



B.O.L.D.

In Print

Volume 2, Issue 6

June, 2007

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Family Fun Day

The BOLD Coalition is having its **2nd Annual Family Fun Day.**

The event will be held on Saturday, **June 23 from 12-3pm** at Maplewood Park in Fall River.

[This event is completely free!!!](#)

Please join us for a day of fun and games for people of all ages. We will have an inflatable bungee run, a bouncing house, as well as a water balloon toss and many other games. We will also have plenty of food like hot dogs, popcorn, chips, and drinks.

If all that isn't enough reason to go... There will also be live entertainment provided by local D.J.'s, hip-hop groups, & dancers.

Please join us!!!

Any & all volunteers are welcome and appreciated. Please contact Mike Aguiar for more information.



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Henry Lord Stamps Out Smoking

Henry Lord Middle School just finished their Stamp Out Smoking Week which culminated in a Poster Contest for the entire school. The contest theme was "Stamp Out Smoking." There were more than 120 entries, all of which were excellent. The entries were voted on by more than 25 people and

the vote tally was very close.

There were two Honorable Mentions given out to Coti Farias and Daisha Blithe (both from the 6th grade). Tiffany Tith and Desiree Desmarias won prizes from the 6th grade. Vickie Golden & Kyle Daum were the winners chosen from 7th grade. The 8th grade prize-

winners were Brunna Ferreira & Ashley Dumont. The Grand Prize winner for the best overall poster was Amanda Couture. We would like to thank all the students who submitted a poster entry and to congratulate all the winners. Pictures of the winners and their posters will follow next month.

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Anheuser-Busch to Pull "Spykes" off Shelves

In a victory for substance abuse prevention advocates, Anheuser-Busch announced last week that it will stop selling its controversial "Spykes" malt beverage. The move comes after numerous community organizations and attorney generals across the country expressed their outrage over the drink for the possibility to appeal to underage youth.

Business Week reported that Anheuser-Busch Chief Executive August Busch IV made the announcement during a panel discussion at the National Alcohol Beverage Control Association annual conference attributing "limited volume potential and unfounded criticism" for its ceased production.

Earlier this year, in response to

outrage from CADCA member coalitions, CADCA wrote to Anheuser-Busch executives, requesting that Spykes be taken off the market, and launched a letter-writing campaign among its members. In addition, the U.S. Alcohol and Tobacco Tax and Trade Bureau recently found that several Spykes labels violated federal law because the size of the print in the warning labels was too small.

CADCA Chairman and CEO Gen. Arthur T. Dean said Anheuser-Busch's decision is an example of successful grassroots advocacy. "The move by Anheuser-Busch is a victory for any community organizations that aim to prevent underage drinking, and demonstrates

that grassroots organizations can make a difference," he said.

Spykes is a 2-ounce bottle of flavored-malt beverage meant to be mixed with beer or other drinks, or consumed as a shot. The drink comes packaged in colorful bottles and is available in a wide assortment of sweet flavors and for less than a dollar a piece. In its letter to the company, CADCA noted that Spykes' infusion of caffeine, ginseng and guarana is reminiscent of a number of energy drinks that are popular with teens, and that even the company's word-of-mouth viral marketing through the internet resonated with young people.

(CADCA's *Coalitions Online*.
May 24, 2007)

P.W. at the Greene School

Families First in partnership with Parenting Wisely is running two workshops at the Greene School focusing on helping children succeed in school and strategies for supporting our children's education. Susan Marx, educator, shared these strategies with us. These strategies include: **Support** a child's effort toward mastery, using specific examples, like noticing timeliness and remembering homework. **Utilize** community resources to expand and enrich

a child's schooling, such as The Fall River Public Library. **Communicate** positively, and listen to how a child is feeling about school and friends. **Routines** are important and give a child a sense of well-being such as eating breakfast everyday. **Expectations** help raise the bar as long as they are based on the child's age and stage of development. **Spend time together!** **Separate** your agenda for success from your child's so that the child's genuine interest and abilities

get to shine!

The May 31st program is about "Homework Battles: Easing Tensions and Getting Down to Work."

The June 7th program will include information about summer reading lists & summer camps. The workshops are in the evening and light refreshments are available. A grant from Families First and the support of the BOLD Coalition has allowed the workshops to be offered free to parents.

TADA Conducts Social Norms Campaign

Teens Against Drug abuse just finished their Social Norms Campaign at Durfee High School. This campaign was designed to be a visual representation and reminder to Durfee students that not "everyone is smoking cigarettes" despite what they may think. During this campaign TADA members wore tee-shirts and put flyers around the school displaying the fraction 2/3.



