



etter

*** Back to School***
August 22nd for Fort Pierre and 24th for Pierre Schools.

Parents Matter to implement, “Communities Mobilizing for a Change on Alcohol Policy” Strategies, Sept.1, 2011

CMCA is an evidence-based prevention program that utilizes community-organizing strategies designed to reduce adolescent (12-20 year olds) access to alcohol by changing community policies and practices. Initiated in 1991, CMCA has proven that effectively limiting the alcohol access of people under the legal drinking age not only reduces underage drinking, but also communicates a clear message to the community that underage drinking is inappropriate and unacceptable. (CMCA , Alexander C. Wagenarr, PhD., Youth Leadership Institute).

CMCA Benefits:

- Mobilizes communities to make institutional and policy changes.
- Has proven results limiting youth access to alcohol.
- Improves the health and well-being of the community.
- Builds skills to implement evidence-based strategies that create change in physical and social environments.
- Will create lasting and sustainable change.
- Increases responsible/merchant practices.
- Engages multiple stakeholders who become knowledgeable and involved in creating healthier communities by decreasing access and pro-consumption environments. (CMCA – Workbook, Youth Leadership Institute)

Parents Matter data driven Needs Assessment indicated implementing CMCA strategies designed to address three areas of concern: social hosting, retail access and utilizing media messages and media advocacy to decrease underage drinking among youth 12-20 year-olds. (The activities selected to achieve these objectives can be found in the Parents Matter Work plan which is included in the **2011 Parents Matter Strategic Plan**. The Strategic Plan will be posted on our website: www.parentsmattercsd.com

Parents Matter Sound Bites:

Please Visit Our Website
www.parentsmatter.com. for updated information and resources. **“Underage Alcohol Use: Where Do Young People Get Alcohol?”**, The NSDUH Report, November 20, 2008, is posted.

Capt. Elton Blemaster will be our guest speaker at the Parent’s Matter Noon meeting , on August 10th: **“Partnerships to Prevent Alcohol Sales to Under21 Year-Old”**. (St. Mary’s Health Care Center, in the 5th Floor Conference Room). Lunch will be provided. Please RSVP: parentsmatter@pie.midco.net or call: 224-3189.

The SD Office of Highway Safety will be conducting their Labor Day Impaired Driving Mobilization-DUI:DOA Campaign from August 19 – September 5th. Please let us know if you would be willing to help us with this project. Information can be found: <http://www.StopImpairedDriving.org>

Ellen Lee has sent out requests for individuals to attend several upcoming Suicide Prevention September meetings/trainings. If you are interested in helping/attending please contact Ellen for more information and specifics: Call: 224-3159 or e-mail: EllenLee@catholichealth.net.

Also, St. Mary’s Foundation is hosting its’ annual Crappie Days Event. It’s New, Green and On-Line: Please follow the link for details: [CRAPPIE AD WEB1.JPG](#)

The September Parents Matter Coalition meeting is scheduled for Wednesday, the 14th at Noon in the 5th Floor Conference Room of St. Mary’s Care Center. Everyone is invited and asked to bring a friend. Lunch will be provided. Please reserve a place at the table: RSVP by calling: **224-3189** or E-mail parentsmatter@pie.mido.net . Thank you.

Mission: “To educate, empower and engage parents and the community in educating their children in making responsible choices regarding alcohol, drugs, underage drinking, and healthy living” .

“Underage drinking is a community problem that has a community solution.” www.alcoholpolicymd.com