

# Knowledge is Prevention

Preventing substance abuse by sustaining & strengthening a safe and healthy community, together.

## Going Green

*Knowledge is Prevention* newsletter subscribers continue to grow and we are moving toward 450 readers. Many of our readers like receiving the newsletter by email. This, of course, allows our subscribers to forward the newsletter to their friends, colleagues and other agencies. We understand that our PTAs either add the newsletter to their own websites or circulate it to their families. These efforts are much appreciated and allows us to reach more community members. If you prefer to get this newsletter electronically, just send us a note and by indicating in the subject line:

newsletter email request and send it to:  
[sheridanj@royaloakschools.com](mailto:sheridanj@royaloakschools.com)

## The Real Story: Mike's Hard Lemonade

A University of Michigan professor recently bought his 7 year-old son a bottle of "Mike's Lemonade" at a Detroit Tigers game, not realizing it contained alcohol. Media coverage has focused on the father's temporary loss of child custody, or on blaming him for the mistake. But the real issue is this unfortunate parent is just one of many who get fooled by how these deceptive products are packaged and marketed. Next time you are in a store, look at not only the way these beverages are labeled, look at where they are placed. For years the Coalition has been working with the Center for Public Interest on alcohol beverage industry labeling practices. This is an important opportunity to tell Michigan policymakers, media, and citizens that instead of blaming this parent, we should crack down misleading alcoholic labeling practices and how they are marketed. One practical solution is alcohol containers need to be more explicit that the beverage "Contains Alcohol". Another would be to keep alcohol beverages separate from soft drinks on store shelves. If you would like to assist in advocating for change, email the coalition your name and put in the subject line:



**Advocacy for Alcohol Beverage Labeling Change and send to [ropc@royaloakschools.com](mailto:ropc@royaloakschools.com)**

## Dates to Know and Places to Go:

**May 9<sup>th</sup>** - Youth Under Construction, Award-Winning Character Education and Performing Arts Program at Madison High School; 915 East 11 Mile Road; 9:30 am- 10:45 am [www.youngpop.com](http://www.youngpop.com)

**May 10<sup>th</sup>** - **Young at Heart**, a musical highlighting the history of Royal Oak, Tickets are \$10 in advance and \$12 at the door. Call Rev.Machiniak for tickets at (248) 229-5668. The Royal Oak Woman's Club is at 404 S. Pleasant St. This is a Coalition fundraiser sponsored by the Church of the Holy City.

**May 17<sup>th</sup>** - Kid's Day at Van Every Family Chiropractic Center. 10- 1:00 p.m. 4203 Rochester Rd, RO. [www.vaneverychiropractic.com](http://www.vaneverychiropractic.com)

**May 18<sup>th</sup>** - Center for Creative Living Open House. 3:00 – 6:00 pm, 2011 Crooks, RO [www.centerforcreativeliving.com](http://www.centerforcreativeliving.com)

**SAVE THE DATE !!!**

**General Meeting - Thursday, May 15** Over 30 community members have been meeting since November to discuss and create a plan of action to address three identified community concerns.

1. Impaired and drunk driving: Buzzed Driving is Drunk Driving & Do Your Part Campaigns.
2. Maintaining community quality standards associated with the feeling of being welcomed, but not a license to over indulge: Maintain standards for a safe entertainment environment & Advocate for low-risk drinking choices.
3. Rejuvenate a community image that reflects our core values: What to Do and Where to Go for Under 20 in the RO & Dinner and activity packages.

We are in the final stage of determining the most efficient methods for implementation, so please join us in the Kiva Room at Churchill Community Education Center, 707 Girard @ 6:45 – 7:45 p.m.



## Coalition News Briefs:



### **In partnership with area schools:**

- Sponsoring *The Process of Brain Addiction*, cutting edge presentation for all freshman students at Royal Oak High School.
- Contributed funds and give-aways for All –night graduate parties.
- Co – signed annual letter to all graduating senior parents providing: a pamphlet on *Hosting a Party*, a guide on legal liabilities of serving alcohol to minors and renting hotels/ motel for teen parties, and resources for parents of students continuing their education beyond high school.



