

Super Bowl Time

According to the Wall Street Journal, the starting price for an ad on this year's Super Bowl will be 3 million dollars for 30 seconds. Your child may well be one of the 6.6 million or more 12-17 year olds that watch the game or one of 7.2 million or more 2-11 year olds that watch. Over the past 20 years, Budweiser has been the biggest advertiser. How does that affect your child?

Well if your child is watching the game, he or she will be seeing those beer commercials. Think about the fact that beer companies make \$5 billion dollars a year on underage drinking. Or the fact that 4 out of 10 children who start drinking by age 15 will become alcoholics later in life. Or that on average teens who drink lose 10% of their brain's capacity to function. Those are serious problems. And the advertisers are after your children. If a child starts drinking young, chances are higher they will continue later in life.

As a parent what can you do? Use the Super Bowl to help your child learn how advertisers target consumers.

Make a log sheet before the game. At the top of the sheet label the columns with labels such as the company that advertised, something about the ad so that the child can recall it later, how it made them feel



Member it later, how it made them feel and the type of promotion. Then chose a quarter or more of the game and have your child list every time alcohol is promoted. This includes not only commercials but also shots of people drinking, shots of logos, signs in the stadium, the blimp or any other thing your child spots. Afterward, talk with your child and discuss how much an ad cost, how many ads a particular brand was shown and how much it cost to make the commercial (usually \$2-4 million) plus the cost of any additional signs, promotional products, etc.

Next, discuss the fact that advertisers target the ads to the people they think will buy the product. Studies have shown that when students like the ads or think they are funny they are more likely to drink beer. Discuss some of the ads and how it made your child feel.
Continued on page 4

Inside this issue:

| | |
|---------------|---|
| Energy Drinks | 2 |
| Colds and Flu | 3 |

Highlights:

- This is cold and flu season. Make sure your child is getting the right food and enough sleep. Also, remember good hand washing.
- Spend some time learning about media literacy.



Energy Drinks with Alcohol

Most parents have seen an energy drink. These are drinks like Red Bull, Full Throttle, Monster, Jolt, and Power Shot. All these drinks contain high levels of caffeine and may contain other legal stimulants like guarana and ginseng. They also contain high levels of sugar.

Your 12 oz. Classic Coke contains 34.5 mg. of caffeine or 2.88 mg. per ounce. Energy drinks contain much more caffeine. Red Bull contains 80 mg. in 8.3 oz. or 9.64 mg. per ounce. Monster contains 160 mg. in 16 ounces or 10 mg. per ounce. In June 2007, Jolt contained 79 mg. in 8 ounces but in November 2008 increased the 16 ounce can to 190 mg. or more than double the amount from 2007. And Powershot contains 100mg. in one ounce, the size of the tube in which it comes.

Caffeine affects people differently but these drinks should be used with special care because of the high levels of caffeine and sugar. Energy drinks can boost the heart rate and blood pressure, dehydrate the body and prevent sleep. Energy drinks should not be used during exercise because the loss of fluid from sweating combined with the diuretic effect of caffeine can leave the user severely dehydrated. These drinks can also cause nausea, abnormal heart rhythms and can even lead to emergency room visits. Some schools have banned the drinks because of health problems.

Before people and teens mixed energy drinks with alcohol but now they even come premixed. The alcohol version looks extremely similar in most cases to the non-alcoholic version. This can make identification for cashiers difficult and make drinking an alcoholic beverage easier for teens. These drinks called alcopops target teens with their fruity flavors and added sugars that mask the harsh taste of alcohol for which young people have not yet acquire a taste. Next time you are in a store check out the plain energy drinks versus the alcoholic version.

The addition of alcohol to the caffeinated drinks makes the users feel less drunk however, motor coordination and visual reaction times are just as impaired as if the person drank just the alcohol. The combination of alcohol which is a depressant and caffeine which is a stimulant can be dangerous. The stimulating effect can mask how intoxicated a person is and stop your teen from realizing how much alcohol he or she has consumed. The reason for this is that fatigue is one way the body tells a person he or she has had enough to drink and now the person does not feel the fatigue as readily. Also the dehydrating effect of the combination can hinder the body's ability to metabolize the alcohol increasing its toxicity.

Now research has discovered another affect of energy drinks –risk taking. Kathleen Miller, an addiction researcher at the University of Buffalo suggests high consumption of energy drinks is associated with risky and aggressive behaviors including unprotected sex, substance abuse and violence. The drinks do not cause the behavior but regular consumption of these drinks may be a red flag for parents that their children are more likely to be risk takers.

If you would like to know how much caffeine is in your drink of choice check out:
<http://www.energyfiend.com/the-caffeine-database>



Cold and Flu Season

It is that time of year again when we all start to think about cold and flu season. This is the time to stress to your children to wash their hands well and frequently. Also, make sure your child is eating healthy foods and getting plenty of sleep. Often parents are not sure whether the child has a cold or the flu. Below are some tips for determining which your child has. These are only tips. If you are not sure or if your child does not seem to be getting well or feels differently than they normally do when ill see your doctor immediately.

Fever: Fever is rare with a cold but is seen in over 80% of cases of the flu. Temperatures of 100 degrees or higher for three or four days are seen with the flu. Make sure your child is drinking well and retaining fluid. If he or she is not contact your doctor.

Coughing: A cough is usually productive with a cold but the flu has a dry non-productive cough.

Aches: Body aches and pains are more intense with the flu.

Stuffy nose: This is more prevalent with a cold than with the flu.

Chills: Chills are not common with the cold but 60% of flu sufferers experience them.

Tiredness: Tiredness is less severe with a cold than with the flu. However, if your child is having difficulty sleeping because of stuffiness he or she may become very tired with a cold.

Sneezing: Sneezing is commonly seen with a cold but not commonly with the flu.

Sudden symptoms: Colds develop over a few days but the flu usually hits in 3-6 hours.

Headache: Headaches are not as common with a cold but are common with the flu and can be severe.

Sore throat: Sore throats are common with a cold but not as often with the flu.

Chest discomfort: Chest discomfort can be mild to moderate with a cold but often severe with the flu.



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Super Bowl Time

Cute animals appeal to children, as do funny commercials and some music.

Point out that the commercials make drinking beer or other alcohol seem like it is all fun and that the commercials do not point out the dangers of alcohol. Then spend time talking with your child about the health hazards of alcohol.

For more information go to
<http://www.medialiteracy.net/purchase/freedownloads.shtml>

You can also stop by the DWI office for more information.

The Parents' Academy/Parents' Corner

The Parents' Academy and Parents' Corner is seeking sponsors. We would like to partner with organizations such as church groups or civic groups for upcoming programs.

If your group would like to schedule a presentation tailored to your needs, or sponsor a program please contact Debbie at 575-200-9962 or email to parentsacademy@co.eddy.nm.us to make arrangements.

If you would like to receive our monthly newsletter just send us an email and we will put you on our email list.