

# Plandome Taxi Supports 'Talk. They Hear You.'

## Decal supporting safe behavior campaign displayed on fleet vehicles

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Plandome Taxi has partnered with Manhasset CASA to prevent underage drinking and will post CASA's "Talk. They Hear You." campaign decal on all of their fleet vehicles. The campaign educates parents and caregivers about talking to their children—as early as 9 years old—about the dangers of alcohol.

"Plandome Taxi is very happy to support Manhasset CASA and their efforts to protect children from the dangers of alcohol," said Angela Marmo, co-owner of Plandome Taxi. "With summer being the season youth are more likely to engage in underage drinking, we greatly appreciate Plandome Taxi's timely collaboration," added Lisa Belinsky, executive director, Manhasset CASA.

The "Talk. They Hear You." campaign provides parent resources at [underagedrinking.samhsa.gov](http://underagedrinking.samhsa.gov) to help start that conversation. Parents and caregivers can access tools such as Start the Talk – a video game that outlines for parents the do's and don'ts



Plandome Taxi will display Manhasset CASA's "Talk. They Hear You." Campaign Decal on all its fleet vehicles. Left to right: Angela and Robert Marmo, owners, Plandome Taxi; Lisa Belinsky, executive director, Manhasset CASA; Caryn Sawyer and Stacey Kelly, Manhasset CASA board members, and Cathy Samuels, project director, Manhasset CASA.

of talking about alcohol to their children. The website also provides for parents with a personalized Action Plan to make the conversation easier today — and in the future.

While the campaign's focus is on

communication, it also stresses to parents the dangers underage drinking presents to tweens and teens. Over the last several decades, scientific understanding and knowledge of the dangers of underage drinking have increased substantially. Underage drinking is associated with various negative consequences for children and can affect and endanger the lives of those around them as children who drink alcohol are more likely to:

### Drug Use

Frequent binge drinkers (nearly 1 million high school students nationwide) are more likely to engage in risky behaviors, including using other drugs such as marijuana and cocaine. Manhasset's 12th graders are binge drinking at 2.5 times the national rate (e.g. having 5 or more alcoholic drinks in a row), Tenth graders are binge drinking at almost two times the national rate and 25 percent of 12th grade students have used marijuana in the last 30 days (\*2013 Bach Harrison Prevention Needs Assessment Survey administered to MHS students).

### Suffer injury or death

In 2009, an estimated 1,844 homicides; 949,400 nonfatal violent crimes such as rape, robbery, and assault; and 1,811,300 property crimes, including burglary, larceny, and car theft were attributed to underage drinking.

### Engage in risky sexual activity

Young people who use alcohol are more likely to be sexually active at earlier ages, to have sexual

intercourse more often, and to have unprotected sex.

### Make bad decisions

Drinking lowers inhibitions and increases the chances that children will engage in risky behavior or do something that they will regret when they are sober.

### Health problems

Young people who drink are more likely to have health issues such as depression and anxiety disorders.

### Poor grades

Children who use alcohol have higher rates of academic problems and poor school performance compared with nondrinkers. (SAMHSA, 2012)

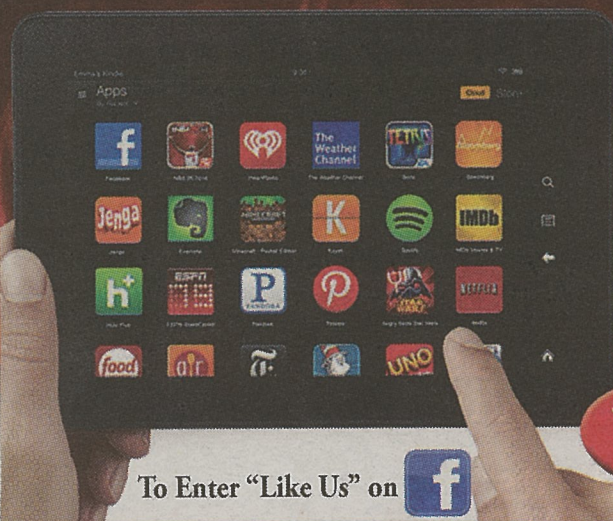
Since 2001, the Manhasset CASA has existed in the Manhasset community as a resource to reduce the illegal, underage use of alcohol, tobacco, and other drugs among its youth. CASA strives to reach youth before they are in trouble by connecting parents, school, community and youth as partners in this common goal. Manhasset CASA was honored to receive its second five year Drug Free Communities Support Grant (DFC) by the Office of National Drug Control Policy (ONDCP) in 2013 and seeks to establish and strengthen collaboration among communities, private nonprofit agencies, and federal, state, and local governments to support its efforts to prevent and reduce substance abuse among youth.

For more information about how to join Manhasset CASA or the campaign go to [manhassetcasa.org](http://manhassetcasa.org) or like them on Facebook.

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