



NATIONAL FAMILIES IN ACTION

Parent Corps®



# Bud.TV goes live in February

Anheuser-Busch is using cutting edge technology to launch its online television channel that will beam Budweiser-themed shows to personal computers and cell phones.

Anheuser-Busch Co. executives emphasize that the multimillion-dollar Internet ad campaign will only target young beer drinkers from the ages of 21 to 27.

But when it comes to making sure that the 24-hour-a-day broadcasts of Bud.TV don't reach underage drinkers, the nation's biggest brewer is using a decidedly old-fashioned technique: the honor system.

Viewers must enter their birth date before entering and only those who say they are 21 or older can

continue. But unlike other industries, big brewers don't verify the information by checking it against government records, according to those inside and outside the industry.

When the site does live in February, it will be up to underage drinkers and their parents to keep them from viewing the standup comedy, sports events and reality shows that encourage loyalty to Anheuser-Busch brands.

Bud.TV is more elaborate than existing brewer sites and is designed to take Internet alcohol advertising to a new level. The brewer will sign big name stars such as Vince

Vaughn to produce original show. It will also imitate hugely popular sites such as YouTube, allowing viewers to make and show their own ads for Budweiser and other products.

**DON'T BUY IT and don't let your kids buy it either.** The alcohol industry says it doesn't want your kids to use alcohol. But the industry exposes underage kids to 92 percent more alcohol ads than adults.



## 2nd Annual Homecoming Dance another successful event

500 students "Danced through the Decades" on Saturday, September 30 at the 2nd annual homecoming dance held at Walton High School. The DJ, Music King, played music from all decades and you would be surprised at how many of them new the

dance moves. The Junior and Freshmen class were the top class groups in attendance and the additional cost at the door did not seem to bother our kids.

Students were able to enjoy free refreshments during the evening consisting of:

smoothies, nuggets, brownies, veggie trays, cookies, chorus lollipops and plenty of bottle waters. As a parting gift we served donuts.

Plans for next year are already underway so please let us hear from you on new ideas.

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### Special points of interest:

- *Parents who let their children know they love them, who have rules prohibiting drug use, and who enforce consequences for breaking those rules can protect their children from using drugs.*
- *Form a Parent Peer Group. Get together with the parents of your child's 3 or 4 best friends. Set age-appropriate ground rules for your kids that you can help each other enforce.*

# Parents, Homemade highs a click away

An increasing number of teens users are turning to the Web to feed or develop their habits, say counselors, drug abuse prevention experts and those in law enforcement.

Over the past decade, the number of Web sites glorifying drug usage, providing step-by-step recipes for homemade highs and pushing products through questionable online storefronts has increased exponentially. And tech-savvy teens, undetected by their less-informed parents, are flocking to these sites, using them to score drugs, swap stories and further their habits.

It's not just access to drugs that's troublesome—misinformation also plays a role. You can find Web pages that tell you how to make recipes for methamphetamine to hallucinogens to anything else. It's all over the place. But the recipes

may be poison.

## Kids are plugged in:

- Almost 90% of 12 to 17 year olds use the Internet; half of them use it daily
- About 19 million teens instant message
- 60% of teens have their own cell phone
- One in four teens with a cell phone has used the phone to connect to the Internet.

## But parents aren't:

- One-third of 13 to 15 year olds and about half of 16-17 year olds report that their parents know "very little" or "nothing" about what they do on the Internet

- 64% say that most teens do things on the Internet they wouldn't want their parents to know about
- 42% of parents do not review the content of what their teens read and/or type in chat rooms or via instant messaging
- One-third of parents surveyed allow their teenager to use the computer in private areas of the house, such as a bedroom or home office
- 22% of 13-17 year olds said their parents or guardians had never discussed Internet safety with them.

