



The Parent's Source Update from the Adolescent Substance Abuse Treatment Project

"Building Bridges, Closing Gaps"

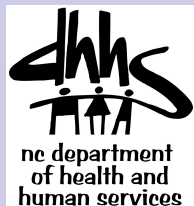


March, 2008

The Office of National Drug Control Policy (ONDCP) Launches New Ad Campaign on Teen Prescription Drug Abuse



Although teen drug use in general is down across the country, teens are abusing prescription drugs more than any other drug except for marijuana. Over two thousand kids aged 12-17 start abusing prescription painkillers every day. Prescription drugs abuse is worrisome because teens believe they are safer than other drugs. According to the ONDCP, only 36% of parents have discussed the risks of prescription drug abuse with their children.



The ONDCP launched its first major campaign to educate parents about prescription drug abuse during the Super Bowl. The campaign includes print and TV ads, open letters to parents, as well as health and school officials, messages on prescription information sheets, featured content and online ads on www.TheAntiDrug.com, a new brochure for parents, and a tool kit for community groups.

A new report entitled *Prescription for Danger: A Report on the Troubling Trend of Prescription and Over-the-Counter Drug Abuse Among the Nation's Teens* is available in pdf form at: http://theantidrug.com/pdfs/prescription_report.pdf



To see the entire press release and view TV and print ads go here: <http://www.ondcp.gov/news/presso8/012408.html>

Substance Use References in Popular Music

A recent survey found that adolescents are exposed to an average of 84 mentions of substance use in popular music every day. The most popular songs of 2005 (according to *Billboard* magazine) were reviewed and references to substance use were noted. About 41% of the 279 songs had any type of reference to substance use. They also looked at the lyrics around the reference to determine motivations, associations, and consequences for substance use. Substance use in popular music was motivated by peer pressure, sex, mood, money and cravings. Common associations were violence, sex, humor, partying, selling drugs and specific brands. Few songs mentioned refusing to use, limit setting, or negative consequences of substance use. The authors did not look at the effects that these references had on adolescents and hope that future research will be done in this area.

For the full-text of the article go here: <http://archpedi.ama-assn.org/cgi/content/full/162/2/169>

Mark your calendars

How to Choose a Substance Abuse Provider Training

A training to help families find substance abuse services for their children. Learn how to navigate through the system and what questions to ask to find the right provider.



Trainings for March & April are:

Saturday, March 29th—Weldon
Contact: Doris Mack (252) 535-4000

Friday, April 11th—Manteo
Contact: Carol Hartman (252)202-6731

Wednesday, April 16th—Bolton
Contact: Lee Patrick (910)655-4689

Thursday, April 24th—Shelby
Contact: Renee Gray (704) 481-8637

Keep an eye out for further updates and newsletters naming more dates.

Children and Family Services Association-NC 2008 Spring Conference *Fishing for Results in a Sea of Possibilities: Catching the Spirit of Hope*

Riverfront Convention Center, New Bern, NC

Dates: April 30-May 2

Contact Kathy Dobbs @ kdobbs@cfsa-nc.org for more information

www.cfsa-nc.org

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