



YOUR COMMUNITY

News for and about leaders in alcohol and other drug prevention

Summer 2007

Issue #64

What's in this issue?

- 1 2007 ITI Update
- 2 Board Letter
MLI Scholarship Providers
- 3 2007 ITI Update Continued
Important Illinois Teen Institute/Mid-level Institute Dates 2007
- 4 Snowball Conferences
OS Recognition Awards
OS Youth Advocates
- 5 Earn Money For Your Chapter
Environmental Prevention Strategies Target Under-age Drinking
- 6 Coming Down Hard on Alcoholic "Soft Drinks"
- 7 Snowmentum
Games Corner-Cup Stack
- 8 Girlie Drinks

2007 Illinois Teen Institute Update

It's that time of year again! Time to be thinking and planning for ITI! This year's theme is "Let Your Light Shine".

When & Where

The 2007 Illinois Teen Institute will be held July 15-19, 2007 on the campus of Monmouth College in Monmouth. The college allowed a great venue for ITI 2006 and we are excited to be back for 2007!

Featured Speakers

Dr. Robert Barwa will open ITI 2007 with "Living Out Loud": A Guide to Teenage Living. Bob is a high energy presenter, who is a veteran of more than 100 Snowball events. He likes to keep his presentations active and relevant and we are looking forward to him kicking off ITI 2007.

Rachel's Challenge Speaker Dana Scott will present an inspirational, life changing presentation on behalf of Rachel Scott and the Rachel's Challenge Organization. Dana is the sister of Rachel Scott. Rachel was the first person killed at Columbine High School on April 20, 1999, but her shining example of love and acceptance was not defeated that day. It is the ongoing mission of Rachel's Challenge to eradicate violence, prejudice, bullying and overall hatred in our nation. Rachel's Challenge is impacting lives all across America, as well as in Canada, Australia, Bermuda and several other countries. This keynote message contains five powerful challenges taken from Rachel's life. Heart-rending, humorous, thought-provoking and entertaining, you will walk away from this presentation a changed person.

HealthWorks Theatre is an award winning troupe that has performed for half a million people in 16 states. View Finders, HealthWork's latest play, addresses issues and scenarios that today's youth encounter in their daily lives. Through humor and real life situations, View Finders explores the complex choices that young people face involving relationships, peer pressure, self-esteem, drug abuse and suicide. Some choices are simple. Others have much greater consequences. All of them are for real.

(continued on page 3)

Dear Prevention Friends!

The school year has ended, summer has begun, and hopefully you are resting and enjoying the warm weather with family and friends. The end of the school year is always a great time to reflect on our year and think about all the moments that made it special. Whether it was at one of your "Snow" events or not, take some time to reflect on what went well, what was challenging, and what you would like to do next year that you didn't get to accomplish this year. Personal reflection is a great way to put things in perspective, and it hopefully will bring you a sense of peace and closure.

The Virginia Tech tragedy is something that has made us all a lot more aware of just how precious life can be. As the friends and families of the victims struggle to put the pieces back together, it's important for us all to take a moment to tell those that we love just how much they mean to us. We do this a lot in our Snow programs with warm fuzzies and hugs, but these fuzzies and hugs after the events are always a good thing too! Take some time to think about those that have touched your lives, even in the smallest of ways, and let them know how much you appreciate them. As the infamous Ferris Bueller stated, "Life moves pretty fast, if you're not careful, you just might miss it!" Don't let your loved ones move past you without knowing just how much you care!

The OS Board of Directors wishes you a happy, healthy, fun, and safe summer! Get some rest, swim in a pool, and enjoy some laughter with friends! Hope to see you at ITI!

