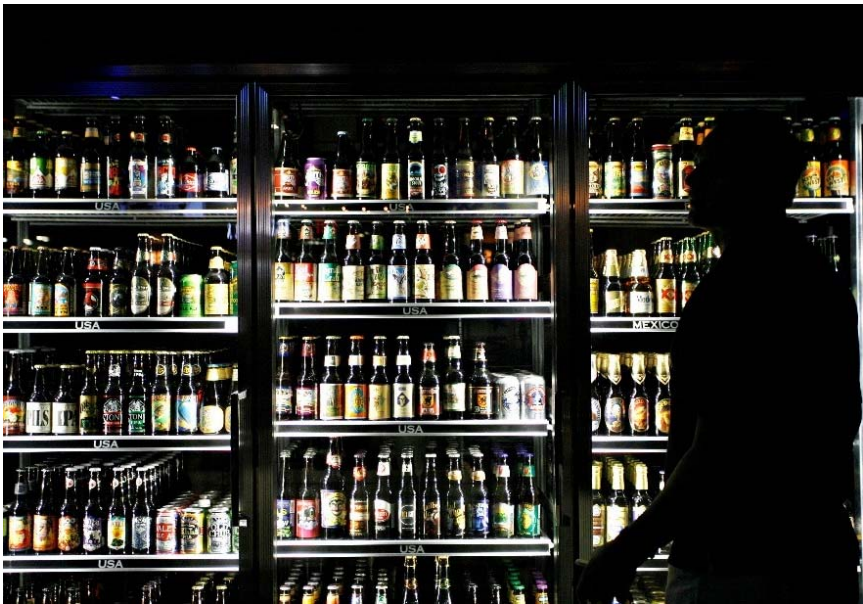










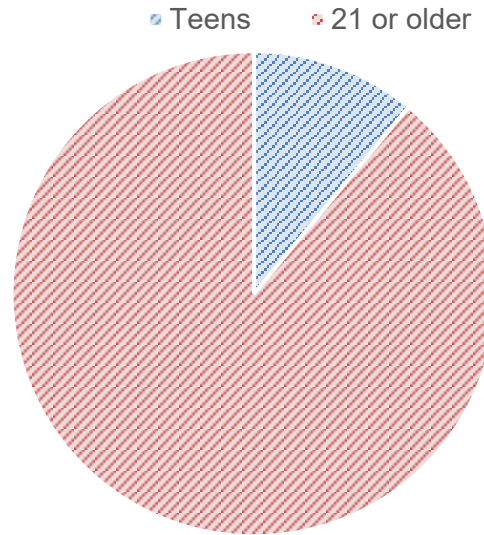




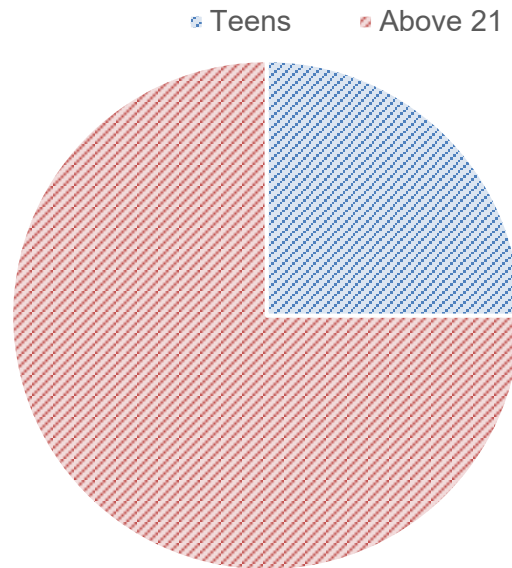
Alcohol is the most commonly used and abused drug among youth in the United States.



Teens ages 12 to 20 drink 11%
of all alcohol consumed in the
United States.



Twenty-five percent of youth
ages 12 to 20 drink alcohol.



Alcohol is responsible
for more than
**4,300 ANNUAL
DEATHS**
among underage youth.

That equals
about
11 deaths
each day.

Which means that about
every other hour
we lose another life.

How has alcohol affected your
school or community?





