

Parent's Role in Prevention

More than one in five teens drive after consuming alcohol, using illicit drugs, or both. Major vehicle crashes are the leading cause of death among young persons 16-20. Unfortunately, the incidence of tragedy accompanying alcohol and other drug abuse always peaks at times throughout the year that should be joyous occasions. As we approach Prom season, one of the most likely times for youth to abuse or experiment with alcohol or other drugs, parents need to be proactive to keep their children safe.

Experts agree that talking about alcohol and drugs shouldn't be a "once in a lifetime", long, serious speech. Discussions and limit-setting around alcohol and drug use need to take place during childhood and adolescence. If parents continue to send a clear and consistent message, it is likely that conversations about prom-night activities which reinforce this message, will be more effective. But for those parents who have not taken an active role in talking to their teens about underage drinking and drug use, it's never too late and Prom might be a good place to start.

Often parents worry that what they say and do has no influence on them anymore, but kids really need their parents' guidance to teach them the difference between right and wrong. As a parent, you have an incredible influence in your child's life, and the truth is that your child cares deeply about what you think.

IMPACT believes that parents who follow these guidelines can significantly reduce the risk of alcohol and other drug use among their children.

TIPS FOR PARENTS:

1. Promote open conversation about alcohol and other drug use and listen to what your child has to say. Clarify expectations and explain that you would be "extremely disappointed" if your child used alcohol or other drugs.
2. Remind your child that actions have consequences. Point out the dangers of alcohol and

other drugs — diminished judgment, loss of inhibitions, nausea, vomiting, hangovers, irritability, loss of consciousness and even death.

3. Know your child's friends and friends' parents.
4. Talk to your child about their "stay safe" plan for the evening. Who will they be spending their time with? What are the planned activities? How will they be getting to and from the various events?
5. Be available and near the telephone in case your child needs to call you. Make a promise that they can call you at any time of night to be picked up with no questions asked.
6. Make sure your child knows that you expect them to wear a seat belt, and that he or she should never get into a car with a driver who has been drinking, even if it's their girlfriend or boyfriend. Don't be afraid to talk to your teen's date and/or the driver for the evening about your expectations.
7. If your teen will attend a private party, call the host parent in advance to find out their ground rules and when the party will end. Ask who will be chaperoning or offer to help chaperone.
8. If you are concerned that alcohol may be served at a party, talk to the host's parents about it. Inform them of their legal responsibilities about serving minors and explain that you do not allow your teen to drink alcohol. If they are unresponsive to your concerns, then you can refuse to have your teen attend.
9. Establish and enforce a curfew. Ask your child to check in with you when he or she comes home. Set your alarm just in case.
10. Don't feel pressured by perceived norms. Most parents do NOT allow their children to drink alcohol or use other drugs. Take stock of the alcohol in your home and either lock the liquor cabinet or move the alcohol to a secure location.

KNOW THE LAW:

Under state law, adults can be fined for serving liquor to minors when a parent or guardian is not present. The fine for the first offense can cost between \$300 and \$500 and may be charged for every minor served. Subsequent violations can lead to fines up to \$5,000.

Adults, including parents, who serve alcohol to underage children and their friends are legally responsible for any damages that may ensue as a result of the kids' drinking. When serious injury or death is involved, penalties include fines of up to \$10,000 along with imprisonment for up to five years. Many counties and municipalities have their own penalties and fines also.



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UPCOMING EVENTS

SAVE THE DATE . . .

. . . for the unveiling of the 2-1-1 @ IMPACT Report Card to the Community breakfast event on Wednesday, June 22, 2005 at the Italian Community Center. For over two years, we've been collecting data from 2-1-1 @ IMPACT calls: this data reflects real-life challenges facing families in the greater Milwaukee area and also indicates where our community may be headed in the years to come. Join Milwaukee's community leaders, resource providers and local philanthropists as IMPACT presents this compelling information on June 22, 2005. For more information, please contact Marketing & Communications Director Vickie Boneck at 414-256-4808.

WHERE DO YOU DRAW THE LINE?

That's the theme for the April 7, 2005 National Alcohol Screening Day. Each year, this program provides information about alcohol and health as well as free, anonymous screening for alcohol-use disorders.