**Come to our Internet Safety Program on Monday, November 13 to learn more. This meeting will start at 7PM in the Media Center at Walton.**

## Many Teens Drink, Use Drugs and Drive; Parents Called Effective Deterrent



In the Teens Today survey, sponsored by Students Against Destructive Decisions (SADD) and the Liberty Mutual insurance company, found that 19 percent of teens drive under the influence of alcohol, 15 percent drive after using marijuana, and 7 percent report driving under the influence of other drugs.

However, the report also found that teens whose parents set high expectations and

impose serious consequences are less likely to drive while impaired. For example, 16 percent of teens who say there would be serious trouble at home reported driving drunk, compared to 29 percent of teens who said they would not face such consequences from their parents.

Boys (32 percent) were more likely to than girls (25 percent) to have driven

while impaired, the study found.

Good parenting also can cut down on car crashes, speeding, and distracted driving among teens. Parents need to know the laws and teen-driving rules of their state, set clear expectations with their teens about what safe driving is, and establish and enforce those consequences should those laws be broken or expectations not be met.

## Smoking: Once You Start, It's Hard to Stop

Smoking is a hard habit to break because tobacco contains nicotine, which is highly addictive. Like heroin or other addictive drugs, the body and mind quickly become so used to the nicotine in cigarettes that a person needs to have it just to feel normal.

Almost no smoker begins as an adult. Statistics shows that about nine out of 10 tobacco users start before they're 18 years old. Some teens who smoke say



they start because they think it helps them look older (it does—if yellow teeth and wrinkles are the look you want). Others smoke because they think it helps them relax (It doesn't—the heart actually beats faster while a person's smoking). Some light up as a way to feel rebellious or set themselves apart (which works if you want your friends to hang out someplace else while you're puffing away). Some

start because their friends smoke—or just because it gives them something to do. Girls smoke because they think it helps keep their weight down.

Nearly 50 million Americans smoke—including one in five teenagers—resulting in nearly 450,000 deaths each year. Cigarettes are also highly addictive, both mentally and physically, and can serve as a major gateway to other forms of drug addiction.

# What would you do?

Work together with your child to come up with solutions to these problems.

1. A friend asks you to carry her cigarettes in your backpack because her parents suspect she's smoking and might go through her stuff.
2. You're with friends and one of them suggest trying to sneak into an R-rated movie.
3. You're babysitting and your boyfriend wants to come over after the kids have gone to bed.
4. You're at a store with a friend and he/she dares you to steal a candy bar.
5. At a recent party, you tried a cigarette and drank some beer. You don't want to smoke or drink again, but at the next party, your friends

remember your previous actions and assume you will do the same this time.

6. A girl you like asks if she can copy your test during class.
7. A friend asks you to download a pirated copy of a recently released movie with the file-sharing program on your computer.
8. You're with friends at a restaurant and they begin making fun of the waitress. Everyone is joining in, but you feel sorry for her.
9. Your sister is planning to have a party when your parents are out of town this weekend. She says you're invited-and that you can't tell your parents.



Role playing with your teens will also give you an opportunity to find out your teens point of view on these situations

and will help them feel more at ease if these situations come up. Also, this will give you an opportunity to talk and LISTEN to what your teen has to say.

If you educate and encourage your teen to make healthy decisions now when they are in your care then when they leave for college and situations arise they will have a strong foundation to stand on when they make their decisions. Be available to talk to your teen because good communication supports good decisions.

## Ready to Drink Cocktails could be bad news for Beer Industry

A bourbon company called Diageo is test marketing ready to drink cocktails in 12 oz. cans in the Tampa-area. The four brands are- Captain Morgan and Cola, Smirnoff Vodka and Lemon-Lime Soda, George Dickel Whiskey and Cola, and Seagram's 7 American Whiskey and Lemon-Lime Soda.

While ready-to-drink cocktails are largely absent from the U.S. market, they've been widely accepted in certain overseas

markets. Despite the success, however, the marketers have not been aggressively selling the ready-to-drink product in the U.S., choosing instead to focus on its signature bourbon.

