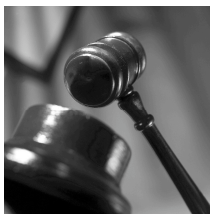


B.R.A.D.

Be Responsible About Drinking Foundation

Judge Backs Alcohol Education in Michigan

Judge Judy Nicholson has distributed 15,000 alcohol poisoning cards to teens.



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Involved Parents Make A Difference

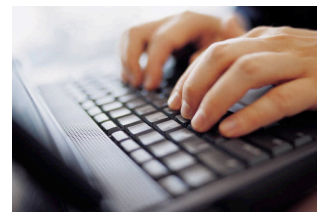
This article features advice for parents on addressing alcohol with teens.



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Mailbox and Meet Our New Staff

Read letters of support written to the B.R.A.D. Foundation. Also meet Amy Wiegand, our new staff member.



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Judge Backs Alcohol Education in Michigan

Since November 2000, Judge Julie Nicholson, Oakland county, Michigan district judge, has distributed more than 15,000 B.R.A.D. alcohol poisoning wallet cards through her Court in Schools/Critical Life Choices program.

"In September of 1997, Judge Nicholson instituted the Court in the Schools/Critical Life Choices Program for four school districts within the 52/3 District Court jurisdiction. Judge Nicholson travels one to two times a month to various schools and conducts actual court proceedings along with an interactive video presentation about legal issues and consequences for illegal behavior.

Judge Nicholson was awarded the 2002 Rochester Board of Education Service Award for her Court in the School Critical Life Choices Program."

She primarily uses the B.R.A.D. Alcohol wallet cards for her presentations on alcohol and drug misuse to seventh and eighth grade students, visiting 16 schools each year. After telling Brad McCue's story, Judge Nicholson discusses the signs of alcohol poisoning and how to get help. She believes the B.R.A.D. wallet card is helpful in getting her message across. "It's great! The card is short and concise providing information the kids can follow. The size of the card is also perfect because the kids can keep it with them."

She believes the B.R.A.D. wallet card has made a positive impact in Oakland county. When she visits highschoools throughout the

county, many highschool students approach her and show her their B.R.A.D. wallet cards that they have kept since seventh or eighth grade when she first spoke to them.

The B.R.A.D. Foundation would like to thank Judge Julie Nicholson and the Rochester Community Coalition for their commitment to our mission.

If you or your organization are interested in distributing the B.R.A.D. wallet card please visit:

http://www.brad21.org/request_literature.html

Source:

http://www.co.oakland.mi.us/dc52div3/elected_off_bionicholson.html



Involved Parents Make a Difference

Community groups, peers, educators, coaches and mentors all positively effect young people's decisions regarding alcohol use. Parents should not underestimate their role because they can greatly effect their child's development, instilling values and providing guidance on positive decision making. Clear communication and appropriate role modeling are key for parents when it comes to promoting responsible drinking habits. Being aware of, and discussing, the legal, social, academic, health and safety consequences associated with alcohol use, can dramatically effect your child's decisions regarding the use of alcohol.

Here are some surprising statistics regarding young adults and alcohol:

- Alcohol is the #1 misused drug in the U.S.
- On average, college students may drink on fewer occasions than

their non-collegiate peers, but they drink heavily on a more frequent basis than non-students.

- Young adults between the ages of 19 to 24 are associated with the highest prevalence of periodic heavy alcohol consumption during the life span.
- Adolescents who drink heavily assume the same long-term health risks as adults who drink heavily. This means they are at increased risk of developing cirrhosis of the liver, pancreatitis, hemorrhagic stroke, and certain forms of cancer.
- Adolescents who use alcohol are more likely to become sexually active, which places them at greater risk for sexually transmitted diseases.
- Each year 1,400 college students, ages 18 to 24, die from alcohol-

related injuries, including motor vehicle accidents. Additionally, 500,000 students ages 18 to 24 are injured under the influence of alcohol.

- The perception that alcohol use is socially acceptable correlates with the fact that more than 80% of American youth consume alcohol before their 21st birthday.
- The number of college students who do not drink has increased to approximately 20%.
- Academic, health and legal problems are major warning signs of alcohol misuse and possibly dependence.

By openly discussing the risks and social pressures associated with drinking, parents can better equip their children to deal with complicated situations involving alcohol. When parents express their

concern and voice behavioral expectations, children can better understand the consequences of unsafe decisions. Talking together also enhances the parent-child relationship, particularly when the discussion centers on topics relevant to children's lives.

