



# October is Red Ribbon Month

*A National Campaign to Create a Drug-Free America and to Protect Our Youth*

The National Red Ribbon Campaign is sponsored by the US Drug Enforcement Administration (DEA). For more information, visit [dea.gov](http://dea.gov).

Much research supports the **devastating academic, mental health, and negative developmental effects** that can result from Youth Use of Alcohol and Marijuana, Vaping Nicotine and THC, and the Use of Other Drugs.

Research indicates that children and teens are **much less likely** to use Alcohol, Marijuana, and other drugs **if their parents talk frequently** with them about the dangers of such use.



Research also indicates that most youth say their **parents rarely, if ever, talk to them** about the dangers of using of alcohol, marijuana, vape products, and other drugs.

## How Can YOU Protect Your Children and Teens and Keep Them Safe?

### IMPORTANT INFORMATION FOR PARENTS



**Educate Yourself On the Issues...** The human brain doesn't stop developing until the mid-20s and use of alcohol, marijuana, nicotine and other drugs, can create permanent damage and result in addiction. [www.drugabuse.gov](http://www.drugabuse.gov)



**Spend Time with Your Child/Teen ... It will Nourish Them Emotionally...** Research shows that when families eat together regularly, children are much less likely to use alcohol, marijuana, and other drugs and much more likely to report a close relationship with their parents. National Center on Addiction and Substance Abuse at Columbia University. **It's all about the connection and the conversation!**



**Talk with Your Child about the Dangers of the Use of Alcohol, Marijuana, Vaping, and Other Drugs...** It's never too early or too late to talk. Visit: <https://e-cigarettes.surgeongeneral.gov/> and [www.drugabuse.gov/publications/drugfacts/marijuana](http://www.drugabuse.gov/publications/drugfacts/marijuana) for more information and tips about what to say. **See the other side of this sheet for more information.**

**Never Doubt Your Importance to Your Child/Teen...  
As a Role Model, Supporter, and Protector  
that sets limits, supervises, and shares family values.**



[www.cvcoalition.org](http://www.cvcoalition.org)

*Joining School, Family, and Community in a partnership to promote healthy, resilient, and drug free youth and to prevent youth suicide.*

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Chippewa Valley Schools  
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**TALK WITH YOUR CHILDREN/TEENS OFTEN  
ABOUT THE DANGERS OF USING ALCOHOL,  
MARIJUANA, VAPES, AND OTHER DRUGS**



**TALK OFTEN! TALK EARLY! THEY DO LISTEN!**



**Ask:** How long do you think it will take for your brain to fully develop?  
**Listen.**

**Inform:** Your brain doesn't stop developing until you are 25 years or older.



**Ask:** What do you know about the effects of drinking, vaping, and the use of marijuana on your brain?

**Listen.**

**Inform:** The use of alcohol, marijuana, vaping and other drug use can affect your ability to learn, do well in school, make good decisions, and can cause addiction. Tell them that you want to help them stay safe - that you don't want them to use and there will be consequences if they do so.



- Take advantage of **TEACHABLE MOMENTS** – Passing billboards advertising marijuana, observing others vaping or smoking in the community, watching television shows and movies that show drinking, smoking and other drug use, listening to music that talks about drug use, etc.
- Use those opportunities to talk with your child/teen. Small talks over time can be more effective than one long conversation.
- Spend time with your child/teen learning more by visiting any of these websites together:

[e-cigarettes.surgeongeneral.gov](http://e-cigarettes.surgeongeneral.gov)



National Institute on  
Drug Abuse (NIDA) ([nih.gov](http://nih.gov))



[thetruth.com](http://thetruth.com)



 Chippewa Valley  
Coalition for  
Youth and Families

[www.cvcoalition.org](http://www.cvcoalition.org)