



Central Vermont New Directions Coalition Resources

BROCHURES & FLYERS

Alcohol

Keep Kids Alcohol Free: Strategies for Action. A 16 page pamphlet that provides strategies for preventing underage drinking with ideas for home, school, and the community at large. Includes state and federal agency resources. The Leadership to Keep Children Alcohol Free. www.alcoholfreechildren.org.

Alcohol Marketing and Youth. An 8 page pamphlet describing the affects of alcohol advertising on teens. Many graphs and statistics with actual ads from the Alcohol industry, includes action steps for protecting our kids. The Center on Alcohol Marketing. www.camy.org.

A Guide to Safe and Substance Free Social Events, Parties and Gatherings. A 10 page booklet designed to help both teens and adults create positive events and social gatherings. Includes ideas for party planning, supervision, and establishing ground rules. Vermont Department of Health. www.state.vt.us/adap.

Binge Drinking: Drowning in Alcohol. Small brochure explaining long-term and short-term consequences of binge drinking. Also describes the connection between binge drinking and alcoholism. Fox Pro Media. www.foxpromedia.com.

Parents Guide to Graduation Proms and Parties. A brochure describing Vermont underage drinking laws. Provides helpful hints for parents on how to take responsibility for their children. Also encourages parents to prevent high-risk situations and properly supervise parties. Central Vermont New Directions Coalition and the Vermont Department of Health. www.cvndc.org.

The High Cost of Drunk Driving. Explains the charges associated with drunk and buzzed driving. Includes data from the Governor's Highway Safety Program and lists variables contributing to blood alcohol content (BAC) including weight, sex, type of drink, and how fast you're drinking. Central Vermont New Directions Coalition and Community Connections. www.cvndc.org.

The Easiest Place for Kids to Get Beer. This 5" x 3" vertical magnet shows a picture of a refrigerator and says 'the easiest place for kids to get beer is right next to the milk'. The magnet reminds adults to take stock of the alcohol supply right in the kitchen, because most alcohol consumed by minors comes from home! FACE Project. www.faceproject.org.

Body Image

How To Help a Friend...with eating and body image issues. Differentiates between facts and myths, and explains the differences between anorexia, bulimia, and binge eating disorders. Provides warning signs to look for and validates all the feelings of anger and helplessness you may feel regarding a loved one's eating issues. National Eating Disorders Association. www.nationaleatingdisorders.org

What is an Eating Disorder? This brochure looks into the root causes of most eating disorders. For some people, dieting and bingeing and purging may begin as a way to cope with painful emotions and to feel in control of one's life. Describes warning signs, treatment options, and prevention strategies. National Eating Disorders Association. www.nationaleatingdisorders.org.

Depression

Beyond Sadness: Bridging the gap between emotional and physical symptoms of depression. This helpful, multicolored guide provides a checklist of both emotional and physical symptoms associated with depression. Most people may not connect unexplained aches and pains or digestive problems with depression. The guide encourages dialog with health care providers and includes ways to begin the conversation about depression. University of Michigan Depression Center. www.depressioncenter.org.

Inhalants

Tips for Teens: The Truth About Inhalants. Inhalants are substances or fumes from products such as glue or paint thinner that are sniffed or “huffed” to cause an immediate high. Brochure describes damaging and sometimes irreversible effects on the heart and brain. Inhalants can kill instantly. Brochure offers prevention strategies and steps to take if you suspect a friend is using inhalants. National Clearinghouse for Alcohol and Drug Information. www.ncadi.samhsa.gov.

Marijuana

Wake Up to the Risks of Marijuana: A Guide for Parents. Brochure includes marijuana facts, prevention tips, and scripted answers for teens that make these types of statements: “Marijuana is harmless and non-addictive, It’s not a problem and it makes you mellow”. National Clearinghouse for Alcohol and Drug Information (NCADI). www.theantidrug.com.

