

NEIGHBORS

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EAST

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SOAPBOX

MIAMI-DADE ADS CAN HELP DEVELOP ANTI-DRUG TECHNIQUES

In response to an article by Alaina She Potrikus *Anti-narcotics ad will target Hispanics* [Oct. 30], I would like to comment on two issues mentioned: cultural/ethnic advertising and parental involvement.

Roy Bostock, chairman of Partnership for a Drug-Free America observes, "Reaching the Hispanic population isn't

just about communicating in Spanish — it's about connecting the culture with the message."

The word "connecting" is the effective ingredient in this particular type of anti-drug advertising campaign.

Bostock has touched upon the right mix: culture and parental influence.

According to a recent NIDA-supported research study, cultural influences and ethnic identification may significantly influence adolescent drug use.

Furthermore, the study suggested that adolescents who strongly identify with their communities and cultures are less vulnerable to risk factors for drug use and benefit more from protective factors than adolescents without identification.

These results strongly support the "connecting" aspect of the newly launched advertising campaign Padres: La Anti-Droga.

Additionally, a similar study to determine the extent parental influence plays on teen substance abuse also reinforces the fact that teen drinking and smoking does not occur in a vacuum.

Dr. Bruce Simons-Morton, lead author of the study, further observes that one way to help teens resist negative influences is by parents showing respect, keeping informed about their teen's life and establishing clear behavioral

expectations.

Connecting the anti-drug message to cultural identification and parental involvement can lead to schools developing better techniques when planning parental educational programs.

According to Simons-Morton, "The challenge is to find effective ways of reaching parents" and I add that the challenge is also to find effective ways of reaching our youth.

Maybe, the message can be well received by both parties.

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Ready to rant? You can do it in English or Spanish. E-mail jonell@herald.com or write Soapbox, 7300 N. Kendall Dr., Suite 200, Miami, FL 33156.