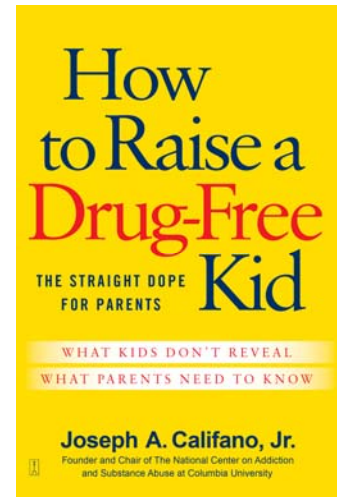


How to Raise a Drug-Free Kid

The Straight Dope for Parents



Many parents simply don't know how to talk to their kids about tobacco, drugs and alcohol, or the best ways to protect them. Finally, there is a great resource for parents who need guidance and support.

CASA Founder and Chair, Joseph A. Califano Jr. has written a new book, *How to Raise a Drug-Free Kid: The Straight Dope for Parents*. This book, based on nearly two decades of research from The National Center on Addiction and Substance Abuse at Columbia University is a valuable tool for parents and covers a wide variety of topics, from how to answer tough questions like “did you use drugs when you were my age?” to preparing children for college, and everything in between.

Research shows that every child will be offered drugs and alcohol before graduating high school, most on several occasions, many in middle school. To help parents give their children the will and skills they need to make the decision not to use drugs or alcohol, [Joseph A. Califano, Jr. is going on the road, booking speaking engagements to talk directly to parents all across the United States.](#) Joe will cover topics found in the book and give advice, information and ideas for parents about how to prepare children for the crucial decision-making moments they will face about drugs, alcohol and cigarettes. To book Joe for an event the following elements are required:

- Travel expenses covered (Mr. Califano and one travel companion)
- A minimum audience of 300 parents, teachers, counselors, concerned citizens
- An advance purchase of 400 books for the expected audience size. With sufficient lead time, CASA may be able to arrange bulk purchase discounts (all royalties from the book go to CASA)
- \$3,000 honorarium donated to CASA

If you are interested in booking Joe for a speaking engagement or to make a bulk purchase of the book for your community or organization, please contact Kathleen Ferrigno, CASA's Director of Marketing, at (212) 841-5252 or kferrigno@casacolumbia.org. All royalties from the book go directly to CASA.

Studies show that kids want parents engaged in their lives, and that parents are the most important influence on whether or not kids use tobacco, alcohol or drugs. Joseph A. Califano, Jr will help give parents the tools they need to be effective in doing their job.

How to Raise a Drug-Free Kid: The Straight Dope for Parents is available now.

Visit www.straightdopeforparents.org or www.Amazon.com to get your book today!