Marijuana Facts Parents Need to Know. A 28-page booklet on the adverse emotional and health affects from teen marijuana use. The booklet offers parents concrete suggestions on prevention and encourages open dialogue and quick response. US Department of Health and Human Services. www.hhs.gov.

Methamphetamine

Tips for Teens: The Truth About Methamphetamine. Methamphetamine is a central nervous system stimulant drug that is similar in structure to amphetamine. The brochure explains how meth affects your brain, self-control, and its easy potential for overdose. National Clearinghouse for Alcohol and Drug Information. www.ncadi.samhsa.gov.

Over the Counter (Prescription) Drug Abuse

Did You Know? Postcard with statistics on how many teens abuse prescription drugs and cough medicine. Includes tips on prevention and advice on proper disposal of expired and unused medications. Community Partnership. www.communitypartnership.org.

Info to Go: Dextromethorphan. Small one-page flyer explaining dextromethorphan (DXM) cough medicine and how if used improperly can eventually cause loss of muscle control, seizures, stroke and brain damage. Syndistar. www.syndistar.com. Product #PB-DA121-F.

Tobacco

Secondhand Smoke and Your Pet. This brochure explains how secondhand smoke increases health risks for pets. Provides tips for protecting your pets and people too. Journey Works Publishing. www.journeyworks.com.

The Dirty Facts: Smokeless Tobacco: You Can Say No. Geared for idle school students, it describes the health effects associated with chew and the link between tobacco advertising and teen tobacco addiction. Dispels the myth that chew is a safe way to use tobacco. Journey Works Publishing. www.journeyworks.com.

Cold Hard Facts About Dip. A brochure that graphically shows the types of diseases dip users can develop including lip, cheek and tongue cancer, tooth loss and mouth sores. It explains how the low dose of nicotine found in sugary type “starter” chew gets teens hooked, and then makes them crave higher levels of nicotine found in cigarettes. American Cancer Society. www.cancer.org

Is There a Safe Tobacco? What are the health risks for smokers and non-smokers? Will it help to switch to low-tar and low nicotine cigarette brands? This brochure dispels the myth that there are “safe” or “safer” forms of tobacco products. American Lung Association. www.lungusa.org.

Tobacco and Money: What Does Smoking Really Cost? A very realistic look at the costs associated with tobacco addiction. The brochure explores the daily, weekly and yearly costs of smoking. It also highlights what you can buy instead of cigarettes. It covers the hidden costs of smoking such as health care, hospital bills, life insurance and funeral costs. Journey Works Publishing. www.journeyworks.com.

Your Quit. Your Way. Vermont Quit Network. Offers different ways to quit using tobacco products. Offers free tools to help individuals quit including – pedometers, distraction putty, mini-quit-tips on a key ring, marble worry stones. Vermont Department of Health. www.vtquitnetwork.org.

Questions About Smoking, Tobacco and Health. An 18-page booklet that explains how smoking harms the lungs, heart and other long-term and short-term effects. Also includes information on secondhand smoke, benefits of quitting and provides resources for quitting. American Cancer Society. www.cancer.org

DVD's & VHS TAPES

“Killing Us Softly III: Advertising’s Image of Women” (34 minutes, 2000)

Jean Kilbourne surveys the contemporary advertising landscape to critically examine how, why and to what effect corporations and their advertisers use images of girls and women to sell their products. Deconstructing advertisements with the same kind of care and thought that went into constructing them, she sets mass media images of femininity against social reality, advertising fantasy against the actual experience of girls and women, and encourages us to consider the relationships between the stories advertising tells about girls and women and the actual lives girls and women lead. Media Education Foundation.

