

Media Literacy

Recently, the Michigan Coalition to Reduce Underage Drinking (MCRUD) hosted a teen media training session in Macomb County. Forty Macomb County youth attended this interactive session which provided training on *media literacy*—showing teens how to utilize critical thinking skills when viewing media and identifying the techniques the advertising industry uses to misinform the public on critical issues such as alcohol use. Trainers Jeff Smith and Birbe Eefsting of the Grand Rapids Institute for Information and Democracy (GRIID) had students engage in analyzing commercials and print ads developed by the alcohol industry. Students were then given the opportunity to create and record their own messages and critique their delivery. This training helped them to become more informed consumers of media messages and taught communication techniques when delivering their own message. For more information about this training, contact Pam Werling, CARE's Project Remedy Assistant, at 586.541.0033 or pwerling@careofmacomb.com.



NINE ZERO

Nine Months, Zero Alcohol

CARE's FASD Program Coordinator and Prevention Specialist, Shelly Bania, participated in the Substance Abuse and Mental Health Services Administration (SAMHSA) Fetal Alcohol Spectrum Disorder (FASD) Awareness Day event in Rockville, Maryland. The event began at the 9th minute of the 9th hour on the 9th day of the 9th month of the year in the 9th year of the century - a moment like no other this September 9, 2009. The number 9 represents the 9 months of pregnancy and the prevention message to be alcohol free for the entire pregnancy.

Every year, communities gather around the globe to raise awareness about FASD and its life-long physical, behavioral, and mental challenges due to prenatal alcohol exposure. This is a preventable disability that affects an estimated 1 in 100 children and 42,000 children annually.

CARE's Project FASD ACHIEVE provides diagnostic and early intervention services for children ages 0-7 diagnosed with an FASD. For more information about this program, contact Shelly Bania at 586.541.0033 or sbania@careofmacomb.com.

40th District Court: Legal Notes by Judge Mark Fratarcangeli

In the panic to keep our kids from the H1N1 virus, St. Clair Shores parents have gone on the offensive. Parents are keeping their children from sporting events, parties and even school. Parents and schools alike have been talking to their kids about how to prevent the spread of this disease, and stop it before it does serious harm. A noble effort. However their efforts and the non-stop media reports of the H1N1 seem to highlight how little attention is paid to an epidemic that has already infiltrated the fabric of our society—drug and alcohol dependence. As a District Court Judge, I see the devastating effects drugs and alcohol are having on young people. The use of alcohol, crack cocaine, heroin and prescription medication in teens is so wide spread that a day does not go by without a case being presented to me. More than 35% of Michigan high school students report that they have used marijuana and 71% have used alcohol by the eleventh grade. The threat of drugs and alcohol being found at our children's gatherings far exceeds the chance of them being exposed to H1N1, and the long-term effects may be far more deadly. Questioning your children and keeping them from situations where temptation is found is our duty as parents. Get involved with community groups such as the St. Clair Shores Community Coalition. In short, don't let this illness show up at your doorstep before you realize the risk. The Swine Flu and substance abuse is alive and thriving in our community. It's up to all of us to eradicate both. Call Melissa DiPirro for more information at 586.541.0033 or mdipirro@careofmacomb.com.

girls & alcopops

Otherwise known as "Girlie Drinks," "Malternatives," "RTDs" (Ready to Drink) or "FABS" (flavored alcoholic beverages), *alcopops* tend to be sweet and contain between 4% and 7% alcohol. These beverages are fruit-flavored, malt-based and come in colorful, teen-oriented packaging. The sweetness and flavoring mask the taste of alcohol, but actually contain more alcohol by volume than most beers. Teen girls report drinking alcopops more than other alcoholic drinks and report seeing or hearing more alcopop ads on TV, radio, billboards, the internet and in magazines. Parents are encouraged to talk to their kids about the risks of underage drinking and educate them about the targeted marketing of alcopops. For more information about underage drinking and its trends, visit www.alcoholpolicymd.com.



IN THE NEWS...

Coalition Awarded Grant

The Chippewa Valley Coalition for Youth & Families will get a \$125,000 federal Drug Free Communities grant. "The Chippewa Valley Coalition has demonstrated effective and innovative ways to engage the community on drug prevention efforts and this grant will allow them to continue to do so," said U.S. Rep. Senator Levin, who recently announced the award. The coalition conducts annual drug prevention workshops, a prevention program for Chippewa Valley students, drug prevention awareness campaigns, and educates parents on substance abuse. The local grant was part of \$21 million awarded to 161 grant applicants nationwide.

Homework Help Offered

With the new school year set to begin, the Clinton-Macomb Library is offering homework help for students of all ages. "We offer the Homework Help service all year," said Jamie Morris, a spokesperson for the library. "With a new school year starting, we like to remind everyone going back to school that they can get help by signing on to the library's website." The site, www.cmpl.org, connects students with certified tutors in a variety of subjects. The program also offers adults help with such things as GED preparation, resume creation and essay writing. Anyone Visit the main library at 40900 Romeo Plank Road, Clinton Township. Tutors are available each day from 4pm-11pm. Call 586-226-5020.

Prevention Director Receives Award

Dana Gire, long time Prevention Director at the Macomb County Mental Health Office of Substance Abuse, received the 2009 Gary Pepe Award at the Michigan Substance Abuse Conference held in Detroit. The Award was given by the Michigan Association of Substance Abuse Coordinating Agencies in recognition of his outstanding leadership in the field of the prevention of substance use disorders. CARE is grateful for the direction and support that Dana has not only provided Macomb County Preventionists, but those throughout the state of Michigan.



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CARE's Student Assistance is funded by Macomb County Community Mental Health Office of Substance Abuse, Macomb County school districts and fundraising efforts.

Research Brief: What Parents Don't Know

According to a recent Common Sense Media survey, fielded by The Benenson Strategy Group, to examine how social networks are affecting kids and families parents have a lot to learn when it comes to their children's behaviors online.

Question for Parents: *Have you/your child ever done this online?*

	% of teens	% of parents perception
Share personal information about yourself	54%	29%
Send or post sexual jokes about yourself	28%	16%
Create a profile for yourself with a false identity	25%	12%
Download or share files illegally	23%	10%
Pretend to be an adult while chatting online	18%	8%
Send or post naked or semi-naked photos of yourself or others online	13%	2%

Frequency of Teens Visiting Websites (% of Teens Responding)

	More than once daily	More than 10 times daily
Social Networking sites	51%	22%
Sites with streaming TV or video	33%	13%
Online gaming sites	30%	12%
Websites that host teen chat rooms	14%	6%
Websites for homework or report help	7%	3%
Sports websites	7%	2%

James Steyer, CEO of Common Sense Media, says that, "...communication and socialization in our kids' world is increasingly moving from face-to-face to face-to-cyberspace...in a digital world, parents need to play a more important role than ever in ensuring that kids get the best of these technologies and are using them safely." For more information on this report, visit www.mediapost.com/publications

For more information on:

- ◆ Parenting Classes
- ◆ Anger Management
- ◆ Early intervention of alcohol and other drug use by teens
- ◆ Young Women's Lives

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