For more information about National Alcohol Screening Day, visit the web site at www.nationalalcoholcreeningday.org. If you think that you or someone you love has an alcohol use or substance abuse problem, contact IMPACT at 414-256-4808.



A CHAMPION OPPORTUNITY

IMPACT will be offering tickets to the upcoming US Bank Championship Tournament (formerly the GMO). All proceeds from tickets sold by IMPACT will benefit the organization and provide the ticket holder with a day's parking and admission to the 2005 Tournament. Look for your ticket offer in the mail. For more information, contact Rochelle Fritsch at 414-256-4808.



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Spring 2005 *Making an*

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“Hands-On” vs. “Hands-Off”

Being a teenager today is much more difficult than it was a generation ago. Being the parent of a teenager is even more challenging. Often, overwhelming demands and shifting priorities jeopardize strong parent/child relationships and erode the foundation of trust that is so crucial once children reach adolescence. Several studies have found that positive relationships between parents and adolescents are linked to avoidance or lower use of alcohol, tobacco and drugs. The epidemic of “accidental” parenting is the single greatest threat to kids at risk of alcohol and drug use.

Whether a teen lives with both parents, a single mom or a single dad, their risk of smoking, drinking, or using illegal drugs in “hands-on” households is dramatically lower than that of the average teen, according to the National Center on Addiction and Substance Abuse (CASA).

CASA correlated each teen's risk of substance abuse with a series of 12 possible actions the teen attributed to his or her parents and divided the responses into three categories – “hands-on,” “half-hearted” or “hands-off.”

A teen's risk increases when parents fail to:

1. Monitor their teen's television viewing
2. Monitor what their teen is doing on the Internet
3. Restrict the music and CDs they purchase
4. Know where their teen is after school and on weekends
5. Expect their teen to tell the truth about where they are going
6. Have an adult present when their teen returns from school
7. Closely monitor their teen's academic performance
8. Have dinner with their teens six or seven times per week
9. Turn off the television during dinner
10. Impose a curfew
11. Assign their teens regular chores
12. Make clear they would be “extremely upset” if their teen used marijuana

Teens living in “hands-on” households have parents who consistently take 10 or more of the 12 actions. “Hands-off” parents consistently

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From the Classroom to the Boardroom

Cultivating Leadership in Young Women *by Filippa C. Weber*

When I first entered the workforce, there were few career opportunities for women aside from teachers, secretaries and other occupations “traditionally” held by women. I began my career at Harley-Davidson as a Personnel Assistant; and through dedication, hard work and education, I was promoted to Director of Labor/Management Relations and have recently retired after forty-one years with the corporation.

Today, young women have countless opportunities and — most importantly: choices when it comes to deciding where they want their careers to take them. At the same time, these young women face challenges — including alcohol or drugs — that could potentially short-circuit promising futures.

While I'm proud to be the Board President of an organization that helps people find solutions for substance abuse, housing, food insecurity and many other issues, I'm especially proud of how IMPACT cultivates the futures of young people — the majority of whom are girls — through the Peers with IMPACT program. Since 1987, Peers with IMPACT has trained thousands of teenagers with strategies to prevent alcohol, tobacco and

other drug use. These Peer Educators go on to share what they've learned with elementary and middle school children.

During the 2003-04 school year, 73 percent of all Peer Educators were girls. Not only did Peers with IMPACT

provide these young women with tools for substance abuse prevention, but the program offered them leadership skills and a sense of social responsibility, thus enhancing their chances of building successful careers.

Because of your support, programs like Peers with IMPACT cultivate leadership in the lives of young women like Ellen Prodoehl, featured on the next page. With your continued generosity, promising, substance-free futures can be attainable for the community's young people — boys and girls alike.



*Filippa C. Weber
President, IMPACT
Board of Directors*

“Hands-On vs. “Hands Off”

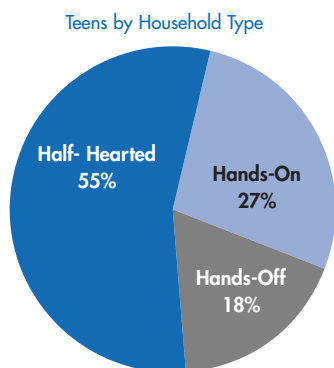
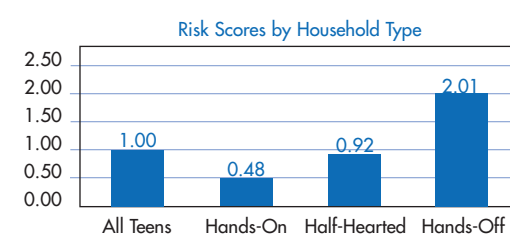
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fail to set rules and monitor their teen's behavior, taking only five or less of the actions described.

