

Sticker Shock: students remind beer buyers to adhere to safety

By KIRBY NEUMANN-REA
News editor

Teenagers spending time in the beer aisle Thursday was behavior somewhat unusual, yet healthful.

Health Media Club from Hood River Valley High School was at it again: the twice-yearly “Sticker Shock” campaign.

At many stores this Super Bowl weekend, it will be hard to buy a six-pack or case without carrying home a vivid green bilingual circle reminder:

“If you want to stay alive DON’T DRINK AND DRIVE/Si quiere quedar vivo NO MANEJE DESPUES TOMAR.”

The Health Media education and outreach group spent Thursday and Friday after school at six stores, the seventh year of “Sticker Shock” by students of Health Media, a partnership between Hood River County and Hood River County School District. Students

also do Sticker Shock on the July 4 weekend.

“It feels pretty great. Not many kids want to spend after school hanging around putting stickers on beer cans. But it really does feel like we’re doing something different, and making a difference,” said Juan Camarillo, a junior.



Ash Vaday, a freshman, said, “We’re Health Media, which is just trying to get the word out there that drugs and alcohol aren’t al-

ways what the media say they are, and that minors should stay away from them.”

“The kids just really look forward to it and we get a lot of positive feedback from the stores we go to,” said Belinda Ballah, alcohol and tobacco prevention coordinator for the County Prevention Program. “When I ask (store managers) they say, ‘Yes, we want you to come back, not even a question,’” Ballah said.

Students also put up bilingual signs on the stores’ front doors. In Sticker Shock’s seven years it has grown from one store to six: Mercado Guadalupe, Mid Valley Market, Rite Aid, Rosauers, Safeway and Windmaster Market.

Health Media students also design pamphlets, t-shirts, theater ads, billboards and other media encouraging students and the general public to practice healthy lifestyles.



Photo by Kirby Neumann-Rea

SENIOR SAM ORTIZ of Health Media Club applies “Don’t Drink and Drive” stickers to beer in the “beer cave” at Windmaster Market on Thursday.

One Community Health hosts free ‘Give Kids a Smile Day’

One Community Health is offering uninsured children free medical and dental checkups on Thursday, Feb. 12, as part of National Give Kids a Smile Day. The American Dental Association launched Give Kids a Smile Day in 2003 as a way for dentists across the country to provide dental services to underserved children. One Community Health has expanded the focus of the day to include

medical care as well.

Parents or caregivers of uninsured children ages 1-18 who are Gorge residents (Hood River, Klickitat, Skamania and Wasco counties) are encouraged to make appointments for Give Kids a Smile Day at 541-386-6380. Appointments are available at One Community Health’s Hood River health center and at The Dalles health center.

‘Incredible Years’ starts Feb. 25

Do you want your child to succeed in school? “Incredible Years” Program starts Feb. 25 in Hood River for parents who have children 2 to 8 years old. “The Incredible Years” Program covers how to teach your child to manage their emotions, limit setting that balances between you and your child’s needs, encouraging persistence and self-control, effective praise, ignoring behaviors, and calming tech-

niques. Studies show that the most important skills in school, especially the early years, are not the ABCs and counting, but learning to take turns, follow directions, self-control, persistence in doing a task, and getting along with others. This program shows parents, grandparents, child care providers, and other adults how to teach children these school success skills. The child care for the “Incred-

ible Years” program will cover the themes self-care, self-esteem, self-control, and anger management.

To learn more, call Nancy Johanson Paul at (541) 436-0319 or 1-855-308-2236. Paul is the Columbia Gorge Parenting Education Program Coordinator at The Next Door. The cost is \$25 per family (financial help is available) for the 12 week series. For more information visit nextdoorinc.org.



Photo by Kirby Neumann-Rea

YELLOW, FRIENDS

Seen this week, six medium-sized birds whose yellow plumage is unusual, at least for the Heights. Peterson’s Guide was inconclusive – were they warblers, perhaps? Anyone with information may reply to Yellow, Friends, hrnews@hoodrivernews.com. (Estimated length, six inches, the birds did not emit song, and flitted between high oak branches to ground-level shrubs.)

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