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Students were caught drunk at Glendale HS dance; 1 was hospitalized for .4 percent BAC



Sara Forhertz, sforhertz@ky3.com

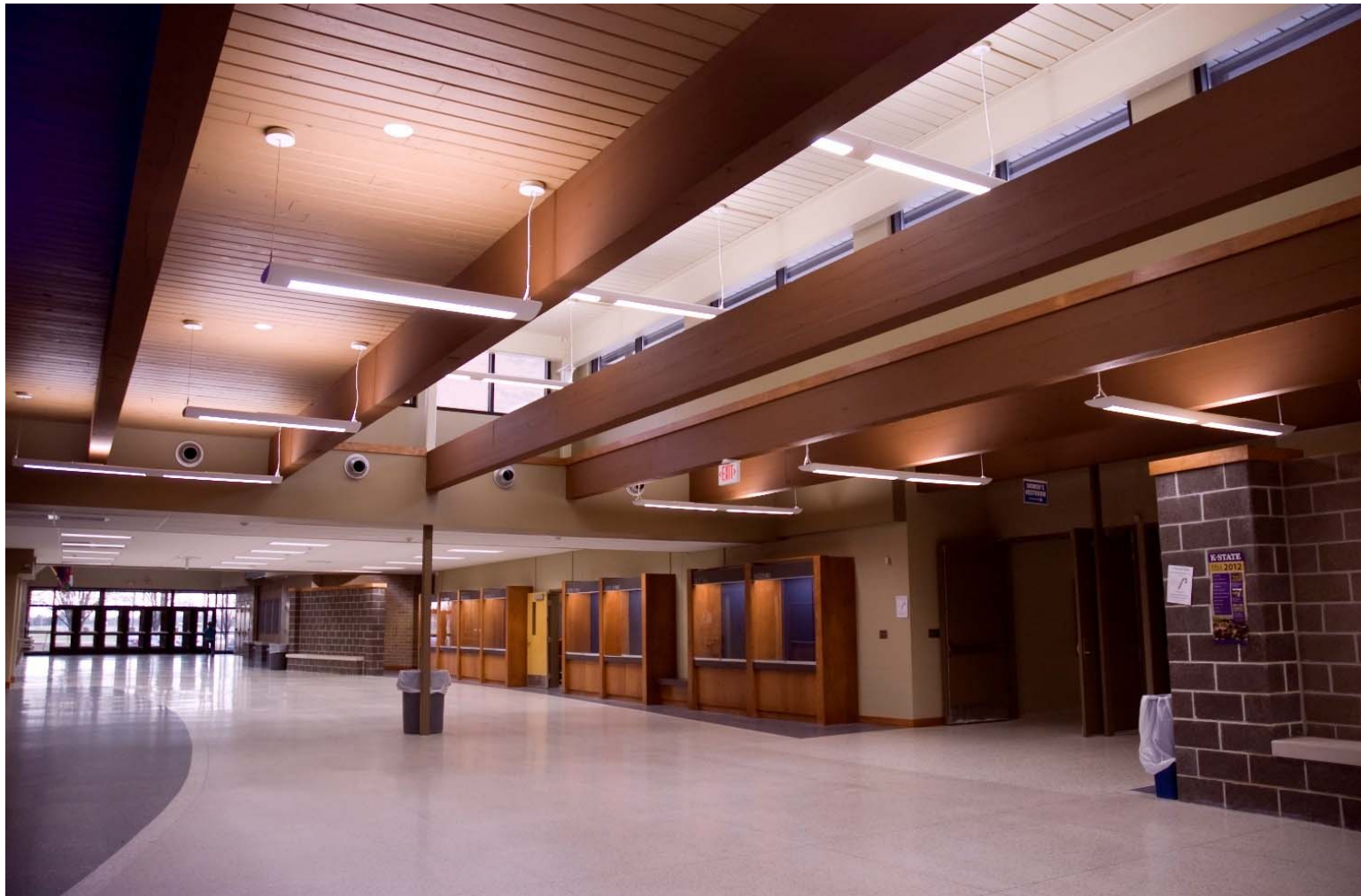
POSTED: 04:38 PM CST Feb 10, 2015 | UPDATED: 11:02 PM CST Feb 10, 2015



The Springfield school district is investigating an incident of alleged alcohol consumption by students before the dance Friday.
(Photo: News-Leader file photo)



What is your school doing to fix the problem?





