

Liquor Stores Join 'Face It, Parents' Youth Anti-drinking Campaign

A campaign to warn adults about the perils of underage drinking is going directly to consumers at state liquor stores, with posters and tip cards from the "Face It, Parents" program.

The educational material has been placed at check-out counters in 20 liquor stores in a joint prevention effort by Oregon Partnership, the Oregon Department of Human Services (DHS) Addictions and Mental Health Division and the Oregon Liquor Control Commission.

"Teen-agers tell us in surveys that they're getting much of their alcohol at home," said Bob Nikkel, DHS assistant director for addictions and mental health. "This campaign helps remind parents of that so they can do something about it."

The "Face It, Parents" posters center on how alcohol use can harm the developing adolescent brain. Research shows that children who start drinking before age 15 are four times more likely to have alcohol-related problems when they become adults.

And more young people are turning to distilled spirits, said Karen Wheeler, DHS addictions policy and program development manager.

"It's a startling new trend that our kids now prefer hard liquor over beer as their drink of choice," she said. "Kids often get their alcohol from home. Parents should tell their children that underage drinking is not permitted in their home or elsewhere."

Parents need to control alcohol in their home and talk to their children about house rules against underage drinking, Wheeler said.

The most recent DHS Oregon Healthy Teens Survey shows that about a third of eighth-graders and about half of 11th-graders have consumed alcohol in the past 30 days. And 31 percent of eighth-grade drinkers and 37 percent of 11th-grade drinkers prefer distilled spirits, the survey indicated.

Here are the topics on the "Face It, Parents" tip cards:

- Remember that you are the biggest influence in your children's lives.
- Don't think "It's not my child."
- Establish explicit rules and consequences.
- Youth alcohol use is not a rite of passage.
- Don't allow youth drinking in your home.
- Be a positive role model.

The free materials are available from Oregon Partnership. To order, telephone 503-244-5211 or 800-282-7035 (toll free), or e-mail plabberton@orpartnership.org.

"Face it, Parents" is an Oregon Department of Human Services prevention campaign managed by Oregon Partnership with the goal of reducing underage drinking through parental education.

In the first 16 months of the campaign, young people around the state developed radio and TV public service announcements that received substantial airplay.

More information is available at www.faceitparents.com.

DHS Strengthening Families Program Aims to Keep Youth Off Drugs

Parents who provide consistent discipline and are supportive are helping reduce the likelihood their children will have substance abuse or other behavioral problems when they reach the teen-age years.

That's the message delivered to parents and their 10- to 14-year-olds in 27 counties and the Siletz and Umatilla Tribes during the Strengthening Families program sponsored by the Oregon Department of Human Services Addictions and Mental Health Division.

The \$1.56 million two-year program was funded by the 2007 Oregon Legislature to improve communication and other family dynamics that are scientifically proven to prevent teen alcohol and drug abuse. The evidence-based program will reach up to 1,700 families.

The Siletz Tribe received \$26,691 for its efforts and the Umatilla Tribe received \$16,680.

Seven sessions and two follow-up meetings are designed to strengthen parenting skills and families with role playing, discussions, videos, games and family projects.

"This is a great way to build families while providing a defense against teen substance abuse and addiction problems," said Bob Nikkel, DHS assistant director for addictions and mental health. "Getting parents and their kids talking and interacting has many positive benefits. This program has a strong track record in Washington and other states."

Research on Iowa families who participated in a similar program found that young people in those families were more likely to associate with appropriate peers and resist drugs and other problem activities such as aggressive behavior. Parents became better at listening to and managing their kids, which had an overall positive effect on the family.

Strengthening Families facilitators receive 2½ days of specialized training and are certified, said Caroline Cruz, a DHS prevention specialist who oversees the program.

During a session, parents or caregivers and youth meet together for the first hour then spend the second hour separately in family and youth activities. Cruz expects an average of 10 families per class.

Stanford Announces Financial Aid Enhancements

Stanford University recently announced the largest increase in its history for its financial aid program for undergraduates.

Under the new program, parents with incomes of less than \$100,000 will no longer pay tuition. Parents with incomes of less than \$60,000 will not be expected to pay tuition or contribute to the costs of room, board and other expenses.

The program also eliminates the need for student loans.

Other significant enhancements have been made to the program that will benefit aid recipients at all levels of income.

These changes bring Stanford's undergraduate financial aid program for the 2008-09 academic year to more than \$114 million, making it one of the largest programs in the nation. The amount spent on financial aid next year is projected to equal half the total undergraduate tuition revenue Stanford expects to collect for the year.

To help pay for the enhanced aid program, the university increased its

endowment payout last year to 5.5 percent. It also plans to double the financial aid goal of The Stanford Challenge, its current fund-raising campaign, to \$200 million.

Three out of every four Stanford undergraduates currently receive some form of financial aid. When the new financial aid program is taken into account, the average family contribution for students receiving financial aid in 2008 will be reduced by 16 percent this year.

Financial aid needs analysis is a complicated process taking into account income, assets and family situation, including the number of other children in college.

Stanford remains one of the few private universities with a "need-blind" admission policy for U.S. citizens and permanent residents, which guarantees that students will be accepted to the university regardless of their ability to pay – and be offered the financial support they need to attend Stanford.



"The World Is a Gift" by Frank LaPena was graciously donated by the artist to represent *Trading at the River* 2008.

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Our Tradeshow features exciting Native businesses and is open to the public. Last year the Tradeshow grew to 57 vendors.

Trading at the River is presented by ONABEN, a Native American Business Network, a 501(c)(3) non-profit, public benefit corporation founded by Northwest Indian tribes in 1991 to help Native Americans realize their dreams for a better quality of life through owning and operating a successful business.

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