



Promoting Health and Wellness in our Community

February, 2022

The Super Bowl is approaching, and for adults that often includes parties, whether in the home, at local gatherings or bars. Alcohol is something that most adults may handle well, as we have grown up hearing the different campaigns of drinking responsibly, not letting friends drive drunk, etc. My concern lies with our children, what they observe, what they hear, and the perceptions they build. What are they hearing? What are we directly or indirectly teaching them?

From a prevention standpoint, conversations in the home are the most influential and effective way to educate our youth, shape their attitudes and guide their behavior. To this end, the Middletown Prevention Coalition has launched an underage drinking prevention campaign that focuses on communication and the relationships we build with our children. Our new campaign, "Talk. They Hear You," infuses some of the concepts currently used by the Substance Abuse and Mental Health Services Administration into the media messaging utilized by the Coalition.

In recent focus groups we heard from our teens that some parents are more accepting of alcohol, that it's "less harmful than drugs," that alcohol is "not a big deal." Since underage drinkers most often gain access to alcohol in the home, it's important for parents to monitor liquor cabinets and be aware of Middletown's Social Host Ordinance.

The goal of the Coalition is to create a safe, healthy, and drug-free community where our children can thrive. We'd like to thank our local pizzerias who have joined us in this important campaign. Please look for "Talk. They Hear You" messaging on pizza boxes during Super Bowl weekend.

Talk to Your Kids — They Listen! Drink Responsibly — They See! We thank you for your partnership in this effort to keep our kids safe.

Learn more about our new campaign at samhsa.gov/talk-they-hear-you and please visit us at middletownri.com/MPC

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