The Foundation's recommendation's on What Parents of Underage Children Can Do:

- Refuse to supply alcohol to underage youth in your home or on your property. Supplying alcohol is an invitation for young people to drink illegally. Teen alcohol use is NOT a rite of passage into adulthood. In fact, alcohol has kept too many teens from becoming adults.
- Refuse to purchase alcohol for anyone under 21.
- Support your local law enforcement's efforts to keep alcohol out of the hands of kids.
- Hold your ground. Don't provide, ignore, or excuse the use of alcohol with underage youth.
- Make sure your kids know what you expect regarding underage alcohol use. Set rules with clear consequences. Discuss and agree on them and follow through consistently.
- Make sure that alcohol is not available at the events your teen will be attending. Talk to other parents and party hosts to ensure alcohol-free celebrations. Be proactive: if parents stand together on this issue, they will present a united front for teens.
- Think about where alcohol is kept in your home and how much alcohol you have on hand. Remember, almost 75% of seventh graders who drink alcohol obtain it from their parents (with or without their knowledge).
- Create opportunities and activities in your home so your kids and their friends feel welcome.

- Think about your upcoming social events. Are there occasions where alcohol can be eliminated? Make a decision that's best for everyone, not necessarily what's always been done in the past.
- Limit your own alcohol intake and set a good example for low-risk drinking behavior.
- ***Be sure that both you and your child know what to do when someone has had too much and exhibits signs of alcohol poisoning and that your child understands that taking care of a friend takes priority over "getting in trouble" for drinking.***

With these facts and guides in mind, clearly communicating expectations and modeling appropriate behavior are key actions parents can take to help their teen or young adult drink responsibly. Additionally, it is important to stay positive. "If you're turning things into a debate, you're not listening, you're lecturing," emphasizes bio-behavioral health professor Rob Turrisi, of Pennsylvania State University. Parents can make a positive and dramatic impact in their teen's decisions. □

For a printable version of the Foundation's recommendation's on What Parents of Underage Children Can Do visit the link below:

<http://brad21.org/underageparent/>

Let us know if you have tips on how to proactively address this issue at jasmine@brad21.org.

Sources for this article:
www.brad21.org

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"Drinking Habits, Access, Attitudes, and Knowledge: A National Survey." From: Report to the Surgeon General "Youth and Alcohol: A National Survey," by the Inspector General, Department of Health and Human Services, June 1991.

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For further information visit:

The B.R.A.D. Foundation at www.brad21.org

National Institute on Alcohol Abuse & Alcoholism at www.niaaa.nih.gov

The Higher Education Center www.edc.org/hec

Mailbox

*The BRAD Foundation appreciates all the thank you letters we receive.
Here is what a few of you had to say...*

"Thank you for sharing your poignant story and important message. I am giving both my boys the cards you passed out. They've heard the message, but perhaps they will pass it on to others. What you are doing is so very important. I, and others at Orchard Lake Saint Mary's Prep, are encouraging the board to invite you to speak to our students. "

Best regards. Beverly Lyons

"My husband and I heard you speak at St. Mary's Prep. You were "right on" about everything. The information you gave was correct, pertinent, and heartfelt. I especially loved what you had to say about 21 Turning 21, and the info about the designated driver. What many kids and adults hear is "I

can drink as much as I want as long as I'm not driving". I commend and respect both of you for taking a personal tragedy that we cannot possibly comprehend, and turning it into a foundation such as yours. My best to you both."

Warmly, Michele LaPorte

B.R.A.D. Foundation Staff

Cindy McCue : Founder and President

Jasmine Greenamyer: Program Director

Lauren D'Amore: Program Assistant, Lead Writer

Amy Wiegand: Program Associate

Meet Our New Staff:

Amy Wiegand, B.R.A.D. Program Associate



B.R.A.D. Foundation Mission

To impart information that will encourage and enable responsible decision making.

Our purpose is to educate young adults and their parents as to the responsible use of alcohol, the effects of alcohol and how to deal with excess by others.

Information and Materials:

To order our educational materials, go to www.brad21.org/request_literature.html or call us at (248) 842-4021.

B.R.A.D.

P.O. Box 1021

Clarkston, MI 48347

The B.R.A.D. Foundation welcomes Amy Wiegand to our staff. As Program Associate Amy coordinates the birthday card and literature program: sends individual cards and material requests and handles the bulk requests for the Foundation. Cindy McCue, President and CEO of B.R.A.D. says: "Amy has been a dynamic addition to our staff because she is organized, detailed and is excellent with customer requests."

Amy grew up in the San Francisco bay area and moved to Michigan to attend Michigan State University (MSU). After receiving her bachelors in journalism in 1997, Amy decided to stay in Michigan and start a family with her husband Gary. Amy is the mother of two girls, three year old Claire and one year old Molly. "It's the perfect job for me, because it doesn't interfere with my main priority of being a mom to my girls." In her spare time, Amy enjoys reading, spending time with family and friends, and participating in any outdoor activities.