### **In partnership with Police Department:**

- The Coalition is providing ID Checking Guides, Tobacco Retailer Education Kits, and Window Clings, which note the fines and jail time for those who purchase alcohol for minors. Coalition volunteers will deliver with our Police Officers to over 100 alcohol and tobacco retailers in Royal Oak. 75 guides are also given to our Police Officers to use when verifying ID in stores and other locations outside the reach of their computer database.
- Hotel and motel are being provided with the ID Checking guide, and a counter top placard to remind adults the liabilities of renting hotel/motel room for teen parties.



### **In partnership with Media:**

- Community Media Network interviewed and will air six local youth serving agencies highlighting their services and program for our young people.
- Community Media Network also began airing segments of the very powerful and successful *Linking Spirituality and Substance Abuse Treatment Conference* held April 18th.

- Dark Spark Productions is working with area cable stations to air **Connecting the Community DVD**.
- Royal Oak’s City Cable Webmaster continues to update our webpage [www.ci.royal-oak.mi.us](http://www.ci.royal-oak.mi.us)
- Local newspaper reporters help the Coalition convey important prevention messages during the year.
- MetroParent Magazine highlighted Royal Oak and the Coalition in their May issue on safe prom celebration, written by Diana Wing.

### **In partnership with local businesses:**

- Nine florists are inserting safe party cards created and provided by the Coalition with all corsages and boutonnieres. CommonGround Sanctuary’s crisis hotline phone number reminds them that help is only a phone call away. We would like to personally thank the florists who participated in our **Make the Smart Move** program.

**Virginia Flower Shop**  
**Fields Florist Ltd.**  
**Flower Company**  
**Royal Oak Florist**  
**Rangers Floral Garden**  
**Dawn Owen Designs**  
**Dynamic Flowers of Royal Oak**  
**English Gardens**  
**Main Street Florist by Deb**

Below is a sample of the cards sent to the florists:

**Make the SMART move**

LEAVE ALCOHOL AND DRUGS OUT

*It's Your Time to Shine  
Tonight and the Future are Yours*

*Celebrate Safely*



**If you need HELP or are in a CRISIS**

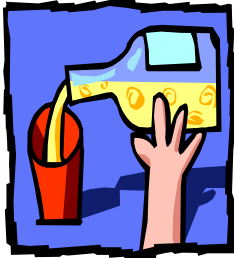


**Please call the**  
**24-hour Crisis and Referral Line**  
**(800) 231-1127 or (248) 456-0909**



## Underage Drinking

Alcohol consumption is widespread among young people. Over 409,000 teens in Michigan drink each year. In 2005, self-reports by Michigan students in grades 9 – 12<sup>th</sup> indicate:



- 73% had at least one drink of alcohol on one or more day during their life.
- 38% had at least one or more drinks in the past 30 days.
- 23% had five or more drinks of alcohol in a row (binge drinking) in the past 30 days.

The most horrific statistic is; in the United States over 5,000 minors die **each year** due to alcohol related: auto crashes, drownings, poisoning and other injuries. In comparison, 5,000 soldiers have died in the six-year Iraq war. Alcohol kills young people more than all illegal drugs combined. Other ramifications of alcohol use are: date rape, teen pregnancies, unintended use of illegal drugs, violence and crimes.



There is a reason why the legal age is 21. In addition, there is reason to suggest those who are of age to drink, choose to make low risk drinking choices.

In the young person, alcohol interferes with brain growth and development. The human brain continues to develop into the mid- 20's. The brain's frontal lobe, which is involved in planning, decision-making, impulse control and language, undergoes a major remodeling during the teen years. Alcohol injects chemicals into the brain that affect important growing processes. Adding intoxicants during this phase is cause for concern.

Alcohol use during adolescence is another serious condition and it interferes with neurotransmitters, the things that send messages to the brain. Alcohol stimulates the release of dopamine, the 'feel-good' neurotransmitter. Whenever a person heavily uses a substance like alcohol the body stops producing the levels of dopamine that it normally needs. As a result, a person will feel worse and worse when they don't have alcohol in their system. Some people are more vulnerable to this than others and become alcoholics or drug addicts.