Safe and Sober
Power in the Pledge



1. REGISTER your school.

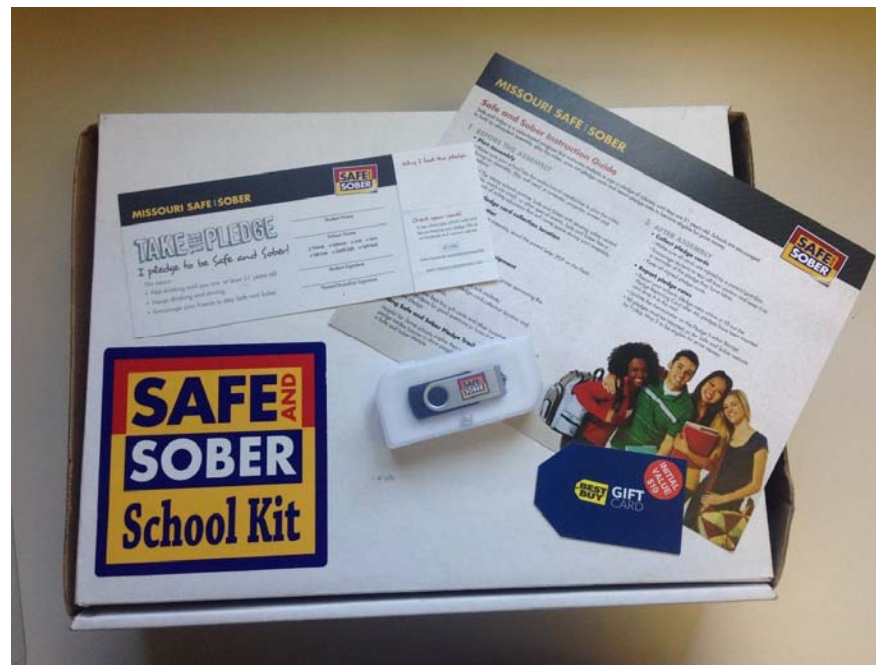


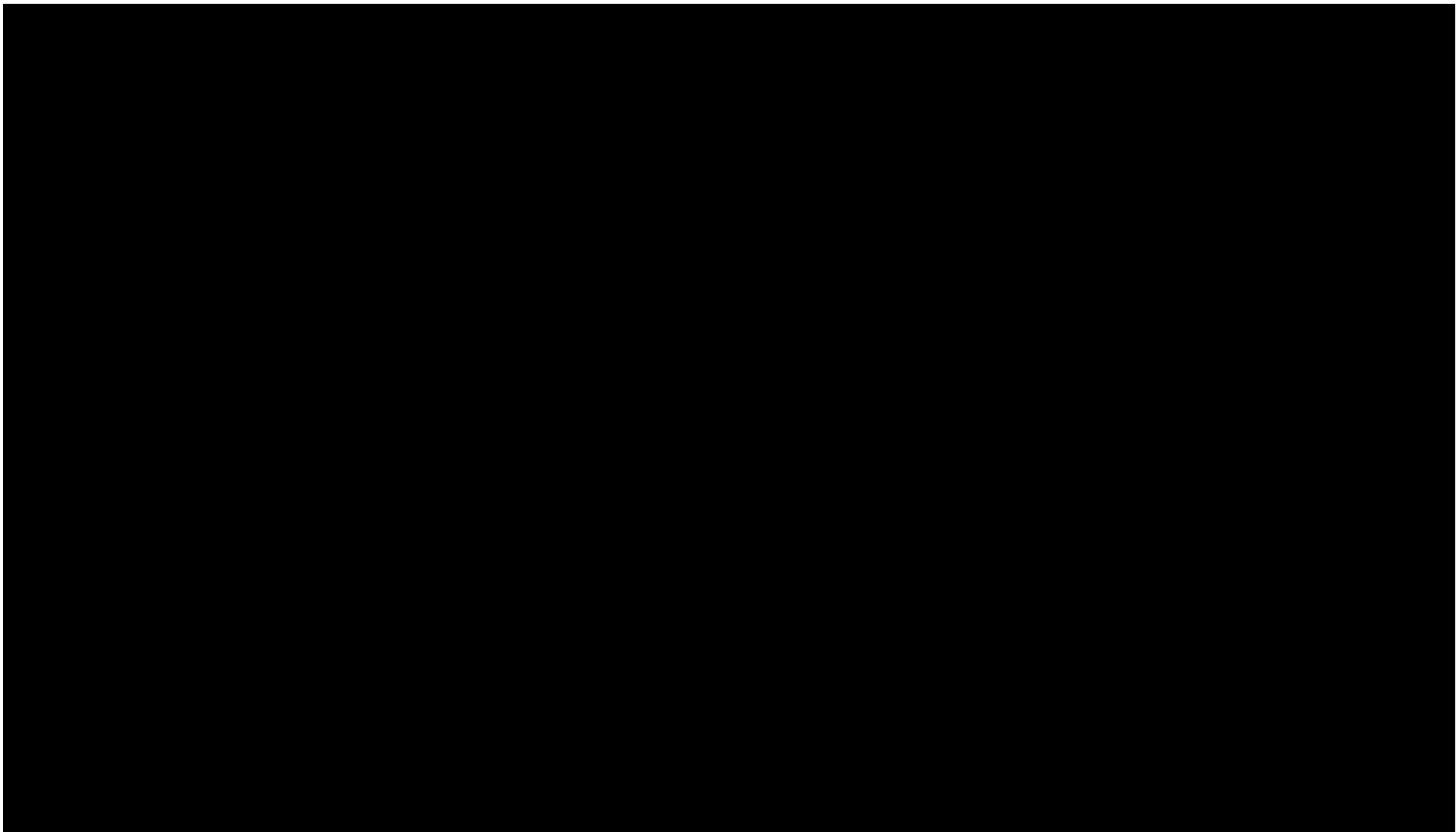
The screenshot shows the top navigation bar of the Missouri Safe and Sober website. The bar is dark with a diagonal line pattern. The logo "MISSOURI SAFE AND SOBER" is on the left, with "SAFE" in orange and "AND SOBER" in white. To the right of the logo are links: "ABOUT", "STUDENTS", "SCHOOLS", "REGISTER" (highlighted with a teal box), "PARENTS", "SPONSORS", and "CONTACT".