Snowball Hugs,

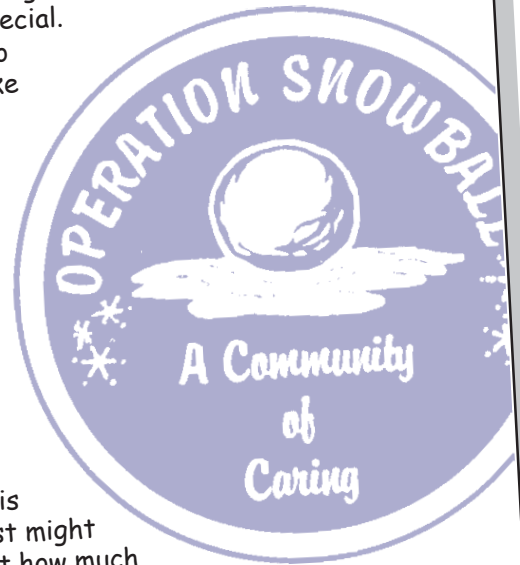
Marilee Muirhead
Chair

Spike Grosshuesch
Vice Chair

Meredith Sheriff
Secretary

Rob Grupe
Treasurer

Charla Waxman
Past Chair



MLI Scholarship Providers

The Mid-Level Institute would like to recognize and thank the following scholarship providers for the 2007 Central Illinois Mid-Level Institute.

Chicago Public Schools
Lincoln Middle School
Gibson City Middle School
Town and Country Bank
Menard County DUI Task Force
Peter Lira
Charles Thompson
Robert Ackerson, Jr.
Jeffrey Hamann
Roque Gwaltney
Boyd Ferguson
Ladies Auxiliary VFW
John H Kraus Post 454

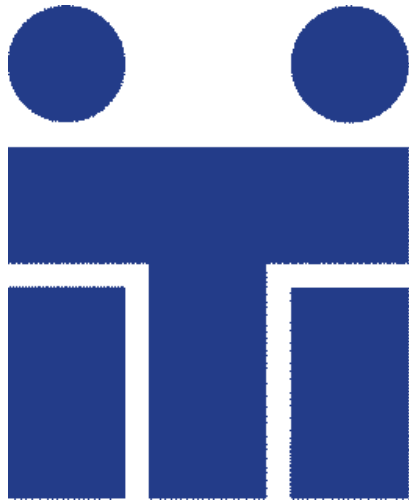
Washington Grade School
Bob Montgomery
Joseph Holler
Michael Workman
Medicap Pharmacy
Michael Peterson
Derek Thompson
Ben Gines
Debra Wright
Keith Forness
Debra Moore
Creative Concepts
Robert Aubuchon



John Morello will present “Dirt”: A One Man Show of Substance Abuse and Choices.

What began as therapy for a broken heart has turned into one of the most popular assemblies for students across the country. Actor/Comedian John Morello now finds himself on a mission. Not a lecture or seminar, “Dirt” truly is a play of many characters all performed by one actor. As characters speak honestly about their experiences the audience understands how seemingly disconnected lives are indeed tied together and influencing each other.

Victor Pacini will be presenting our closing General Session entitled “Let Your Light Shine”. Victor’s love



for performing began over twenty years ago. He has taken his passion for singing to a new and exciting level by designing motivational programs for teens. Victor’s unique approach brings messages to teens at their own level. His mission is to inspire and help teens reach their true potential and to help them realize the importance of respecting themselves and others.

Workshops and Round Robin Sessions

This year’s TRAX workshops and Round Robin Sessions will offer intensive training opportunities to ITI participants and staff and bring a number of phenomenal presenters to camp. IADDA staff are still selecting topics and presenters for this year’s program but a few topic offerings to look forward to include: presentation skills, facilitation skills, stress and time management, current drug trends, healthy decision making in relationships,

leadership and healthy risk taking, maintaining a positive attitude, activism: a how to guide, social marketing, role play and improve, reducing youth tobacco use, life after high school, getting things done, youth mental health, gender identity and LGB issues, environmental strategies and skills to improve your career options.

What Are You Waiting For???

We hope you are as excited about this lineup as we are. We hope to see many new and lots of veteran faces at camp this summer, but until then, RECRUIT, RECRUIT, RECRUIT participants and staff and have a great summer!

