



**MADD Launches Program To Help Parents Influence Teen Alcohol Behavior**

Mothers Against Drunk Driving (MADD) and Nationwide Insurance have launched "The Power of Parents, It's Your Influence by MADD(™)" to give parents of high school students the communication tools they need to stop teen alcohol use. The program features resources at [www.thepowerofparents.org](http://www.thepowerofparents.org). The website is a clearinghouse of knowledge on the topic of teen alcohol use with everything from conversation tools, an "ask the expert" section and parenting tips to help parents deal with the No. 1 youth drug problem. In addition, the website offers parents, or caretakers, tips for communicating at home and information on how to keep their community safe along with help in identifying warning signs with their kids. Parents will find suggestions for answering tough questions such as, "Should I drink in front of my teen?" or "How do I address my own underage alcohol experiences?" **To read the full article go to:** <http://www.jointogether.org/news/yourturn/announcements/2009/>



For more information on HCTC, the latest on upcoming HCTC Meetings and Activities **Go To:** <http://www.gvhp.org/Home/OurProjects/HealthyCommunities/>

**Encouraging Kids to Be Grateful**

Our kids receive a gift, and what do they say? We want them to be grateful, to learn how to say thank you, and to be sincere in their appreciation. But how do you teach gratitude? Consider these ideas:

**Tips for all parents**

- Model sincere appreciation.
- Encourage kids to help others.
- Be creative with gratitude.

**parents with children ages 16 to 18**

- Continue to emphasize being thankful.
- Encourage teens to write thank-you notes.
- Talk about what your teen is thankful for.

**To read more go to:** <http://www.myparents.com/resources/enewsletter/archive/encouraging-kids-to-be-grateful#allparents>



**FOCUS ON ALCOHOL, CULTURE AND TRADITIONS**

Most American communities are a mosaic of diversity and include a broad range of cultures and traditions. These traditions shape how people see the world and can influence their attitudes toward alcohol use. For example, some cultures believe that it is masculine for men to drink, but place sanctions on women for the same behavior. In other cultures, use of alcohol by teenagers may be viewed as a relatively harmless rite of passage and not as an illegal and sometimes dangerous practice. Community groups need to be sensitive to cultural differences and recognize that effective prevention programs not "one size fits all".

**Facts**

- Acculturation has an enormous impact on drinking patterns. Research shows that while many new immigrants have low alcohol use rates, drinking rates rise among those who become assimilated into the mainstream U.S. culture (NIAAA)
- Although highly variable among tribes, alcohol abuse is a factor in the five leading causes of death for American Indians, including motor vehicle crashes, cirrhosis, suicide, and homicide
- Alcohol is the main substance used by Hispanic/Latino youth. Approximately 2 out of every 10 Hispanic/Latino teens report using alcohol recently (SAMHSA)
- Many stereotypes of racial/ethnic groups are highly inaccurate. For example, use of alcohol and other drugs is low among urban African Americans under age 16 who stay in school (CSAP)

**What to Do:**

- Implement a campaign that will encourage parents to talk to their kids about the traditions behind alcohol and their own family, educate parents and youth about how underage drinking has affected other countries with lower minimum drinking age laws
- This campaign could consist of a community forum and/or distribution of educational materials

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