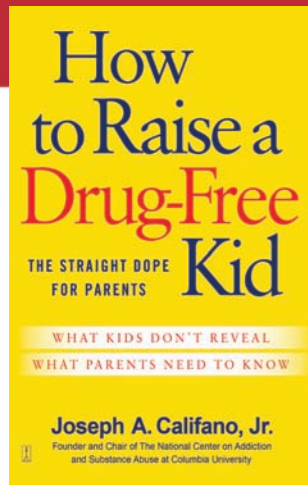


Healthy parental engagement is the most powerful antidote to a child's temptation to smoke, drink or use drugs.



In August 2009, CASA Chairman and President and former U.S. Secretary of Health, Education, and Welfare, Joseph A. Califano, Jr. released his 12th book, *How to Raise a Drug-Free Kid: The Straight Dope for Parents*.

The book has been lauded on ABC's *The View*, NBC's *Today*, CBS's *The Early Show*, MSNBC's *Morning Joe* and FOX News' *The O'Reilly Factor*, and in *The Washington Times*. The State of Wyoming purchased a copy of the book for every public library in the state.

Based on nearly two decades of research, the book—published by the Touchstone/Fireside Division of Simon & Schuster—expands on two of CASA's most important findings: a child who gets through age 21 without smoking, using illegal drugs or abusing alcohol is virtually certain never to do so; and parents are the greatest influence on their children.

There are no silver bullets, but healthy parental engagement is the most powerful antidote to a child's temptation to smoke, drink or use drugs. Parents who are actively involved in their children's lives, who eat dinner as a family on a regular basis, set a good example, talk often and listen to their teens and regularly attend religious services are far less likely to have kids who use tobacco, alcohol and other drugs.

Since its release, we have sold more than 15,000 units and are in our sixth printing. Califano has been bringing the book to communities across the country on a national speaking tour that serves as an educational forum for parents, and has received an outstanding reception by substance abuse professionals, teachers, guidance counselors and, most importantly, parents. In his talks, Califano tells parents that they have the power to keep their kids drug free, and that it's up to them to give their children the will and skills they need to choose not to use. In a five-month period from August through December, Califano spoke to hundreds of parents and professionals at 11 events.

"How to Raise a Drug-Free Kid is a gem. In fact, it should be handed out to all couples when they take their newborn home from the hospital."

— Stanley Gitlow, MD

"A must-read for all parents to learn new ways to help their children grow up safe and drug free."

— Chuck Saylor, President, National PTA

"A parent's tool box for today. An invaluable primer to help you help your children navigate the difficult and contradictory messages about drugs and alcohol."

— Jamie Lee Curtis, mother, author of children's books and actress

"The definitive manual for any parent who wants to help his/her child make it."

— NY Metro Parents

"A remarkable and vitally important piece of work. It is an invaluable tool for parents and their teens."

— David A. Hamburg, MD, President Emeritus, Carnegie Corporation of New York and former President of the Institute of Medicine

To date, there are 18 events on the schedule for 2010, with requests coming in weekly.

The book's popularity is enormous, and in response, CASA is creating additional resources for parents like a Facebook fan and group page, and a discussion guide.

"In this day and age, with social networking sites, the availability of prescription drugs on the internet, and Hollywood's glamorization of substance use and abuse, today's parents have so much more that they need to monitor and be aware of," said Kathleen Ferrigno, CASA's Director of Marketing. "We're trying to get the book in the hands of every parent in America."

For a list of upcoming speaking events, to buy the book or to find great tools and resources for parents, go to straightdopeforparents.org, or contact CASA's Director of Marketing, Kathleen Ferrigno at 212-841-5252 or kferrigno@casacolumbia.org.