The homeroom teachers also wore a pin with this same fraction on them. After a couple of days the message was followed by "2/3 Durfee Students Have Never." After a couple of more days, finally the fact was revealed: "2/3 Durfee Students Have NEVER Smoked a Cigarette in Their Lives. We hope that this campaign helped students to see that they DO have a choice to not smoke.

SADD Tips For Parents: Keeping Your Teen Safe at the Prom

Recent SADD (Students Against Destructive Decisions) & Liberty Mutual *Teens Today* research shows that good communication between parents and teenagers can have a positive influence on risk-taking behavior by teens. Teens who report regular, open communication with their parents about important issues say they are more likely to try to live up to their parents' expectations and less likely to drink, use drugs, or engage in early sexual behavior.

- Discuss rules for the prom: your own rules, the school rules, and the consequences for violating the rules.

- Communicate with your student ahead of time about the agenda for the evening.
- Discuss the evening's curfew and what acceptable after-curfew possibilities there might be (an alcohol-and drug-free post-prom party, inviting friends back home to spend the night under your supervision, etc.)
- Know who is driving. If a teen is riding in a limo, the parent should be involved in checking out the company's policy on allowing alcohol in the vehicle. On prom night when the limo

arrives, a parent should be the first person in the limo to check out what has been stocked in the beverage containers inside the limo and also to speak with the limo driver about the expectations involving alcohol for the evening.

- Encourage seat belt use.
- Do not rent hotel rooms for prom-goers.
- Communicate with other parents about prom plans.
- Stay up for prom-goers' return home.

America's Promise Presentation

You are cordially invited to attend the America's Promise Presentation mobilizing our youth and our community to build the character and competence of Fall River's youth by fulfilling the Five Promises.

The event will be held Thursday, June 14, 2007 from 4:00 – 5:30 p.m. @ Government Center in the City Council Chambers.

On March 26, 2007, over 120 middle school and high school students convened at Durfee High School for the 5th Annual Mayor's Youth Fo-

rum to learn about America's Promise and develop leadership skills. They were challenged to bring their knowledge to the community to talk about America's Promise.

In answering that challenge, student leaders will facilitate an America's Promise presentation, that will offer an introduction to America's Promise, recognize agencies that are already meeting the Five Promises, and lead a discussion on how the community can work together to achieve two lofty goals for Fall River: 1) Becoming a

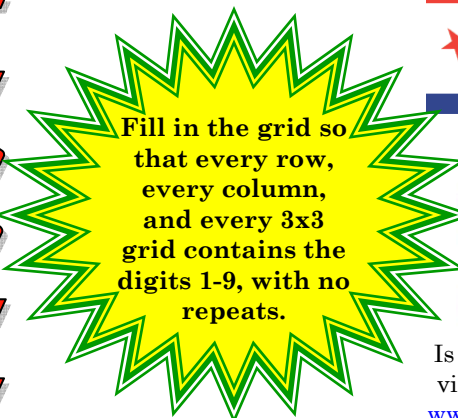
Community of Promise and 2) Becoming one of the 100 Best Communities for Young People.

Please consider attending this event to learn about America's Promise and how you and your organization can assist Fall River's youth in leading happy, healthy and productive lives and building a stronger community.

Please R.S.V.P. to Christian McCloskey at 508-324-2419 or at cmccloskey@fallriverma.org by June 8th.

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BUILDING OUR LIVES DRUG-FREE

Is now on the internet.. Please visit www.boldcoalition.org or www.myspace.com/boldcoalition



386 Stanley Street
Fall River, MA 02720

Building Our Lives Drug-Free



Meeting Schedule

June 11: Events Planning Meeting. 3:00pm @ SSTAR.

June 12: Data Subcommittee Meeting. 8:30am @ SSTAR.

June 12: Mission/Vision Meeting. 3:30pm @ SSTAR.

June 16: C.D. Rec. City Summer Kickoff 12-3pm @ Ruggles Park.

June 18: Events Planning Meeting. 3:00pm @ SSTAR.

June 20: Mass Forum in Shrewsbury.

June 21: BOLD P.R. meeting. 3:00pm @ SSTAR.

June 23: BOLD **FAMILY FUN DAY** 12-3pm @ Maplewood Park.

June 24: Mayoral Forum. 7pm in BCC Theatre.

Parenting Wisely Group Schedule @ SSTAR:
June 6,13,20,&27. Groups begin at 12:00 & 5:30pm.
June 7th @ The Greene School with Families First.

TADA Meeting Schedule:
June 4, 11, 18, & 25. Group meets 3:00-5:00pm.

June 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30