

Manhasset Businesses Promote CASA Prevention Messages

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Plandome Road businesses recently partnered with Manhasset CASA to prevent underage drinking by displaying CASA's Talk. They Hear You. "table top" cards. The "table toppers" promote how parents are the leading influence on their tween's decisions about alcohol, urge parents to start addressing the issue early with their t(w)eens and provide parents access to resources. Businesses participating in the prevention initiative included Chocolate Works, Fingernail, Gino's Pizzeria, Landmark Diner, Louie's Manhasset Restaurant, Nail Sway, Manhasset Bagels, Manhasset Public Library Cafe, Randazzo's Pizzeria, Refresh, Schout Bay Tavern, Villa Milano and Young's Fine Wines and Spirits.

In addition to encouraging communication between parents and t(w)eens, Manhasset CASA provides the following tips to help prevent underage drinking:

Limit Access: If you have alcohol at home, keep track of it, know what you have, how much you have and

keep it where it is not accessible to teens. Thank store clerks for carding. Alert the police if you have information about where and how teens are getting alcohol in your community.

Network: Get to know your teen's friends. Get to know the parents of your teen's friends. Know what their rules are up front so you don't have to accept the argument of "everyone else is allowed to..." Let the parents of your teen's friends know what your rules and expectations are and where you stand on alcohol use.

Reinforce and Enforce: Reinforce the rules and consequences of underage drinking before your teen goes out. Frequently explain the reasons behind the rules so your teen understands these are protective factors for them, not just a restriction on their freedom. Enforce the rules consistently. Don't look the other way if they violate them. They need to know you are serious about the rules and they will be accountable for violating them.

Check In Often: Before they go out, ask if an adult will be present and if there will be alcohol. Ask them to check in with you. Develop a secret



Gino's Pizzeria supports CASA's underage drinking prevention efforts displaying Talk. They Hear You. table top cards and attaching campaign stickers on pizza delivery boxes.

text code to signal when your child may need help getting out of a sticky situation. Trust them but verify. Check in with other parents about your teen's activities.

Be Up and Be Ready: Wait up or set the alarm for curfew time. Talk with them about their night. When they arrive home, look for signs of use. Teens who believe their parents will catch them are less likely to

drink. Be prepared in advance for what you will do the FIRST time you discover your teen has been drinking. Think ahead of time how you want to react and how you will reinforce the consequences.

For more resources about talking with your child about the dangers of alcohol, go to www.manhassetcasa.org, www.underagedrinking.samhsa.gov or www.talk2prevent.ny.gov.



Munsey Park Bagels



Chocolate Works provides sweet support for CASA's Talk. They Hear You. Campaign.



Manhasset Bagels support Manhasset CASA.



Kristin Mulholland, Manhasset CASA Parent Committee member, commends Nail Sway's support of the prevention campaign.



Nancy Jacobs, Manhasset CASA Parent Committee member, discusses with Randazzo's Pizzeria the value of parents talking early with their t(w)eens about the dangers of underage drinking. Randazzo's Pizzeria also supports the campaign by attaching the "Talk. They Hear You." campaign stickers on its pizza delivery boxes.