The test market will run until next spring which could potentially pave the way for a much larger ready to drink spirits presence in the U.S.

Like beer, these new products are about 5% alcohol by volume and come in 12

ounce cans, meaning they can be sold alongside beer in convenience stores, gas stations and beverage depots. It's

also likely, however, to spur complaints by advocacy groups that pre-mixed cocktails may have appeal among underage drinkers.



## COCAINE IN A CAN

A Las Vegas company is marketing an energy drink called "Cocaine" to young partygoers, calling it a "legal alternative" to the real thing, the [New York Post](#) reported Sept. 17.

Redux Beverages claims that the drink, which contains simple sugars, caffeine and vitamin B-12, gives users a "high" that lasts for five hours



and doesn't make drinkers crash like other energy drinks. The company also asserts the Cocaine is "350 percent stronger than Red Bull."

"When a person sees the name of the drink, some psychological effect happens and the person is already experiencing the energy buzz before they even open the can," said Redux owner Jamey Kirby. "I can think of no other product except real cocaine that could have that effect on the

public."

Drinkers reported that the beverage has a taste like a cherry Jolly Rancher; some reported getting a rush from the drink, but side-effects like heartburn and a racing heart also were noted. Kirby said one of the ingredients in Cocaine induces a slightly numb feeling in the throat, mimicking the effect of real cocaine.

The drink is slated to go on sale in New York this fall.



## Upcoming Parental/Teen Educational Programs

At Walton High School

Media Center

**Tuesday, October 24th Drug ID Night 7 PM**

**Wednesday, October 25th Caught Red Handed (for Teens)**

**Walton High School Auditorium 1:10 PM**

**Monday, November 13th Internet Awareness Program 7 PM**

*All of these programs are open to the public so please feel free to come and bring a friend even if they are not a Walton parent. We are working to keep our community drug free and we need ALL parents talking and working together to make that happen. If you know others that are not Parent Corps members please get them in touch with me ASAP.*

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### NATIONAL FAMILIES IN ACTION

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**Parent Corps**

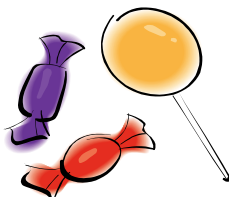
**Drug Prevention  
starts here**

## PTSA/Parent Corps and Red Ribbon Candy Grams are back

In the next PTSA newsletter be on the look out for a Candy Gram form inside. This candy gram is for you the parent to fill out and return to the school with your \$1 donation. We are asking parents to write a positive drug free message to your child and this message along with a small bag of candy will be delivered to the teens homeroom the week of Red Ribbon.

We will be looking for volunteers to help us stuff the candy grams on October 20th and October 24th at the school. Information will follow after you respond to the help request. Please email me, [pat.giuliani@parentcorps.org](mailto:pat.giuliani@parentcorps.org) your availability and we will let you know the time and location.

On February 7, 1985, Special Agent Enrique "Kiki" Camarena left the American



Consulate in Guadalajara, to meet his wife for lunch. Kiki had been a Special Agent in Mexico for 4 1/2 years on the trail of Mexican marijuana and cocaine drug traffickers. Kiki was due to be reassigned in 3 weeks because he had come dangerously close to exposing the top leaders of a multi-billion dollar drug pipeline. Kiki was abducted by the drug cartel while walking to his truck and later found dead.

Kiki gave his life in the fight against drugs, and the public wanted to remember his ultimate sacrifice that he made. Soon after Kiki's death people everywhere started wearing red ribbons to symbolize their commitment to help reduce the demand for drugs in their communities. The act of wearing Red Ribbons took on national significance and grew into what we know as the Red Ribbon Campaign.

During Red Ribbon Week I hope you will remember this awesome person and also

remember your awesome teen and the difference they are making everyday in their life and the lives of others. Please be sure to look for the information in the Raider Review and fill out the form and return it to school in the special box located in the front office. We all need positive encouragement in our life and this is such a special treat for your teen.



*awareness*