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- AFL-CIO
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- The Partnership for a Drug-Free America
- U.S. Chamber of Commerce
- YMCA of the USA

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- Interpublic Group

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## Family Day Recognition and Support

In 2009, the President, 49 Governors and 1,000 Mayors and County Executives proclaimed and supported *Family Day*. *Family Day* was mentioned in various media outlets including *The New York Times*, *The Los Angeles Times* and *The Washington Times*.

More than 200 nonprofit and faith-based organizations nationwide celebrated *Family Day* last year. Major League Baseball teams including the Atlanta Braves, Florida Marlins, Los Angeles Angels, San Diego Padres and the Tampa Bay Rays celebrated *Family Day* and 12 State First Ladies served as Honorary Chairs of *Family Day*.

"I am a big believer that here in California WE are family, and I am excited to celebrate *Family Day* throughout our great state. When families come together, we share so many important life lessons with our children. My greatest and most fulfilling role in life is being a mother to my four children, and the time I spend with them is the most valuable gift I can give as a parent. I hope all families will not only spend time together on *Family Day*, but make every day a moment to cherish with your family."

Maria Shriver,  
First Lady of California and  
Honorary Chair of *Family Day* in California

For more information about *Family Day* –  
*A Day to Eat Dinner with Your Children*™,  
log onto [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)  
or email [FamilyDay@casacolumbia.org](mailto:FamilyDay@casacolumbia.org).

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Substance Abuse at Columbia University

# Family Day

10<sup>th</sup> ANNIVERSARY

A day to eat dinner with your children™

TITLE  
SPONSOR



## Family Day ... Dinner Makes a Difference!



## Monday, September 27, 2010

PRESENTING  
SPONSOR

*The Coca-Cola Company*

[www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)



### Make a Date for Dinner...

Good food, great conversations and loads of laughs—that's what family dinners are made of. Whether you're cooking a gourmet

meal or ordering from your favorite take-out place, rest assured that what your kids really want at the dinner table is **YOU!** The conversations that go hand-in-hand with dinner help you learn more about your children's lives and help you better understand the challenges they face. If busy schedules are making it hard for your family to pencil in regular family meals, take a "time out" to consider all the benefits of gathering around the dinner table. Family dinners are about more than just sharing a meal.

### Did you know that eating dinner frequently with your children reduces their risk of substance abuse?

Research by The National Center on Addiction and Substance Abuse (CASA)\* at Columbia University consistently finds that the more often children eat dinner with their families, the less likely they are to smoke, drink or use drugs. Family meals are the perfect time to talk to your kids and to listen to what's on their mind.

Created by CASA in 2001, *Family Day – A Day to Eat Dinner with Your Children™* is a national movement that reminds parents about the importance of parental engagement in their children's lives and encourages parents to have frequent family dinners with their kids as an effective way to prevent their kids from abusing substances.

*Family Day is celebrated annually on the fourth Monday in September. The 10th Anniversary of Family Day will be celebrated on September 27 in 2010.*

\*The National Center on Addiction and Substance Abuse at Columbia University is neither affiliated with, nor sponsored by, the National Court Appointed Special Advocate Association (also known as "CASA") or any of its member organizations, or any other organizations with the name of "CASA".

### Why are Frequent Family Dinners so Important?

CASA research consistently finds that kids who have frequent family dinners:

- Are at lower risk for substance abuse compared to teens who dine with their families infrequently.
- Are less likely to have friends who use illicit drugs or abuse prescription drugs.
- Are likelier to get better grades in school.



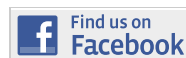
### What's the Harm in Skipping Family Meals?

According to CASA's report *The Importance of Family Dinners V*, compared to children who have frequent family dinners (five or more per week), children who have infrequent family dinners (less than three per week) are:

- Twice as likely to use marijuana
- Twice as likely to use tobacco
- More than one and a half times likelier to use alcohol

### Entering High School – Parents Stay Vigilant

CASA research shows that teens are at greater risk of substance abuse as they move from middle school to high school. It's especially important for you to stay involved in your children's lives during this time. Dinner is one way to make this happen during these potentially vulnerable years.



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### Celebrate Family Day in Your Home

It's never too early to start the tradition of regular family dinners with your children. