



Prevention Resource & Media Center
 1237 West Divide Ave Suite 1D
 Bismarck, ND 58501
 Phone: 701-328-8919
 Toll Free: 800.642.6744
 Fax: 701-328-8979
 E-mail: ndprmc@nd.gov
www.nd.gov/dhs/prevention

NEWS from the N.D. Department of Human Services
 600 E Boulevard Avenue, Bismarck ND 58505-0250

FOR IMMEDIATE RELEASE
March 2, 2011

Contact: Pamela Sagness, Prevention Administrator, N.D. Department of Human Services, 701-328-8824 or Heather Steffl, N.D. Department of Human Services, 701-328-4933

Dept. of Human Services Brings Underage Alcohol Prevention Campaign to State Class B Boys Tournament in Minot

Bismarck, N.D. – The North Dakota Department of Human Services Mental Health and Substance Abuse Services Division is bringing its underage drinking prevention message to the **State Class B Boys Basketball Tournament, March 3-5 in Minot**. Prevention staff will be on hand working with tournament officials to remind parents and fans of ways they can support youth and prevent underage drinking.

The underage drinking prevention campaign titled **Take a Closer Look** is the theme of a series of television public service announcements and live public address messages that will run during the tournament. They tell parents they are the number one influence in their children’s life. Positive strategies parents and other adults can use to encourage prevention include: being honest, modeling positive choices, being active in your community, talking openly, encouraging independence, being involved and praising often.

“The State Class B tournament brings thousands of people together from communities all over the state to showcase their community spirit,” said Pamela Sagness, prevention administrator with the department. “The tournament is also an opportunity to remind adults of the importance of being positive role models and supporting their youth in making good decisions.”

Tournament attendees are encouraged to visit the prevention booth in the **southwest corner** of the **MSU Dome** to learn more about the **Take a Closer Look** prevention campaign.

Prevention staff from the department will also attend the **State Class B Girls Basketball Tournament in Bismarck, March 17-19**.

For more tips and information on prevention resources, contact the Prevention Resource and Media Center at 701-328-8918, TTY: 701-857-8666, toll-free 1-800-642-6744 or visit the Web site www.nd.gov/dhs/prevention.

###

Prevention Administrator
 Pamela Sagness, LAC
 701-328-8824
psagness@nd.gov

Prevention Resource & Media Center [PRMC] Administrator
 Laura Anderson, MPH
 701-328-8918
lauranderson@nd.gov

Prevention Media Specialist
 Amber Jensen
 701-328-8747
aljensen@nd.gov

Prevention Criminal Justice Specialist
 Chad Eagleson
 701-328-8943
cweagleson@nd.gov

Prevention Education Specialist
 Rachele Loda
 701-857-8576
rloda@nd.gov

Community Prevention Specialist
 Thomas Volk
 701-220-1264
tmvolk@nd.gov

Community Prevention Specialist
 Crystal Kraft
 701-328-8602
crykraft@nd.gov