About one-quarter of our nation's teens (27 percent) live in households where their parents are “hands-on”. Fifty-five percent of teenagers live in “half-hearted” households where their parents are less consistent in setting rules and standards of behavior. Eighteen percent live in households with “hands-off” parents or absentee parents.

The risk of substance abuse for teens living with “hands-on” parents is half what it is for the average

teen. For teens living in hands-off” households, the risk is double the average teen and four times greater than for teens in “hands-on” households. The risk for teens in “half-hearted” households is twice that of teens in “hands-on” households.



One Person Can Make a Difference *A Peer Educator Profile*

When young people stand in front of their peers to speak about alcohol, tobacco and other drug abuse (ATOD) prevention, something special happens: their peers listen. That's the strength behind Peers with IMPACT. Each year, the program teaches thousands of elementary and middle school children substance abuse prevention strategies through a unique group of teenagers: the Peer Educators.

So, who is a Peer Educator?

The majority are young women: like Ellen Prodoehl. Her parents model the alcohol- and other drug-free life that they would like for her to live; and Ellen knows that she can talk openly with them should she ever encounter a situation where she was being pressured into using alcohol, tobacco or other drugs. So it seemed natural that, after high school students talked to her class about staying alcohol, tobacco and other drug free, Ellen should do the same thing. She liked the idea of kids talking to kids about substance abuse prevention and, now as a senior at Greendale High School, has been a Peer Educator for four years.

Ellen's volunteerism extends beyond the Peers with IMPACT program. She participates in the Do Something Club and the Alto Cayma Project through her



IMPACT Peer Educator Ellen Prodoehl

school, as well as opportunities that become available through the National Honor Society, of which she is a member. In addition to these activities, Ellen is also helping facilitate confirmation classes at her church.

Because she is a Peer Educator, Ellen has pledged to live an alcohol and other drug-free life; and this pledge carries over into extracurricular activities like prom. She plans to choose a date that doesn't drink or use drugs, and go to prom celebrations where there won't be any alcohol or drugs - making prom safer not only for herself - but also for her prom date and other friends that go to the dance.

Ellen says that Peers with IMPACT

has helped develop her self-confidence, brought out her ability to relate to people of varied backgrounds and ages, and taught her group leadership skills. And, as some teens her age begin to experiment with drinking, smoking and drugs, Ellen appreciates the support that comes from interacting with other young people — both at her school and other schools — who are making the choice not to use ATOD through their Peer Educator pledge.

Ellen's choice to live a substance-free life will no doubt enhance her chances at a bright future. After graduation, Ellen plans to go to a private college here in Wisconsin to study nursing, a field she chose because it combines her love of science, volunteerism and her dedication to helping others.

IMPACT is very proud of all of its Peer Educators. These young leaders continue to show the community's children that not everybody in high school drinks, smokes or uses drugs — and that the power to stay alcohol, tobacco and other drug free is within themselves.

If you would like more information about the Peers with IMPACT program, please contact Prevention Services Director Maria Kolda at 414-256-4808.