“Tough Guise: Media, Violence and the Crisis in Masculinity” (57 minutes, 1999)

Tough Guise is the first educational video geared toward high school students, educators and parents to systematically examine the relationship between images of popular culture and the social construction of masculine identities in the U.S. at the dawn of the 21st century. Jackson Katz argues that the widespread violence in American society-- including the tragic school shootings in Littleton, Colorado, Jonesboro, Arkansas, and elsewhere-- needs to be understood as part of an ongoing crisis in masculinity. This media literacy tool-- utilizing racially diverse subject matter and examples-- will enlighten and provoke students (both males and females) to evaluate their own participation in the culture of contemporary masculinity.

“Advertising and the End of the World” (40 minutes, 1998)

Focusing directly on the world of commercial images, professor and producer Sut Jhally asks some basic questions about the cultural messages emanating from this market-based view of the world: Do advertised products deliver what they claim-- happiness and satisfaction? Can we think about our collective as well as our private interests? And, can we think long-term as well as short-term? Drawing from the broad arena of commercial imagery, and utilizing sophisticated graphics, *Advertising & the End of the World* addresses the

issues these questions raise, encouraging viewers to reflect on their own participation in the culture of consumption. Making the connection between society's high-consumption lifestyle and the coming environmental crisis, Jhally forces us to evaluate the physical and material costs of the consumer society and how long we can maintain our present level of production.

“Mickey Mouse Monopoly: Childhood and Corporate Power” (52 minutes, 2001)

The Disney Company's massive success in the 20th century is based on creating an image of innocence, magic and fun. Its animated films in particular are almost universally lauded as wholesome family entertainment, enjoying massive popularity among children and endorsement from parents and teachers. *Mickey Mouse Monopoly* takes a critical look at the world these films create and the stories they tell about race, gender and class and reaches insightful conclusions about the values propagated under the guise of innocence and fun. This video analyzes Disney's cultural pedagogy, examines its corporate power, and explores its vast influence on our global culture. Including interviews with cultural critics, media scholars, child psychologists, kindergarten teachers, multicultural educators, college students and children, *Mickey Mouse Monopoly* will provoke audiences to confront comfortable assumptions about an American institution that is virtually synonymous with childhood pleasure.

“Game Over: Gender, Race and Violence in Video Games” (41 minutes, 2000)

Video and computer games represent a \$6 billion a year industry. One out of every ten households in America owns a Sony Playstation. Children who own video game equipment play an average of ten hours per week. And yet, despite capturing the attention of millions of children worldwide, video games remain one of the least scrutinized cultural industries. *Game Over* is the first educational documentary to address the fastest growing segment of the media through engaging questions of gender, race and violence. It offers a refreshing dialogue about the complex and controversial topic of video game violence, and is designed to encourage high school and college students to think critically about the video games they play.

“Reviving Ophelia” (35 minutes, 2000)

In this exclusive, illustrated video, Mary Pipher, Ph.D., discusses the challenges facing today's teenagers, especially girls, as well as the role of media and popular culture in shaping their identities. She offers concrete ideas for girls and boys, families, teachers, and schools to help girls free themselves from the toxic influences of today's media-saturated culture. *Reviving Ophelia* is one of the most talked about books in America. This video presentation brings together ideas from Pipher's books and from her clinical practice in a highly accessible format. It provides a dynamic discussion-starter for classes from high school through college, as well as for parents, teachers, youth, and civic groups.

“Behind The Screens: Hollywood Goes Hypercommercial” (37 minutes, 2000)

Hollywood movies are rapidly becoming vehicles for “product placement” and they serve the marketing and advertising motives of studios and their owners, rather than entertainment in their own right. *Behind the Screens* explores this trend toward “hypercommercialism” through phenomena such as product placement, tie-ins, merchandising and cross-promotions. It combines multiple examples taken directly from the movies with incisive interviews provided by film scholars, cultural critics, political economists, and an Oscar-nominated screenwriter. *Behind the Screens* presents an accessible argument designed for school and college-age audiences-- precisely the demographic most prized by both Hollywood studios and advertisers alike. It features examples drawn from movies such as *Wayne's World*, *Forrest Gump*, *The Lion King*, *Summer of Sam*, and *Toy Story*.

