



FOR IMMEDIATE RELEASE

CONTACT:
Robin D. Cook
602.374.4923

Touchstone Behavioral Health Teaches Teens about Dangers of Alcohol

Phoenix, AZ March 1, 2007 ----- Touchstone Behavioral Health sponsored a "teen summit" for pre-teens and teenagers in the sixth through 12th grade who were curious about the dangers associated with drinking alcohol.

Thanks to Touchstone, nearly 100 students and about 25 of their parents and other adults gained a better understanding of what alcohol can do to their lives during the summit, which was held at the Glendale library and deemed "excellent by teens" and "exceptional" by the adults in attendance.

"This event made such an impact on the students that many of them expressed an urgency to share the stories they heard, what they learned and their overall experiences of the summit with their friends who would not or could not attend the event. This can actually counteract the peer pressure they face about drinking alcohol—it can be very effective in reducing alcohol consumption among minors," said Vernon Powell, Prevention Director of Touchstone.

Guest speakers from "Not My Kid" (an organization committed to teaching youth and families about substance abuse, depression, teen pregnancy and many other health issues), offered unique, attention-grabbing life stories, which may have "shocked" the students a bit and perhaps "woke them up" about underage drinking.

"The students really listened as our guest speakers from 'Not My Kid' talked about growing up with alcoholic parents and how it really is their choice to either follow that path or choose their own road toward a healthier, more productive life," Powell added.

In addition to unforgettable speeches guests, several students "acted out" their personal reactions to drinking alcohol by putting on educational skits, by role-playing and by sharing their own personal stories.

"Looking forward to the next one," "Can't wait to share" and "this was a real eye-opener for me" were common phrases heard at the conclusion of the summit.

The Standard of Excellence for Evidence-Based Programs in the Southwest
Offering Functional Family Therapy, Multisystemic Therapy
Treatment Homes, Brief Strategic Family Therapy

Board of Directors

Charles Jennings, Chair
Jan Morgan, Vice Chair
Mary Parke, PhD., Secretary
Jay Benn, Treasurer
Michael Young, Past Chair

Members

Barbara Bloss
Essie Brunson
Kathy Busby, JD
Hugo M. Franco, JD
Wendy Godfrey
Dana Moeller
Wesley Perdue
Marshall Porter
Sandra Price

Timothy Dunst
President /
Chief Executive Officer

www.touchstonebh.org

Administrative Office
8607 N. 59th Avenue
Suite D
Glendale, AZ 85302
(623) 209-0260 Phone
(623) 209-0112 Fax

Glendale Clinic
6153 W. Olive
Suite 1
Glendale, AZ 85302
(623) 930-8705 Phone
(623) 930-0797 Fax

Phoenix Clinic
4614 E. Shea Blvd.
Suite D250
Phoenix, AZ 85028
(602) 953-9070 Phone
(602) 953-9077 Fax

Mesa Clinic
1845 S. Dobson Road
Suite 101
Mesa, AZ 85202
(480) 456-9800 Phone
(480) 456-9801 Fax

Flagstaff Clinic
417 N. Agassiz
Bldg. #2, Suite 2B
Flagstaff, AZ 86001
(928) 226-0200 Phone
(928) 226-0220 Fax

Tucson Clinic
4595 S. Palo Verde
Suite 533
Tucson, AZ 85714
(520) 745-5244 Phone
(520) 747-1846 Fax

Touchstone is committed to reaching as many teens—and adults—as possible when it comes to alcohol consumption (and behavioral health in general). Judging from the outcome of the summit, it seems the organization can count on several teens and adults to “spread the good word on teenage drinking.”

About Touchstone Behavioral Health:

Touchstone Behavioral Health is a nationally-recognized expert in evidenced-based behavioral health and juvenile justice treatment programs; a non-profit industry leader accredited by the Joint Commission On Accreditation Of Healthcare Organizations and licensed by the Arizona State Department Of Health Services and The Department Of Economic Security. Touchstone Behavioral Health is the only agency in the nation that provides four proven cost-effective treatment interventions, the only agency in Arizona to provide Bullying Prevention and Multisystemic Therapy and the first agency in Arizona to provide Functional Family Therapy. For more information, visit www.touchstonebh.org.

###

Marketing with a Flair can arrange an interview with “teen summit” event organizers and/or attendees.