Below the navigation bar, the page has a light beige background. The heading "WELCOME TO SAFE & SOBER REGISTRATION AND REPORTING" is in teal. Below the heading is a paragraph starting with a teal asterisk icon: "Fill out the form to register your school. Once completed, we will email you a link to your pledge reporting page."

Under the paragraph is the section "School Information" in black. Below it is the label "School Name" in teal, followed by a white rectangular input field with a teal border.

2. RECEIVE a pledge kit.





3. RALLY together.



MISSOURI SAFE AND SOBER



THE TAKE PLEDGE

I pledge to be Safe and Sober!

This means starting today:

(check all that apply to you)

- ☐ I will not drink until I am at least 21 years old
- ☐ I will not drink throughout high school
- ☐ I will not drink this school year
- ☐ I will never drink and drive
- ☐ I will not use drugs
- ☐ I will encourage my friends to stay Safe and Sober

Student Name

- ☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior
☐ Sixth Grade ☐ Seventh Grade ☐ Eighth Grade

Student Signature



www.facebook.com/safeandsobermo
www.missourisafeandsober.com

.One night of “fun,” one mistake, a lifetime of pain and regret.



Safe and Sober...I pledged so I can continue to grow and see where my future takes me in nursing. #mySNSreason





dp7198

Follow

2 days ago

I took the pledge to never drink and drive because why risk my life as well as others? I set goals to achieve them, and I am not going to possibly ruin them by taking part in an action that could prevent me from doing so! [#mySNSreason](#)

♥ [josieflood34](#), [creedflood18](#), [_rosebud01](#) and 52 others like this.



Leave a comment...



.I took the Safe and Sober pledge as a oath to not follow the steps of a friend. He was a nice guy, taught me how to draw digitally, then one day I try talking to him on Skype and no response. A week later I got a message from his Skype from his sister, he died in a car crash after driving with a friend who was drunk. So I will honor his life with this safe and sober pledge. – Nicholas Stock

4. REPORT your pledge rates.

MISSOURI SAFE AND SOBER

THE TAKE PLEDGE

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(check all that apply to you)

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Student Name _____

☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior
☐ Sixth Grade ☐ Seventh Grade ☐ Eighth Grade

