

# 5 W's of talking to your kids about underage drinking

**Who:** All parents, and any adult with an interest in the well-being of youth, need to talk about underage drinking to kids. Even if your child doesn't drink, research shows that your child can be negatively influenced by peer use of alcohol.

**What:** TALK to your children about the dangers of alcohol use. Know you are not alone - there are many resources that can assist you with having this conversation ([www.manhassetcasa.org](http://www.manhassetcasa.org))

**Where:** TALK in your home, during meals, in the car, at the game. Always keep the lines of communication open.

**When:** The younger you begin the conversation, the less likely your child will choose to drink.

**Why:** Parents remain the single greatest influence over their children's behavior. Alcohol affects the mind and body in often unpredictable ways. Teens lack the judgment and coping skills to handle alcohol wisely. This can lead to problems at school, and your child being more likely to be involved in violent crime, sexual assault, traffic-related crashes, and robbery.

## Manhasset Community Coalition Against Substance Abuse, Inc. (CASA)

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### Coalition Sector Representatives

Manhasset CASA works with community partners from across Manhasset and Nassau County to assist in attaining its goal to reduce substance abuse among our youth:

Manhasset Public Schools  
Manhasset School Community Association (SCA)  
Manhasset SADD  
(Students Against Destructive Decisions)  
Manhasset Clergy Association  
Manhasset Chamber of Commerce  
Manhasset/Great Neck EOC  
The Manhasset Press (Anton News)  
LICADD  
(Long Island Council on Alcoholism & Drug Dependence)  
Long Island Volunteer Center  
Nassau County Police Department Sixth Precinct  
North Shore University Hospital  
Drug Treatment and Education Center  
Nassau County Division of Chemical Dependency  
Town of North Hempstead  
Nassau County Legislature  
Tobacco Action Coalition of Long Island



# Prevention through connection



## School Community Home

[www.manhassetcasa.org](http://www.manhassetcasa.org)



## About Manhasset CASA

Since 2001, the Manhasset Community Coalition Against Substance Abuse (CASA) has existed in the Manhasset community as a resource to reduce the illegal, underage use of alcohol, tobacco, and other drugs among its youth. CASA strives to reach our youth before they are in trouble by connecting parents, school, and the community as partners in this common goal.

As a recipient of the Office of National Drug Control Policy's Drug Free Communities Grant Program,

### Manhasset CASA's two main goals include

- **Reducing substance abuse among youth and, over time, among adults;**
- **Establishing and strengthening collaboration among communities, private nonprofit agencies, and federal, state, and local governments to support the efforts of our community coalition to prevent and reduce substance abuse among youth.**

Manhasset CASA is a private non-profit organization which is made up of a group of representatives from twelve key sectors of our community: parents, business, media, school, youth-serving organizations, law enforcement, clergy, civic and volunteer organizations, healthcare and substance abuse treatment professionals, youth, local governmental agencies with expertise in the field of substance abuse, and other organizations involved in reducing substance abuse.

## Environmental Prevention

Manhasset CASA recognizes that individuals are influenced by a complex set of factors: community norms, mass media messages and accessibility to alcohol, tobacco and other drugs. In our efforts to reduce substance abuse, CASA's approach has included multiple environmental prevention strategies which attempt to affect community change to reduce the substance abuse issues specific to Manhasset.

Past efforts include implementing social marketing campaigns with state and national substance abuse prevention organizations to address underage drinking rates and educate the community to the dangers and availability of prescription drugs in the home.

CASA works with the *Drug Free Action Alliance's Parents Who Host Lose the Most: Don't Be Party to Teenage Drinking* campaign to educate parents of Nassau County's Social Host Law and the harmful effects underage drinking has to a teen's brain. *Underage Drinking Not a Minor Problem: See It. Hear It. Talk About It. Parents Can Make A Difference* campaign provides parents, grandparents and residents with education and resources on the importance of communication in reducing underage drinking.

Collaborating with the National Family Partnership's *Lock Your Meds: Be Aware. Don't Share. Prescription Drug Misuse Campaign*, CASA partners with the Town of North Hempstead and the Nassau County Police to host an annual Pharmaceutical Take Back Event every fall at Manhasset High School.

CASA provides student and parent education programs and speakers throughout the year during Wellness Week and Town Hall Meetings. Innovative programs such as Ryan's Story, featuring John Halligan; From Binge to Black, featuring Toren Volkmann; and The Courage to Speak, featuring Ginger Katz are some of the outstanding programs available to the community.

## Red Ribbon Week

Red Ribbon Week is our nation's oldest and largest drug prevention and awareness program. The red ribbon is a symbol of our commitment to substance abuse education, understanding and prevention. Every October, CASA seeks to engage the entire community to join our effort by displaying a red ribbon on the front door of homes, businesses and congregations. During Red Ribbon Week, Manhasset CASA provides student and parent drug prevention/education programs in coordination with the Manhasset Public Schools and Manhasset School Community Association (SCA).

### Prevention Through Connection

Manhasset CASA and the Town of North Hempstead's collaboration, *Prevention through Connection*, provides parent television programming to assist families in their efforts to raise healthy and responsible children. Programming is featured on Cablevision's North Hempstead Television on Channels 18 or 73.

### Local, State and National Organizations:

Manhasset CASA is a 501(c)(3) tax-exempt, non-profit corporation and is registered with the New York State Charities Bureau. Manhasset CASA continues its mission thanks to the help of many local, state and national organizations:

*Drug Free Communities Support Program*  
*Manhasset Public Schools • Manhasset SCA*  
*Community Cares of Manhasset*  
*National Family Partnership • NYS OASAS*

### Volunteer

Manhasset CASA welcomes all residents in its efforts. Please call our office at 516-267-7548 if you are interested in donating your time or resources.

