



# Red Ribbon Week



October 23—31, 2013

October 2013

The **Red Ribbon** Campaign is the oldest and largest drug prevention program in the nation reaching millions of young people during **Red Ribbon** Week each year. **Red**

**Ribbon** Week is an ideal way for people and communities to unite and take a visible stand against drugs. Join us in showing your personal commitment to a drug-free lifestyle through the symbol of the **Red Ribbon**, October 23rd—31st.



## Who's the most powerful influence in your child's life? **You, that's who.**

Parents have more influence over their child than friends, music, TV, the Internet and celebrities.

Kids who learn a lot about the risks of drugs and alcohol from their parents are up to 50% less likely to use than those who do not.

## The Conversation Is Often more Effective Before Children Start Drinking.

If you talk to your kids directly and honestly, they are more likely to respect your rules and advice about alcohol use. Then parents know about underage alcohol use, they can protect their children from many of the high-risk behaviors associated with it.

### "Talk. They Hear You."

SAMHSA's underage drinking prevention PSA campaign helps parents and caregivers start talking to their children early—as early as nine years old—about the dangers of alcohol.

Some children may try alcohol as early as 9 years old.

*Between the ages of 9 and 13, children start to view alcohol more positively and begin to think underage drinking is OK. Some even start to experiment.*

*It is never too early to talk to your children about alcohol.*

### The Chance That Children Will Use Alcohol

#### Increases as They Get Older.

About 10 percent of 12-year-olds say they have tried alcohol, but by age 15, that number jumps to 50 percent. The sooner you talk to your children about alcohol, the greater chance you have of influencing their decisions about drinking.

### How to Explain to Your Teen

#### Why You Don't Want Him/Her Drinking or Using Drugs

Don't want your teen drinking or using drugs? Tell him how you feel and what you expect from him. Be warm but firm. For example, you might say:  
\* "I'm not trying to ruin your fun. I love you and I want you to stay healthy. The best way to do that is to stay completely away from drugs and alcohol. I need you to promise that you will."

\* "I realize there's a lot of temptation out there. I also know you're a really smart, strong person. That's why I expect you to stay clean — no matter what your friends are doing. Agreed?"

\* "There's a lot of new science about teens, drugs and alcohol. It scares me to know how easily you could damage your brain [www.drugfree.org/teenbrain](http://www.drugfree.org/teenbrain) or get addicted. I want your word that you'll steer clear of all that, and keep me in the loop on the kids you hang out with, too."

### Help your teen stay safe and make healthy choices by:

- ✓ Talking and listening regularly
- ✓ Being directly involved in your child's everyday world
- ✓ Making it clear that you do not want him or her drinking or using drugs
- ✓ Setting limits



### Prevention Works!

The New Opportunities Prevention Team works year round teaching children and adults throughout Audubon, Carroll, Greene, Guthrie and Sac Counties about the damaging effects of tobacco, alcohol and drugs.

**Contact the Prevention Team: 712-792-9266**



### If You Do Not Talk About It, you are Still Saying Something.

What you say to your children about alcohol is up to you. But remember, parents who do not discourage underage drinking may have an indirect influence on their children's alcohol use.

**Wrong is wrong even if everyone is doing it. Right is right even if no one is doing it. - Pinterest**

Keep your car as long as possible. Choose long-life tires, batteries, and other parts. Keep your car well-tuned—it will use less gas.