If you have any questions about ITI 2007 please contact Cheri Fiala at 800.252.6301 ext 13 or cfiala@iadda.org, Mary Jo Peavy at 800.252.6301 ext. 18 or mpeavy@iadda.org, or Tabitha Holt at 800.252.6301 ext. 15 or tholt@iadda.org.

SEE YOU THERE!!

Important Illinois Teen Institute/ Mid-Level Institute Dates 2007

Jan. 1, 2007	ITI Leadership Team Apps Due
Jan. 2007	ITI Apps Available
Feb. 9, 2007	MLI Participant Apps Due for Early Tuition Break
Feb. 26, 2007	MLI Youth & Adult Staff Apps Due
March 3, 2007	ITI Planning Meeting
March 5, 2007	MLI Participant Apps Due
March 16-18, 2007	MLI 2007
June 22-24, 2007	ITI Leadership Retreat
July 13-15, 2007	ITI Staff Training
July 15-19, 2007	ITI 2007
Sept. 8, 2007	ITI Leadership Debriefing
Sept. 29, 2007	MLI Reunion

Snowball Conferences

Mark your calendars for the 16th Annual Snowbusiness Conference being held on Friday, September 28, 2007 in the Chicago suburb area and the 5th Annual Snowworks Conference being held on Friday, October 12, 2007 in the Central Illinois area. The conferences are for youth and adults and are geared toward preparing for the upcoming year's events.

Registration is \$35.00 per person and includes meals, conference materials, and a special gift. A conference brochure will be mailed in August and will include registration instructions.

Presenters are needed for workshops. Presenters must be able to maintain interest while educating participants during the course of a 50-minute presentation. If you are interested in presenting a workshop please contact Mary Jo Peavy at 800/252-6301, extension 18 or at mpeavy@iadda.org.

Operation Snowball Recognition Awards

In an effort to recognize all of the hard work and dedication that is happening in the local chapters and



communities with the Operation Snowball program, Operation Snowball, Inc. and the Board of Directors are accepting nominations for awards. This award program recognizes an outstanding youth and adult leader in Snowball and

Snowflake chapters, outstanding young adult, outstanding Snowball and Snowflake chapters, outstanding support from a community organization/business, outstanding support from a school and outstanding Board of Directors member.

These awards will be announced and presented at the Snowbusiness Conference. Please visit www.os-iti.org under conference for a full list of award criteria and application or call 800/252-6301, extension 18.

OS Youth Advocates

As many people know the magic of the Snow Programs is created mainly by the youth from within the community that choose to participate in the many events. Many of these students, like myself, have participated in the Snow Programs all the way from elementary school to the day they graduate high school. Throughout this time those teens that were staff members put in many volunteer hours, in and outside of school, to make the events possible. It may seem hard going four or more years where you are completely immersed in the Snow Programs and then after graduation having to just quit.

Many people ask me how I successfully transitioned from high school, where Snowball is there for you all the time, to college where it is hard to just stay in contact with Snowball friends. The thing I tell most



students with this question is that you are not quitting; you are simply taking a well needed break to process the past Snow experiences you have had. Just because you cannot participate in the Snow Programs as a youth staff member or participant does not mean you cannot get involved in another activity. There are many community and campus events that students can attend to get involved after high school that use some of the same skills that they may have used within a Snow Program. One opportunity that students can take advantage of after graduating from high school is to become a Youth Advocate Committee member. This person would help to represent the Board of Directors for Snowball Inc. They would meet with fellow committee members at scheduled events to evaluate ways to improve the Snow Programs and offer a youth perspective on information presented at these meetings. This is an excellent opportunity for a past Snowballer to still be apart of the Snow Programs while viewing it from a different perspective. There are many opportunities students have after Snowball, but no matter which path students choose after high school and Snowball it is important for them to remember that they are not leaving the Snow Programs forever because the Snow Programs will always be in their hearts.