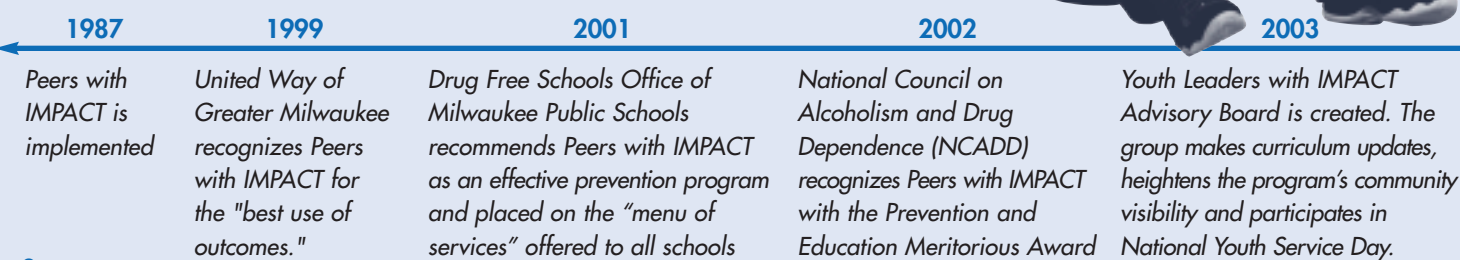


Peers with IMPACT

Peers with IMPACT is a substance abuse prevention initiative that recruits and trains Milwaukee area students, ages 13 – 18, to be Peer Educators who specialize in giving presentations on ATODA and other related topics to younger children.

Since its implementation in 1987, Peers with IMPACT has:

- been used by more than 85 Milwaukee County schools, as well as six additional school districts in the Metro-Milwaukee area
- trained 2,500 young people as Peer Educators
- reached approximately 25,000 children through Peer Educator Presentations



Message from the Executive Director

Like most parents of teenagers, my imagination keeps me awake more nights than a broken curfew. I have my own private festival of horrors that captures all the agitation and anxiety of knowing that kids in this age group are at risk of becoming a statistic. Ben is 18 and Steve is 16. They are bright, responsible, and respectful, but that doesn't mean I shouldn't worry about them. Kids are always looking for something to do. Too often, trouble is easy to find.

When I talk to other parents, I am somewhat surprised by the level of ambivalence many have in regard to their teens. “Kids will be kids,” they say, hinting of their decreased capacity to make a difference anymore in their children's choices or behaviors. Nothing could be further from the truth. In fact, a study of teen attitudes related to alcohol and drug use revealed that teens cited their parents as one of the largest influences in their decision to abstain.

Unfortunately, one-half of adults in a recent study mistakenly believe that peer influence is more important than parental influence. If parents think that their adolescent children don't care about them or feel connected to them, a real risk exists that parents will step back from being involved in their children's lives at a time when rates of alcohol and drug experimentation begin to skyrocket.

It's a crazy world filled with obligations and distractions but I've never let that serve as an excuse to disconnect from my sons'

lives. I follow their success in school. I attend their athletic events. I show interest in the things that interest them. I look for ways for us to spend time together. At our house, dinner is more than a meal; it's an opportunity to connect with each other and discuss things that matter. Through the years, these “talking moments” have served as a safe way to express feelings, opinions and expectations. Moreover, Ben and Steve trust that they can talk to me about the things that matter to them and I'll listen. Some nights, I do most of the talking and they roll their eyes, but that's ok. I know the message is getting through: Your dad cares about you.



*Michael G. Davis
Executive Director, IMPACT*

ALCOHOL

- 7,000 youth under the age of 16 take up drinking every day. *(Source: Center on Alcohol Marketing and Youth (CAMY) at Georgetown University)*
- Nearly one in five eighth-graders, more than one in three 10th-graders, and nearly one out of every two 12th-graders were current drinkers in 2004. *(Source: CAMY)*
- Youths who start drinking in their mid-teens are more likely to become alcoholics, and alcohol is a factor in leading causes of teen deaths: accidents, murder and suicide. *(Source: National Center on Addiction and Substance Abuse)*

MARIJUANA

- Nationally, nearly one-quarter of today's high-schoolers regularly smoke marijuana. In Milwaukee, nearly one in three say they currently smoke it, and more than 50% say they've tried marijuana at least once. *(Source: Centers for Disease Control and Prevention)*
- Every Summer day, more than 5,800 teens try marijuana for the first time. *(Source: National Household Survey on Drug Abuse)*
- Teens with unsupervised time are three times more likely to use marijuana or other drugs than those who have adult supervision. *(Source: YMCA of the USA)*

DRIVING UNDER THE INFLUENCE

- More than 4 million persons aged 16-20 drove under the influence of either alcohol or drugs in 2002-03 accounting for 22 percent of the age group in 2002, and 20 percent of the age group in 2003. Those who lived in the Midwest reported the highest percentages with one in four driving under the influence. *(Source: Substance Abuse and Mental Health Services Administration)*
- During a typical weekend, an average of one teenager 15-20 years old dies each hour in a car crash. More than forty-five percent of those crashes involved alcohol. *(Source: National Highway Traffic Safety Administration)*