Student Signature _____

 Like

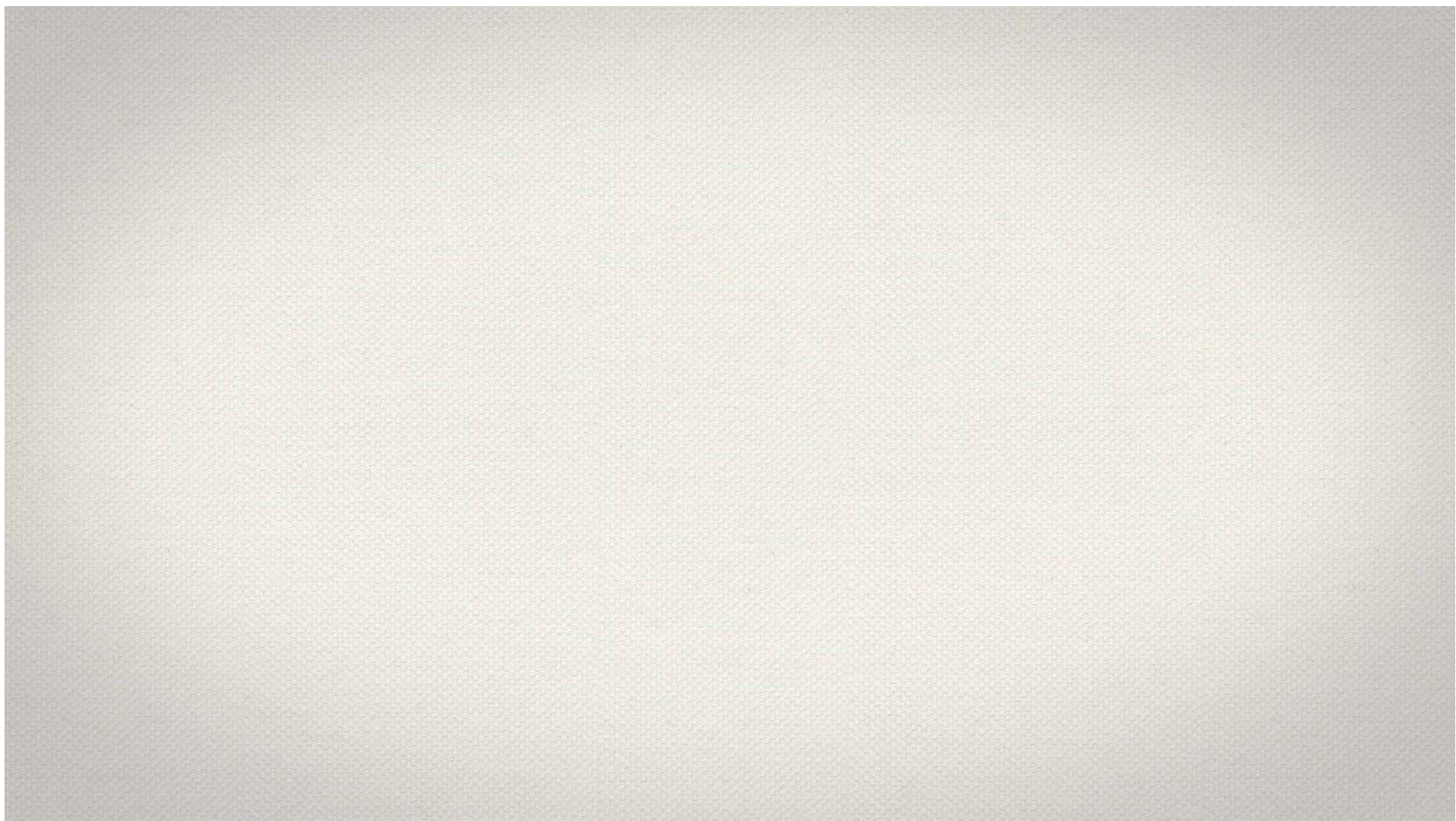
www.facebook.com/safeandsobermo
www.missourisafeandsober.com



5. REWARD your school.



1. Register
2. Receive
3. Rally
4. Report
5. Reward





CENTRAL VISUAL AND PERFORMING ARTS HIGH SCHOOL

WHERE
ARTS & ACADEMICS
SHARE CENTER STAGE

"Home of the Eagles"

MISSOURI SAFE AND SOBER



Tracking the number of

High School students
that have pledged to
stay Safe and Sober.

Check out our sponsors!

