



United Community for Youth Newsletter

A Collaborative Newsletter featuring the Healthy Community/ Healthy Youth Initiative, Tobacco Prevention, and Drug-Free Community Support Program

1209A Eastern Avenue
Plymouth, WI 53073
(920)892-6706

March/ April 2009
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www.frc-sc.org

Asset of the Month: Restraint

Events and Activities:

- ◆ March 10th, 6-8:00pm
Parent University:
Parenting effectively during
high school and beyond.
More information on page 3
- ◆ March 27th: 8-9:15am
Legislative Breakfast hosted
by quad-county Tobacco-
Free Coalitions. More info.
on page 2

Meetings:

Alcohol and other drug
abuse meetings are held in
the morning in Sheboygan
at First United Lutheran
Church on the 1st Wed. of
each month and at noon in
Plymouth at the PHS
Boardroom the 2nd Thurs.
of each month. Contact Phil
Duket or Erik Wagner at
(920) 892-6706 to attend

Contact Information:

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Sex, alcohol, and other
drugs are topics many
parents would prefer to
avoid. But shaping our kids'
perspectives on these issues
builds an important
foundation for their healthy
development. Not only do
their values influence their
behavior, but also these
same values can influence
many of their choices.

Search Institute research
has found that valuing
restraint is an important
asset for reducing
involvement in many
different risky behaviors. In
fact, researchers found that
9th to 12th graders who
abstain from sexual
intercourse while they are
teenagers are less likely to:

- Frequently use alcohol
- Use illegal drugs, such as
marijuana or cocaine
- Chew tobacco or smoke
cigarettes

- Fight, get into trouble with
the police, use a weapon, or
steal
- Feel depressed and
consider suicide
- Drive a car after drinking
alcohol or ride with
someone who was drinking

How do you encourage
young people to value
abstaining from sex,
alcohol, and other drugs as
teenagers? Avoid simply
labeling these activities as
bad. Instead, explain the
consequences of these
behaviors. Work on
building assets with your
children. Keep them
informed and be open to
their questions. Encourage
self-care and, of course, be a
role model. For more
information contact Erik
Wagner at (920) 892-6706
or erikfrc@excel.net. Or
visit www.frc-sc.org for
more information and
April's Asset of the Month.

Simple ways to improve communication about sexuality and drug use with your child:

1. Together choose a book on
sexuality, alcohol, or other
drugs. Both you and your
child read it separately and
then discuss it together
later.
2. Be clear about
boundaries, values, and
your reasons. Most
teenagers are relieved to
hear their parents say, "We
expect you not to have
sexual intercourse or drink
alcohol as a teenager."
Explain why, and be open to
questions.
3. Look for opportunities to
respond to what's in the
media regarding sexuality,
alcohol, or other drugs that
doesn't directly involve your
child or your child's friends.
Discuss your reaction and
ask for your child's opinion.

Permanent Prescription Drug Drop-off Coming Soon

After the success of two
prescription drug drop-off
events over the past two
years, the Healthy
Sheboygan County (HSC)
2010 AODA Committee is
responding to community
requests for additional
options on properly
disposing of prescription
drugs. The HSC is in the

process of establishing a
permanent prescription
drug disposal for
Sheboygan County
residents. With the
assistance of the
Sheboygan County
Planning and Resources
Department who is
purchasing the

disposal unit and the
Sheboygan Police
Department who has
offered to have the

Continue on page 3...



Look for a Rx drop box
like this straight ahead
after entering the main
entrance of the
Sheboygan Police
Department with access
24 hours a day.



Alcohol and Popular Culture



As we look at the powerful role that popular culture plays in young adult's lives, we need to understand how pervasive the message of alcohol use is. Through movies, television, music, advertising and other outlets, youth are exposed to an extraordinary array of messages- many of which glamorize alcohol use. Youth between the ages of 8-18 spend almost 7 hours per day with various types of media.

A recent report in the Archives of Pediatrics and Adolescent Medicine looked at drug, alcohol and tobacco use references made in a variety of popular music. Analyzing Billboard magazine's 279 most popular songs, 41.6 % had a substance use reference of some kind, with 33.3% containing explicit substance use references. Rap music led the way with 77%, followed by country music with 36%. Sex and peer or social pressures were the major motivations for use, frequently linked with partying, sex, violence

and/or humor. Only 4 songs contained anti-use messages. The majority of songs with substance use portrayed more positive than negative consequences, most commonly social, sexual, financial or emotional.

In 2007, more than 40% of youth exposure to alcohol advertising on television came from ads placed on youth-oriented programming.

-Center on Alcohol Marketing and Youth

Youth exposure to alcohol advertising on television has risen by 38% since the Center on Alcohol Marketing and Youth began monitoring this exposure in 2001. In 2007, more than 40% of youth exposure to alcohol advertising on television came from ads placed on youth-oriented programming. Between 2001 and 2007, alcohol companies aired 73,565 "responsibility" advertisements on television. Youth

ages 12-20 were 22 times more likely to see an alcohol product advertisement than an alcohol-industry-funded "responsibility" advertisement.