“Constructing Public Opinion: How Politicians and the Media Misrepresent the Public” (32 minutes, 2001)

Constructing Public Opinion provides a new way to think about the relationship between politics, media and the public. The media regularly use public opinion polls in their reporting of important news stories. In this video, Professor Justin Lewis demonstrates the way in which polling data are themselves used by the media to not just reflect what Americans think but instead to construct public opinion itself. This video addresses vital issues such as what do polls really tell us about public opinion and what Americans actually think about politics. Well

illustrated with graphics and many examples of media coverage, it is the first film of its kind to present a critical analysis of media and public opinion.

“Spin the Bottle –Sex, Lies and Alcohol” (44 minutes, 2004)

Spin the Bottle offers an indispensable critique of the role that contemporary popular culture plays in glamorizing excessive drinking and high-risk behaviors. Award winning media critics Jackson Katz and Jean Kilbourne contrast these distorted representations with the often disturbing and dangerous ways that alcohol consumption affects the lives of real young men and women. By exploring the college party scene, Spin the Bottle shows the difficulties students have in navigating a cultural environment saturated with messages about gender and alcohol. Spin the Bottle concludes with concrete strategies for countering the ubiquitous presence of alcohol propaganda and challenges young people to make conscious decisions about their own lives.

“Slim Hopes” (30 minutes, 1995)

Jean Kilbourne’s award winning video offers an in-depth analysis of how female bodies are depicted in advertising images and the devastating effects of those images on women’s health. Addressing the relationship between these images and the obsession of girls and women with dieting and thinness, Slim Hopes offers a new way to think about life-threatening eating disorders such as anorexia and bulimia, and a well-documented critical perspective on the social impact of advertising.

Heroin: the Road to Addiction (21 minutes, 2003)

The Noodlehead Network from Burlington produced this video. Picture a junkie. What do you see? A middle-aged male sticking a needle in his arm? A dirty urban street? Think again. Heroin has become more potent and it can now be snorted with devastating effects. People from all walks of life discover that doors, which were wide-open only yesterday, suddenly slam shut. Using innovative techniques, teen video makers reveal lives bound to constant cycles of recovery and addiction, jail and death. Their inescapable message to their peers: Never try heroin, not even once.

“Debunking the Myths About Marijuana, What Can Your Community Do” (7 minutes, 2006)

The National Youth Anti Drug Media Campaign has developed this seven-minute video, to help educate communities about the harms of teen marijuana use. The video highlights the latest research about the drug, features commentary by leading experts about the effects of marijuana on youth, and encourages communities to work together to address teen marijuana use. It also includes television ads for youth on the negative consequences of marijuana use, for parents on the importance of monitoring their kids and for the general audience on the importance of community coalitions.

“Adolescent Brain Development and Risky Behavior” Michael Nerney, March 11, 2009, U-32 High School. (1 hour 39 minutes)

Using humor, this Michael Nerney DVD shares an abundance of facts about human brain development, adolescent behavior and trends in substance use. Michael Nerney is a substance abuse prevention consultant from Long Lake, N.Y. Explaining that there are specific conditions that exist in the brain only during adolescence, he shares the importance of understanding the differences between the brains of adolescents and the brains of adults. Nerney encourages parents, friends and community members to create opportunities for healthy risk taking and noted that U-32 has many such opportunities in sports, drama, low ropes, and after school snowboarding and other programs. CVNDC staff are available to help facilitate a discussion after the DVD viewing. www.cvn/dc.org.

“Scene Smoking: Cigarettes: Cinema & the Myth of Cool” (59 minutes, 2002?)

In Scene Smoking, professionals from the entertainment and health fields discuss real-life choices they’ve made and what they think about the depiction of tobacco on-screen. This balanced documentary brings together some of Hollywood’s most powerful voices in a frank discussion of artists’ rights, social responsibility, and the First Amendment. Good for high school and college students.