Low risk drinking choices are determined by a number of variables: A person's age (under age or elderly), body size (smaller people tend to be more affected by alcohol), current or chronic illnesses, whether they are taking medications including Tylenol or any other pain reliever, low food intake, high stress levels and high altitude. These factors impact the body and need to be considered before a person can take a drink, how much and if at all. If a person generally can have an alcoholic beverage and not feel any effects, then the general suggestion is: One drink an hour and no more than three per occasion, never daily. If a person has one or more of the biological factors listed above, the safe choice is abstinence.

**[www.AlcoholScreening.Org](http://www.AlcoholScreening.Org)**

- **Take the test:** are your drinking patters risky, harmful, or within safe limits?
- **Receive** personalized advice about drinking and your health, based on your responses
- **Learn** about alcohol and health, how to recognize a problem, and guidelines for low-risk drinking.
- **Find** a local treatment program in a database of 12,000 facilities nationwide.
- **Locate** self-help and support resources in your community and on the web



## National Day to Prevent Teen Pregnancy

Did you know that 80% of teen pregnancies occur when one or more of the partners has been drinking alcohol or using other drugs.

The purpose of the National Day is to focus the attention of teens on the importance of avoiding early pregnancy and parenthood and other serious consequences of sex. Two online tools are available online to help. Although **Wednesday, May 7th is the official National Day**, the quiz and widget are available throughout the month of May.

The short online quiz, for teens ask them to think about the best course of action when placed in tough sexual situations. In 2007, 73% of teens said the Quiz made the risks of sex and teen pregnancy seem more real to them. A parent quiz and discussion guide offers conversation starters with your children about sex, love and relationships.

- For teens: [http://www.stayteen.org/quiz/assets/2008\\_ND\\_teen\\_guide.pdf](http://www.stayteen.org/quiz/assets/2008_ND_teen_guide.pdf)
- For parents: [http://www.stayteen.org/quiz/assets/2008\\_ND\\_parent\\_guide.pdf](http://www.stayteen.org/quiz/assets/2008_ND_parent_guide.pdf)
- Other Resources at: [www.thenationalcampaign.org/national](http://www.thenationalcampaign.org/national)

The Royal Oak Community Coalition supports this opportunity to help our teens and families. A website that offers information for parents to learn more on helping their children avoid alcohol, tobacco and other drug use is: [www.theantidrug.com](http://www.theantidrug.com)



## One number, One Call 2-1-1

United Way for Southeastern Michigan is fast becoming the country's model for *one* phone call assistance.

**2-1-1** is a multi-lingual, comprehensive information and referral service available 24/7/365. Its database contains more than 20,000 programs and services in Macomb, Oakland and Wayne Counties, such as after school programs, senior care services, medical and prescription assistance, credit counseling, mortgage foreclosure assistance, and housing and utility resources, substance abuse assessments, treatment centers and hundreds of other resources. Thirty-five trained volunteers are on staff to provide the caller with the exact type of help they need. The goal is to zero in on eliminating frustrating incorrect phone calls made by individuals to agencies that are not structure to help with the specific problem the caller is experiencing.

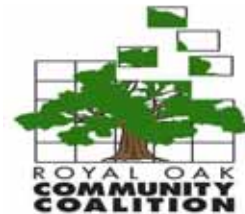
**2-1-1** partners include: The Information Center, The Detroit Public Library, Common Ground Sanctuary, Macomb County Crisis Center, Neighborhood Service Organization, and other United Way **2-1-1** phone line centers.

The Coalition visited their clearinghouse to observe the operation. It was a phenomenal experience to see how impressive this operation is and how everything works together to help the people in need. Because of this amazing operation, the Coalition is providing Royal Oak Police Officers with 2-1-1 help cards so they can pass them on to those in need.

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Please share this newsletter. You are encouraged to reprint, copy, disseminate, recycle—the more you help get the word out, the more people are aware because

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[www.ci.royal-oak.mi.us](http://www.ci.royal-oak.mi.us)  
(248)588-5050 ext. 231