For more information on applying to be a Youth Advocate please visit www.os-iti.org or call 800.252.6301 extension 52.

Attention Operation Snowball chapters – Earn money for your chapter!

Operation Snowball, Inc. is a member of *Community Shares of Illinois* (<http://www.cs-il.org/> or link from www.os-iti.org).

Community Shares links people and their passions, connecting caring donors with local organizations that are changing people's lives - and Illinois communities - for the better every day.

Specifically, Community Shares helps raise money for its member organizations through payroll deduction programs with participating employers. By pledging through Community Shares, employees can direct critically needed dollars to Operation Snowball, Inc. In turn, we will use these dollars to provide training and technical assistance to over 140 chapters.



Currently, Community Shares participates in workplace giving programs at dozens of school districts throughout Illinois. In order to encourage support for Operation Snowball, we will donate 50% of contributions donated to Operation Snowball by employees in your school to your local chapter. For a list of school districts and employers that offer Community Shares of Illinois visit: <http://www.communitysharesillinois.org/nonprofits/index.php?link=3>

If your school/workplace does not currently offer Community Shares as an option, please contact your OS Board of Directors member or Snowball staff, Mary Jo Peavy at 800.252.6301 extension 18 or email mpeavy@iadda.org to find out how to begin giving to Community Shares.

Environmental Prevention Strategies Target Underage Drinking

In its ongoing effort to assist Snowball chapters in understanding and effectively addressing the issues surrounding underage drinking, Operation Snowball, Inc. has developed a curriculum to help reduce underage drinking. Underage drinking is an issue that demands our attention and action! The solution lies at the grassroots level where all members of a community can work together to create healthy environments.

This curriculum is designed to:

- Provide OS chapters with ideas and suggestions for accomplishable underage drinking prevention activities that target communities, businesses, social events, media, parents, and youth.
- Provide OS chapters with ways to coordinate prevention efforts with government agencies, local groups, and other grassroots organizations.
- Provide factual information about the issues involved in the underage use of alcohol that can be disseminated through prevention activities and help inform youth and adults.

The curriculum will be facilitated as a TRAX (Teens Reaching for and Achieving Excellence) at the Illinois Teen Institute (ITI) in July. Trainings are being scheduled for September. If your chapter is interested in scheduling a training please contact Mary Jo Peavy at 800.252.6301 extension 18 or email mpeavy@iadda.org. A copy of the curriculum will be mailed to chapter contacts soon.



Coming Down Hard on Alcoholic “Soft Drinks”

By Christine Netznik, *Prevention First Inc.*

Illinois advocates are taking on the alcohol industry over the issue of alcopops – alcoholic “soft drinks” that they say are frequently marketed to teens.

Alcopops are a combination of malt liquor and hard liquor with sweet, fruity flavors. Sold under names such as Smirnoff Ice, Mike’s Hard Lemonade and Bacardi Silver, these drinks are meant to appeal to people who don’t drink beer. As Anheiser-Busch’s Director of New Products told *Advertising Age* magazine, “The beauty of this category is that it brings in new drinkers, people who really don’t like the taste of beer.”

Not surprisingly, the “new drinkers . . . who really don’t like the taste of beer” include lots of teenagers. The 2005 Monitoring the Future study found that 74 percent of high school seniors had tried alcopops, and 31 percent of high school seniors had drunk alcopops in the last 30 days.

In the view of prevention advocates, liquor industry marketing is contributing to the consumption of alcopops by teens and to the underage drinking crisis. Alcopops are frequently packaged in bright, hip, youthful graphics that – according to studies by the Center for Science in the Public Interest (CSPI) – appeal to teens. Alcopops are available in almost all convenience stores, and CSPI found that 24 percent of teens ages 14 to 18 were able to buy alcopops at convenience stores. Further, almost all teens, 84 percent, said that alcopops are “easy” to get.