“Alcohol: True Stories” hosted by Matt Damon (20 minutes, 2002)

A powerful tool for engaging teens on an issue important to their health and well-being: underage drinking. By showing real kids, this video reaches viewers on a rational and emotional level. The video does not preach – it underscores the value of connections and communication with friends and family. Discussion guide included. Family Health Productions, Inc. www.abouthealth.com.

CURRICULUM GUIDES

Activities that Teach. A collection of 60 creative, innovative and user-friendly lesson plans that promote cooperation, collaboration and problem solving. Topics cover alcohol, tobacco, communication, problem solving, self-esteem, values, other drugs, and decision-making. Tom Jackson, Red Rock Publishing, 1993 (ninth edition 2001).

Media Empowerment Kit. Designed as a flexible teachers’ aid, the kit features 43 lesson ideas, including personal challenges, group activities, discussion starters and eye-opening readings. Guide includes a DVD, posters, spoof ads, sample sticker ideas, and more. Adbusters, Vancouver, BC. www.adbusters.org.

Substance Abuse Prevention Activities for Elementary Children. For teachers and school counselors grades k-6. 50 ready-to-use activities to help children develop healthy constructive attitudes about the use of tobacco, alcohol, and other drugs. Timothy Gerne, Ed.D, Patricia Gerne, R.N.

PARENTING BOOKS

Parents Who Care: A Step by Step Guide for Families with Teens. This guide will give parents the skills to help their teens move successfully through the important steps from childhood to adulthood. Based on extensive research, the 7 units focus on roles, risks, protection, problem solving, involving all family members, policies, and supervision. David Hawkins, Ph.D, Richard Catalano, Ph.D. 1996. Developmental Research and Programs.

Parenting for Prevention

The theme of this book is prevention, but the approach is thoroughly positive. You’ll find no threats or warnings here, no long list of don’ts. The author convincingly argues that PARENTS are the ones who not only can but MUST take the lead in preventing their kids from using ATOD. This book shows them exactly how to do it. David Wilmes. 1995. www.hazelden.org.

Teens in Turmoil: A Path to Change for Parents, Adolescents and Their Families. Teens in Turmoil helps concerned parents turn fear and desperation into hope and action. The authors guide parents in charting a course to putting their families –and teens–back on track. They do not offer a formula that will solve the problems in your family, but they show readers how to solve their own problems. Both authors share stories from their careers working with troubled teens and their families. Carol Maxym, Ph.D, Leslie York, M.A. 2000

Why Do They Act That Way? A Survival Guide to the Adolescent Brain for You and Your Teen. This book goes beyond the well-known issues of hormones and peer pressure. It is the first book to explain the changes in teens’ brains and to show parents how to use this information to understand, communicate with, and stay connected with their kids. Dr. Walsh uses real-life stories to help illustrate the challenges associated with teenagers. David Walsh. Ph.D. 2004. Simon and Schuster. www.simonsays.com

GAMES

Drugs, Alcohol and Tobacco BINGO. Bingo game that helps students learn the dangers of drugs, alcohol and tobacco in a relaxed, non-threatening environment. Five categories include Stimulants and Depressants; Hallucinogens; Other Drugs; Alcohol; Tobacco and Marijuana. Bingo games are a fun way to introduce and

review educational topics. Students can play individually or as teams. Contains 75 question cards, 30 different playing cards (5.5" x 7.5"), as well as game instructions and bingo chips.

Stress Bingo for Teens. An engaging and educational game about stress and ways to reduce it. Five stress factors are examined: external stressors, internal stressors, physical stress symptoms, emotional/behavioral stress symptoms, and stress relievers. Grade level: 7-12. Wellness Reproductions and Publishing, created by Nancy Anne Driscoll, MS, RNCS. www.guidance-group.com