

**NEWS from the North Dakota Department of Human Services
600 East Boulevard Avenue, Bismarck ND 58505**

**FOR IMMEDIATE RELEASE
July 17, 2014**

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Age-specific resources on how to talk with a child about alcohol are available for parents at N.D. State Fair

BISMARCK, N.D. – Every day parents have the opportunity to talk with their children about alcohol. Parents LEAD (Listen, Educate, Ask, Discuss) is a one-stop resource for tools and information on how to start and continue age-appropriate conversations with children about alcohol. Parents and other adults are invited to visit the Parents LEAD booth located inside Commercial Building II at the North Dakota State Fair in Minot, July 18-26, 2014, to explore program resources.

“Parents are the number one influence in their children’s lives,” said Pamela Sagness, prevention administrator for the N.D. Department of Human Services. “Every day we have opportunities to influence our children’s decision to not drink alcohol.”

Sagness encourages adults with children in their lives to stop by the fair booth and sign up to receive monthly emails and enter a drawing for a donated Apple iPad. The emails address alcohol prevention topics based on a child’s age. Some topics include risk factors, peer pressure, and the importance of spending quality time with children. There will also be handouts and resources available to use with children such as: “The Stages of Change,” “North Dakota’s Underage Drinking Laws,” and “Communicating with your Child when you Suspect Substance Use.” Conversation starter playing cards and a 30-day parent challenge will also be available to encourage ongoing family conversations.

Parents LEAD is a collaboration between the N.D. Department of Human Services, N.D. Department of Transportation, North Dakota State University Extension Service, and the N.D. University System Consortium for Substance Abuse Prevention. Information is online at www.parentslead.org.

For more information on substance abuse prevention, visit www.nd.gov/dhs/prevention, or call 701-328-8919, toll-free 800-755-2719, or ND Relay TTY 800-366-6888.

On-site interviews: Sagness will be available for media interviews about Parents LEAD at the booth in Commercial Building II on Monday, July 21 from 10 a.m. to 2 p.m., and Tuesday, July 22 from 4 p.m. to 7 p.m.

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