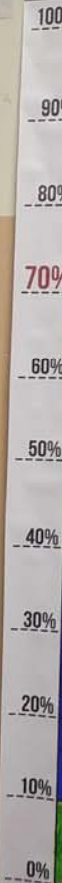


LARSON LAW

Missouri Coalition
for Roadway Safety



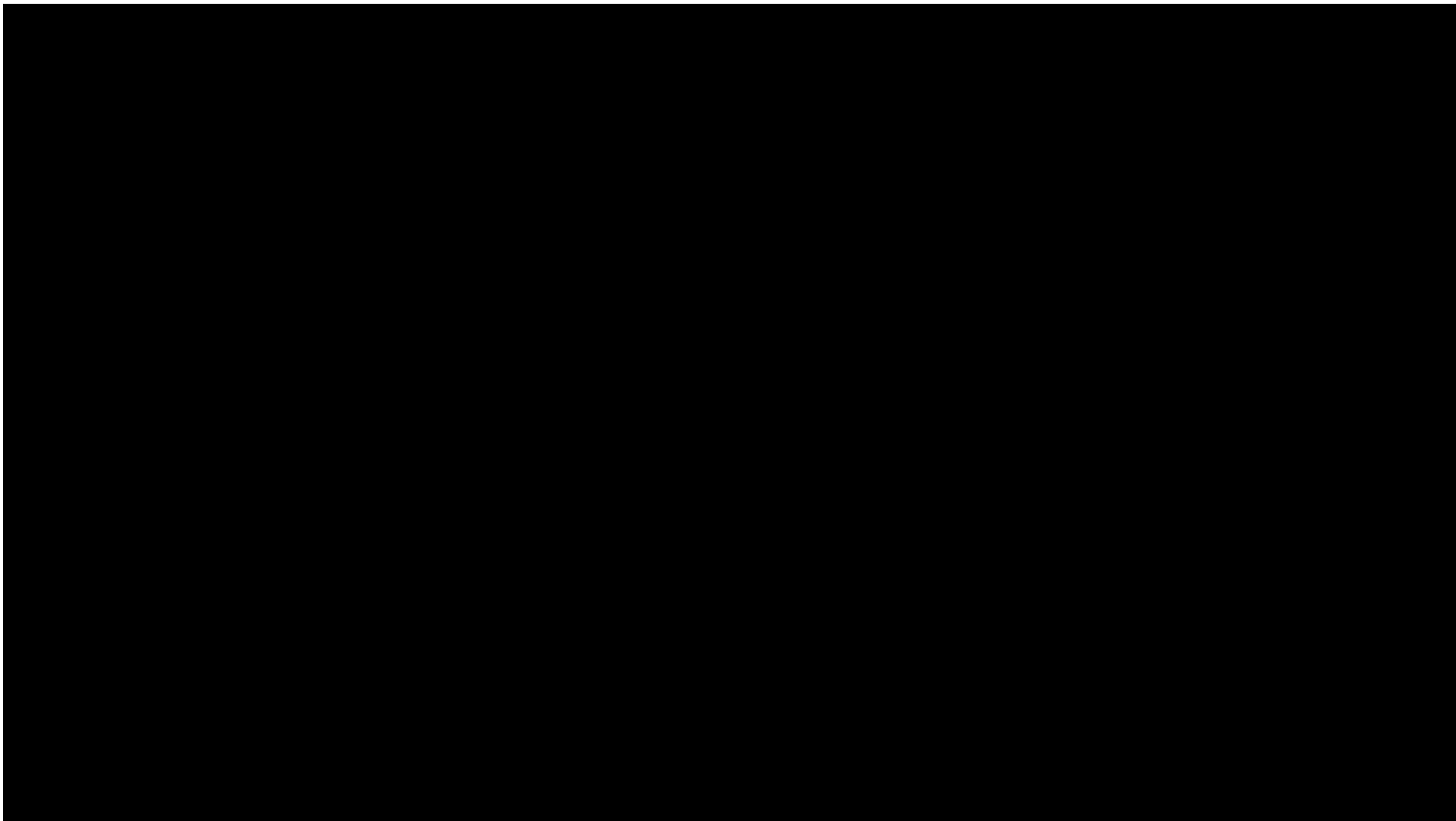
GREAT SOUTHERN
BANK







Parent Program





A Parent's Guide

to changing the culture of underage drinking.

[HOME](#)[THE PROBLEM](#)[TALKING WITH YOUR TEEN](#)[VIDEOS](#)[PARENT CONNECTION](#)[PLEDGE YOUR SUPPORT](#)[CONTACT US](#)[WATCH THE VIDEO](#)[TEST YOUR KNOWLEDGE](#)[RECEIVE OUR NEWSLETTER](#)



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#MOSafeandSober

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