

E-Xchange



December 13, 2006

"Wise men talk because they have something to say; fools, because they have to say something."

-Plato

USPIS Launches Campaign to Urge Online Youth to Type Smart, Post Wisely

The U.S. Postal Inspection Service, the primary law enforcement arm of the U.S. Postal Service, has launched a campaign to encourage youth to practice safe, smart habits when posting information about themselves on social networking Web sites and blogs.

As Chief Postal Inspector Lee Heath observes:

As the popularity and usage of online social networking sites continue to flourish, it is essential that we empower youth to be cautious, aware and intelligent about the information they post. The 2 SMRT 4U campaign and its tagline, "Type Smart, Post Wisely," is a Postal Inspection Service-led effort designed to reinforce the U.S. Attorney General's Project Safe Childhood initiative to promote Internet safety. We hope it will help remind teens of the importance of navigating smartly and thinking before posting personal information online.

To learn more about 2 SMRT 4U campaign, visit

<http://www.2smrt4u.com>

For additional information about Project Safe Childhood, visit

<http://www.projectsafechildhood.gov>

NEWS

Media Campaign Offers Tips for Parents on Sharpening Conversation Skills

The National Youth Anti-drug Media Campaign is urging parents to sharpen their conversation skills, in response to a new survey that focuses on trends in parent-teen interaction. A poll conducted by VitalSmarts, a Media Campaign partner, shows that most parents have difficulty talking to their teens about hard-hitting subjects, especially drug use. And when they do talk, they typically lack skills to do so effectively.

To address these findings, the Campaign has created a national Open Letter advertisement that outlines specific skills parents can implement to improve conversations with their teens. The ad will run twice in national and regional newspapers and popular consumer magazines starting today. Selected media include outlets in 27 local markets, USA Today, The New York Times, People, US News & World Report, and TV Guide. The Campaign is offering a customizable version of this Open Letter ad as a tool to reach parents in your community.

The survey, conducted by research and training company VitalSmarts, studied the kinds of conversations parents have with teens and whether they feel comfortable and confident talking to them. When it comes to tough topics like drug use most parents (52%) admit to having difficulty with those conversations. Even more troubling is that while nearly half of parents (48%) know their teens are exposed to drugs, that awareness is not motivating them to action.

For more information, call the National Clearinghouse for Alcohol and Drug at (800)788-2800 or visit <http://theantidrug.com>

Meth Use Varies Across States and Remains Highest Among Young Adults

A new study from SAMHSA continues to show that individuals in the 18 to 25 age group are the most likely to be using methamphetamines. *The NSDUH Report: State Estimates of Past Year Methamphetamine Use* is based on data combined from the last four years of the *National Survey on Drug Use and Health*. While methamphetamine has garnered significant attention in the media and in Congress, the actual numbers of users are quite small compared to other drugs such as marijuana (1.3 million vs. 25.4 million users in 2005).

This report and data set are not only able to draw finer distinctions of methamphetamine use among states, dividing the prevalence rates into five levels - from the very highest in Nevada, Montana, and Wyoming to the very lowest in Connecticut, Maryland, Massachusetts, New Jersey, and New York - but also to illuminate the differences in usage among various age groups.

For further information, please visit: <http://www.oas.samhsa.gov>

AAP Sounds Alarm on Advertising's Effects on Children

With young people viewing an estimated 40,000 ads a year, the American Academy of Pediatrics (AAP) is alarmed that such exposure may contribute significantly to obesity, poor nutrition, cigarette and alcohol use.

In a revised policy statement, "Children, Adolescents, and Advertising," the AAP outlines several recommendations to help mitigate advertising's harmful effects, but says one simple solution would be to have children and adolescents become critical media viewers, also known as being media literate.

Several European countries forbid or severely curtail advertising to children, the statement says. In the U.S., however, selling to children is "business as usual." Among the recommendations: ads for erectile dysfunction (ED) be confined to after 10 pm.

According to the statement, there is considerable evidence that birth control advertising could lower teen pregnancy rates even further without affecting teen sexual activity. However, when birth control advertising is rare on prime time TV, it makes no sense to allow ED drug ads that may confuse children and teens about human sexuality and make sexual activity seem like a recreational sport, the AAP says.

The statement also says that advertisers are seeking to find new and creative ways of targeting young consumers via the Internet, in schools, and even in bathroom stalls. "Advertisers have slowly but steadily infiltrated school systems around the country. The "3 Rs" have now become the "4 Rs," with the fourth R being Retail."

The statement recommends that pediatricians work with parents, schools, community groups, and others to ban or severely curtail school-based advertising in all forms. It also recommends that pediatricians only subscribe to magazines that are free of tobacco and alcohol ads for their waiting rooms.

The statement looks at advertising in different media, such as television, movies, print media and the Internet. It also addresses marketing techniques and specific health-related areas of concern, like tobacco, alcohol, drug advertising.

The American Academy of Pediatrics is an organization of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well being of infants, children, adolescents and young adults.

To receive the full text of this report, please contact the AAP Department of Communications at <http://www.aap.org/>

RESOURCES

Adolescent Violence Prevention Knowledge Path

The new edition of Knowledge Path: Adolescent Violence Prevention is an electronic guide to selected resources from the public health, medical, criminal justice, education, and social services literature that measure, document, and monitor adolescent violence; identify risk and protective factors; and report on promising intervention strategies.

The knowledge path, produced by the MCH Library, includes separate sections of resources on specific aspects of adolescent violence such as bullying, firearms, gangs, media violence, school violence, and violent-crime victimization. The knowledge path is intended for use by health professionals, policymakers, educators, community activists, and families who are interested in obtaining timely information on this topic. The knowledge path is available at http://www.mchlibrary.info/KnowledgePaths/kp_adolvio.html.

New Tool Kit for Hispanic Families Order Form

The White House Initiative will be working closely with the U.S. Department of Education to distribute these tool kits to organizations that will help place them in the hands of Hispanic parents, families, and entire communities.

The new tool kit is a colorful, illustrated resource in both English and Spanish, which includes six topical brochures. An order form for the new Tool Kit for Hispanic Families is attached. The completed form can be submitted electronically or by fax.

COOL SPOT!

The Mentor Foundation is an international non-government not for profit organization with a focus on the prevention of drug misuse and the promotion of health and well-being of young people.

Visit <http://www.mentorfoundation.org/>

HOT PLACE

National Institute on Alcohol Abuse and Alcoholism
Division of Epidemiology and Prevention Research Strategic Planning Document

The Division of Epidemiology and Prevention Research (DEPR) is pleased to present the initial release of its strategic planning document. This document reviews the epidemiology and prevention research literature and offers recommendations about questions that they believe merit research priority.

To view the document visit:

<http://www.niaaa.nih.gov/NR/rdonlyres/802A4ECB-D680-4E8B-BF36-319D06412167/0/BriefingBook2.pdf>

Calendar of Events

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	2	30

2006 Florida Suicide Prevention Symposium-December 5-6, Clearwater, FL
 FADAA on Demand Meth Seminar December 19

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

2007 Adolescent Conference February 26-27, Tampa, FL

*For additional information call Cindy Grant at the Florida Alcohol and Drug Abuse Association at
 850-878-2196 or email: cgrant@fadaa.org.*