There is evidence that exposure to alcohol advertising and marketing increases the likelihood of underage drinking. Young adults need to learn how to be critical thinkers about media messages and to question sources of information, in addition to learning refusal skills and the effects of alcohol and other drugs on their development. We should support the use of evidence-based programs such as *LifeSkills* which educate our students on a variety of skills to prevent alcohol and drug use.

For more information on alcohol and/or drugs or the Drug-Free Communities Project, contact Phil Duket at (920) 892-6706 or pduket@excel.net.

Four Counties Partner for Legislative Breakfast



The Tobacco-Free Coalitions (TFC) of Door, Kewaunee, Manitowoc, and Sheboygan Counties are hosting a legislative breakfast free of charge, Friday, March, 27th from 8:00-9:15am at the Holy Family Memorial Hospital (2300 Western Ave., Manitowoc, WI 54221).



The focus of this legislative breakfast will be to educate participants about the impact of second-hand smoke and the burden of tobacco use here in Wisconsin. During this breakfast the audience will get an overview of the pertinent issues surrounding tobacco use and second hand smoke from expert presenters and hear from local community members about how smoking and second hand smoke has impacted their lives. Question and answer session to follow.

The breakfast will be facilitated by Jim Blaha, Health Officer for

Manitowoc County and is free but registration is required. Please RSVP Bobbi Stauber at (920) 459-3462 or staubrrs@co.sheboygan.wi.us by March 13, 2009.

The mission of Tobacco Free Sheboygan County Coalition is to improve the health of County residents of all ages by reducing tobacco use through prevention, education, and community involvement.

For more information on the TFC, contact Liz Abler, Coalition Coord., at ablereaa@co.sheboygan.wi.us or 920-459-3038.



Thank You! to the Following Local Businesses that are Smoke-Free

The Tobacco-Free Sheboygan County Coalition (TFSCC) advocates to businesses to provide patrons of Sheboygan County smoke-free restaurants, taverns, and lodging facilities. The venues that choose to go smoke-free are featured in the Sheboygan County Smoke-Free Dining Guide. The guide is available at:

www.co.sheboygan.wi.us/html/d_hhs_pblchlth_smokefree.htm

or by contacting Liz Abler, RN, Sheboygan County Health and Human Services, Division of Public Health, (920) 459-3038.

In addition to the guide, The United Community for Youth Newsletter features new businesses that decide to go smoke-free. We are doing this to promote clean air businesses and to support our goal of a smoke-free Wisconsin.

Congratulations to the following businesses that have recently gone smoke-free:

- *Brisco County Wood Grill*: 539 Riverfront Drive Sheboygan, WI 53081 (920).803.6915
- *Pit Stop Pizza*: 1090 Fond Du Lac Ave, Sheboygan Falls, WI 53085

...And Knowing is Half the Battle...

According to a new report by the National Institute on Drug Abuse (NIDA) titled, *Monitoring the Future: National Results on Adolescent Drug Use*, of the top 10 drugs abused by high school seniors, seven are prescription drugs or over-the-counter medicines such as cough suppressants. More alarming is that many youth do not think taking prescription drugs is dangerous. Considering that the majority of drug users attain these drugs in their own homes or from friends, it is time that parents sit down with their teens to discuss prescription drug abuse...and knowing is half the battle. To read the report visit:

www.monitoringthefuture.org/pubs/monographs/overview2005.pdf.

Permanent prescription... continued from page 1...

drug disposal installed in their new building, there will be an opportunity for anyone to dispose of their medications properly and safely 24 hours a day, 365 days a year. This resource should help ensure that prescription medications are not flushed down the toilet or thrown out in the trash which can have implications on our environment. It will also reduce the access that other people may have to prescription drugs that are not prescribed for them.

For more information on proper prescription drug disposal, questions on the upcoming disposal site, or the five city Sheboygan County prescription drug drop-off in the fall of 2009, please contact Phil Duket at 892-6706 or pduket@excel.net.



Parent University is an Education Forum designed to inform parents and adults in general of the pivotal role they play in strengthening their child's healthy decision making.

TOPIC: Parenting Effectively During High School and Beyond.

WHERE: The University of Wisconsin – Sheboygan, Wombat Room

WHEN: Tuesday March 10, 2009

TIME: 6 - 9:00pm

KEYNOTE SPEAKER: John Wiley Ph.D., Former Chancellor of UW-Madison with Aaron Brower, Professor of Social Work and Associate Vice Chancellor for Teaching and Learning, and Susan Crowley, MPA, Director of Campus Prevention Services, University Health Service

Including Breakout Sessions

- ◆ Effectively Communicating with Your Teen
- ◆ Strengthening Your Child's Decision Making
- ◆ Understanding Your Child's Mental Health

For More Information:

www.sheboygan.k12.wi.us/ParentU (920)980-6662

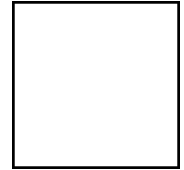
Thank you to the following sponsors of the United Community for Youth Newsletter:



**Sheboygan County DHHS-
Division of Public Health**



Family Resource Center
1209A Eastern Avenue
Plymouth, WI 53073



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