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HHS SECRETARY LAUNCHES CAMPAIGN TO INCREASE ADULT INVOLVEMENT IN CHILDREN'S LIVES

HHS Secretary Donna E. Shalala today launched a new campaign to recruit caring adults to help children and young adolescents in warding off the start of substance abuse. As the new "Your Time - Their Future" campaign was launched, a study was also released showing correlations between marijuana use and a variety of serious adolescent problems.

"It is a simple but proven fact-young people are much less likely to use drugs when they have something positive to do, and when adults who care are involved in their lives," said Secretary Shalala. "This campaign emphasizes the need for activities for our children-sports, the arts, reading, camping, cooking and many others-that are not only fun and educational, but help keep children alcohol, tobacco and drug free."

The "Your Time - Their Future" campaign will be carried out by HHS' Substance Abuse and Mental Health Services Administration. It urges adults to become actively involved in working with children, ages 7 to 14, to develop healthy and useful skills and interests. The campaign encourages adults to volunteer and devote more quality time with youngsters in need of guidance and mentoring toward productive and rewarding lives. Research has shown that such adult involvement can and does help children and young adolescents to resist

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