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## **Parents LEAD Program Receives a Bronze Award for Radio Advertisement from the National Public Health Information Coalition**

**(Bismarck, North Dakota)** – The National Public Health Information Coalition (NPHIC) recently awarded the Parents LEAD program a Bronze Award for their radio-marketing advertisement at its Annual Symposium held in Washington, D.C.

The radio ad, titled “Answers,” was developed to encourage parents to visit the website, <http://www.parentslead.org> to find tips, tools and suggestions on how to prevent underage drinking in children ages 0-18 and college students/young adults. The award-winning radio ad is online at [www.nphic.org/conferences/2012/awards-for-excellence/1838-awards-broadcast-radio-parentslead-nd](http://www.nphic.org/conferences/2012/awards-for-excellence/1838-awards-broadcast-radio-parentslead-nd). The ad reinforces the message that underage drinking can be a hard topic to discuss with children and the Parents LEAD program serves to reassure parents they are not alone and that resources are available.

The Parents LEAD program was re-launched in 2011 as a collaborative effort between the North Dakota Department of Transportation (NDDOT), the North Dakota University System (NDUS), the North Dakota Department of Human Services (DHS) and the North Dakota State University Extension Service.

The Parents LEAD website hosts a variety of helpful tools for parents to reference in talking to their children about alcohol use including an interactive blog, real-life scenarios, an email signup area to receive valuable information on communicating with children, a Facebook page and more.

For a full list of NPHIC winners, go to <http://www.nphic.org/conferences/2012/awards-for-excellence>.

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