

# A CLEAR VIEW.....

.... On Responsible Beverage Service in Morgan County



Morgan County CLEAR  
P.O. Box 163, Versailles, MO 65084

Welcome to this issue of CLEAR View. This is our 3rd edition of CLEAR View, which is a newsletter sharing information from CLEAR (Community Leaders Educating About Resistance) and our community grant for reducing risky drinking (binge and underage) in ages 12-25. Our first two editions have focused on one part of our grant, which is the availability of alcohol for youth in Morgan County. In this issue, we are furthering our focus to include all of the target areas of our grant.

- **Availability** – Easy availability of alcohol for underage and binge drinking. Easy availability due to large number of liquor stores in Morgan County.
- **Community Mobilization** – Favorable citizen attitudes towards underage and binge drinking.
- **Risk Taking Propensity or Impulsivity of Students** – Need to improve decision making around use of alcohol and other risky behaviors.

We hope that this provides you with a brief overview of CLEAR's direction in providing a safe and healthy Morgan County as relating to risky drinking for 12-25 year olds. We also hope that you will continue to support these efforts.

## Calendar

- **RBS** (Responsible Beverage Service)  
**Training dates:**  
**RSVP 573-789-5509**  
9:00, Wednesday, May 7, 2008, Central Bank of Lake of the Ozarks, Hwy 5, Laurie
- **Coalition meeting dates:**  
12:00 p.m., Wednesday, May 2008, Pioneer Restaurant, Versailles



## Tips for Families

Genan Hanning

Prevention Specialist, Pathways CBH Inc.

Parents are the most important influence in their kids' lives. Many parents don't realize that they play a crucial role in their teen's decision not to drink or use drugs. Two-thirds of youth ages 13 to 17 say losing their parents' respect and pride is one of the main reasons they don't drink or use drugs.

Communication is the key to a close and *connected* relationship. Here are some ways to boost your connection with your teen:

- Spend time together regularly, doing things your teen enjoys.
- Talk openly and honestly.
- Use positive communication skills, especially when there is conflict. *For example, think before you speak and acknowledge your teen's point-of-view so he or she knows you are listening.*
- Acknowledge the positive qualities and behaviors of your teenager.

Parents, for more information go to [www.theantidrug.com](http://www.theantidrug.com)

### **HATS OFF TO Jiffy Stop!**

As you know, during RBS training we encourage businesses to have individual store policies that encourage responsible alcohol sales. Jiffy Stop rewards their employees who successfully pass compliance checks by giving a monetary bonus to the employee—KUDO's to Jiffy Stop.

### **Did you know?**

Every other year, youth in Missouri schools take a survey about alcohol and drug use and other risky behaviors. Here is what we know from the 2006 survey of Morgan County youth:

Why be proud? 1. Most students (3 out of 4) reported it was wrong for someone their age to drink alcohol. 2. Almost all families (9 out of 10) have clear rules about alcohol and drug abuse. 3. Most (approximately four out of five) students believe that they would not be seen as cool if they began drinking alcohol.

Why be concerned? 1. 3 out of 10 students surveyed had at least one drink of alcohol in the previous 30 days. 2. About 2 out of 5 students believe that alcohol use (one or two drinks of alcohol every day) is either not a risk or a slight risk. 3. Nearly 1 out of 2 students have done something dangerous when dared.

What this tells us: 1. Parents keep talking to your youth. They are more likely to delay drinking alcohol if parents talk to them about alcohol, make rules, and enforce them consistently. We can reduce alcohol use and make a difference if we believe that alcohol use is not ok. 2. Most kids believe that they would not be seen as cool if they drank alcohol and that it is wrong for them to drink. Remind youth that most don't use alcohol. It's ok to say no to others who suggest participating in underage drinking and other risky behaviors. 3. Help support and reward youth for decisions not to drink alcohol. Be part of a county that's working together to send the message—UNDERAGE DRINKING IS NOT OK!

## **Q & A with superintendents of Morgan County schools**

**Tom Wales, Supt. Morgan County RI, Stover and**

**Jeffery Carter, Supt. Morgan County RII, Versailles**

**Thank you, Mr. Wales and Mr. Carter, for sharing!**

**CLEAR Q:** What are your hopes for students as they celebrate in a safe and healthy manner the milestones of their life with prom and graduation?

**Mr. Wales:** I would hope that all of our students could celebrate these important life events in a responsible manner. Our school offers a great program that is entirely run by parents for after prom activities. This program "Project Prom" offers a drug/alcohol free alternative for the students. It is great fun and helps to provide a service to our youth. All administrators have been through the tragedy of losing a teen student and we hope that our programs and the Say it Straight Program will effect enough young lives that good decision making skills will become a part of all of our students' environments.

**Mr. Carter:** My hope is that students will wisely celebrate life's milestones, and remember that they are important to a lot of people. People who want to enjoy their contributions for a long, long time.