Advocates are further upset by the prevalence of alcopops advertising. A 2003 study by the Center on Alcohol Marketing and Youth found that on a per capita basis, young people had been exposed to 92 percent more printed alcopop advertising than adults had. Although the Bureau of Alcohol, Tobacco and Firearms ruled in 1996 that alcopops should be classified as distilled spirits, the ruling has not been enforced. As a result, alcopops have been marketed under the less-stringent rules that apply to beer and wine.

Led by the Illinois Alcoholism and Drug Dependence Association (IADDA), prevention and treatment

professionals are calling on the Illinois legislature to ban the marketing of alcopops to underage youth. IADDA is an organization that works on policy issues on behalf of more than 50 prevention and treatment providers across the state.

Teens ages 12 to 20 comprise about 15 percent of the American population. The alcohol industry’s own standards call for a ban on advertising on television shows and in magazines where 30 percent or more of the audience is under age 21. However, that 30 percent standard is double the representation of teens in the population, which means that teens are



disproportionately exposed to alcohol advertising. IADDA is calling for a legislative ban on alcopops advertising in *all* markets with a youth audience, and for closer regulation to ensure that advertisers adhere to the ban.

Additionally, IADDA and its members are calling for a ban on selling alcopops in convenience stores. Currently, alcopops are available in most of Illinois’ 4,378 neighborhood convenience stores. IADDA wants them restricted to liquor stores and similar outlets to reduce youth access.

The IADDA campaign kicked off with a press conference in Chicago in late January. State Sen. Carol Ronen (D-Chicago) announced that she will sponsor legislation to ban the marketing of alcopops to teens. To stay up-to-date on this issue, visit the IADDA Web site at www.iadda.org.

Netznik is Prevention First’s Communications Manager.

SNOWMENTUM

The following is a list of Operation Snowball chapter events, trainings, conferences and board meetings. Also, included are the Illinois Teen Institute planning meeting and event dates.

June 16, 2007

OS Board of Directors Meeting
Chestnut Health Systems, Bloomington, IL
Contact Mary Jo Peavy at 800.252.6301 ext. 18
or mpeavy@iadda.org

June 22-24, 2007

ITI Leadership Retreat
Location TBD

July 15-19, 2007

ITI 2007
Monmouth College, Monmouth Illinois
Contact ITI at 800.252.6301 ext. 52 or
iadda@iadda.org

September 8, 2007

ITI Debriefing
Location TBD

September 29, 2007

MLI Reunion
Location TBD
Contact Cheri Fiala at 217.528.7335
ext. 13 or cfiala@iadda.org

November 2-4, 2007

Naperville Operation Snowball
Contact Ian Shaw at 630.961.2992 x. 231 or
ian@ncoyouth.org

November 15-18, 2007

Homewood-Flossmoor Operation Snowball
Snowball
Contact John Schwaller at 708.335.5552 or
jschwaller@HFHighschool.org

February 16, 2008

Homewood-Flossmoor Operation Snowball
Snowflake
Contact John Schwaller at 708.335.5552 or
jschwaller@HFHighschool.org

April 18-20, 2008

Naperville Operation Snowball
Contact Ian Shaw at 630.961.2992 x. 231 or
ian@ncoyouth.org

*To submit a date please contact IADDA at 800.252.6301, ext. 52
or email iadda@iadda.org for consideration.*

Games Corner - Cup Stack

Objective: For people to work together on a fun but frustrating and challenging task without giving up or cheating.

Group Size: 6 or fewer

Materials: For each group of 6 or fewer:

10 paper cups of equal size

One rubber band

6 pieces of string

Description: Prior to the activity, cut the string into two-foot to three-foot long pieces. (Or shorter if you desire.) Tie six pieces of string to a rubber band spacing them as evenly as possible along the band. You will finish with a rubber band with six pieces of string attached to it (it should look like a sunshine with six rays going out in all directions). Make one of these for every group.

