

CHILDREN OF ALCOHOLICS WEEK HIGHLIGHTS FAMILY ADDICTION ISSUES

** Campaign Offers Free Resources for Children of Substance-Abusing Parents
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The National Youth Anti-Drug Media Campaign joins the National Association for Children of Alcoholics (NACoA) to observe National Children of Alcoholics (COA) Week from February 9-15, 2003. To help with this difficult family issue, adult caregivers can order free youth posters and a brochure offered by the Media Campaign about dealing with parental substance abuse.

Children who grow up in a household with a substance-abusing parent can develop problems that last a lifetime. They are at highest risk for developing substance-abuse problems as well as other related emotional and behavioral issues.

COA Week provides an opportunity to use these resources to increase public awareness about the impact of addiction on the family, especially on vulnerable children. By following the theme of COA Week, caring adults throughout the community can identify and address the issue of family addiction without stigma and fear of alienating parents.

The posters and brochure may be used with adults to impress upon teachers, faith community leaders, coaches, youth workers, counselors and others the influence they have in the lives of children affected by family addiction. Adult caregivers can help by giving children clear messages: youngsters are not to blame for their parents' abusive alcohol or drug use, they are not alone, there are many children just like them and help is available.

****Youth Posters:** Two free posters are available to help guide these at-risk youngsters to appropriate resources and to encourage them to talk to someone. The posters can be ordered through the National Clearinghouse for Alcohol and Drug Information at (800) 788-2800 (ask for document AVD121 for "Think Again" and document AVD120 for "I Was Afraid to Take a Friend Home"). The posters may also be downloaded at www.mediacampaign.org/order/orderposters.asp.

****Youth Brochure:** A free informative brochure for children of substance-abusers, developed by NACoA, provides useful facts and suggestions on how kids can cope and get help. Order a copy of the brochure, "It's Not Your Fault" through the National Clearinghouse for Alcohol and Drug Information at (800) 788-2800 (ask for document MS732).

****Web Sites:** Online information from the Media Campaign on children of substance abusers is available for youth at www.Freevibe.com/talking, and for adults at www.TheAntiDrug.com and www.nacoa.org.

COA Week is a chance to speak openly about the pain and confusion, as well as the resilience and hope, experienced by families impacted by parental substance abuse. For more information, visit the Web sites listed above or call (800) 788-2800.

MEDIA CAMPAIGN FLASH is your source of the latest news on the National Youth Anti-Drug Media Campaign. Feel free to forward this information.

ABOUT THE CAMPAIGN: The White House Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign targets youth ages 9-18 - especially middle-school adolescents - parents, and other adults who influence choices young people make to lead drug-free lives.

To get the word out across every economic and cultural boundary, the

Campaign uses a mix of modern communications techniques to educate and empower young people to reject illicit drugs. The Campaign also teams up with civic and non-profit organizations, faith-based groups and private corporations to enlist and engage people in prevention efforts at school, at work and at play. For more information on the Media Campaign, check out www.mediacampaign.org.