Divide your group into smaller groups of six (or as close to this as possible). Give each group a stack of ten paper cups and one of the rubber band/string implements. Place the paper cups on the table, spread out and upside down.

Challenge the group to build a pyramid out of the paper cups (four on bottom, three next, two and then one on top). Group members may not touch the cups with their hands or any other part of their bodies, even if a cup falls on the floor.

The Solution (don't tell them this!)

Each person should hold onto one of the strings that are attached to the rubber band and the group then uses this device to pick up the cups and place them on top of each other (by pulling the rubber band apart and then bringing it back together over the cups). If there are fewer than six people, some team members may have to hold more than one string.

Discussion Prompts:

Was anyone frustrated at all during this activity? If so, how was it handled?

Why was teamwork so important for this activity?

Are you ever in a situation where you must use teamwork? Is this always easy for you? Why or why not?

What are some skills needed to be good at teamwork?

What is so hard about teamwork?

What did you do today to contribute to the teamwork on your team?



From "Team-Building Activities for Every Group" by Alanna Jones. www.gamesforgroups.com

IMPACT Your Community is a publication of Operation Snowball, Inc. and Illinois Teen Institute and is free of charge to subscribers.

IADDA Staff

CEO: Sara Moscato

COO: Peggie Powers

Business Manager: Pel Thomas

Prevention Coordinator: Mary Jo Peavy

Prevention Coordinator: Cheri Fiala

Administrative /Mail Room Coordinator: Tabitha Holt

Policy Analyst: Suzanne McLean

Intern: Tiana Webster

OS staff is provided through a contract between the Illinois Alcoholism and Drug Dependence Association and Operation Snowball, Inc.

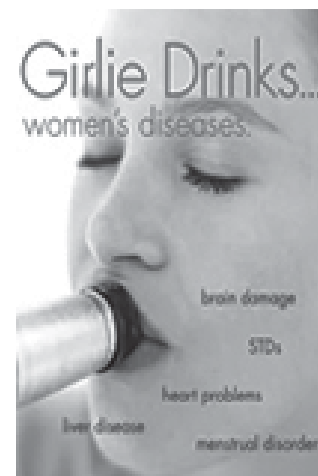
IMPACT Your Community invites your comments, articles or photographs. An article must be submitted in typed, double-spaced format. Photos must include caption or an explanation of the event. Please direct articles or comments to:

Operation Snowball, Inc. / Illinois Teen Institute
937 South Second Street
Springfield, IL 62704
800-252-6301 or 217-528-7335

“Girlie” Drinks Lead to Grown-Up Problems

Studies have shown that teenage girls are more likely than teenage boys to drink alcopops. These statistics are from a 2004 study by the American Medical Association, available at www.ama-assn.org/ama/pub/category/14425.html.

- Nearly one in six teen girls who have drunk alcopops in the past six months have been sexually active after drinking.
- One out of four teen girls who have tried alcopops have driven after drinking or ridden in a car with a driver who had been drinking.
- One out of five teen girls who have tried alcopops have thrown up or passed out from drinking.



This publication is free of copyright and may be reprinted. Please forward a copy of the printed material in which a reproduced IMPACT article appears. Appropriate credit of authorship is appreciated.

Operation Snowball, Inc. Board of Directors: Marilee Muirhead, Chair; Charla Waxman, Past Chair; Spike Grosshuesch, Vice Chair; Meredith Sheriff, Secretary; Rob Grupe, Treasurer; Alissa LaRose and, Jeff Weishaar, Youth Advocates; Jason Bolden, Amanda Carl, Marie Goulet-Raffety, Ron Jakubisin, Charles Patton, Linda Pfeifer and Breyn Puckett, Board Members.

Operation Snowball, Inc. / Illinois Teen Institute

937 South Second Street
Springfield, IL 62704

ADDRESS SERVICE REQUESTED

Non Profit Org.
U.S. Postage
PAID
Springfield, Illinois
Permit No. 168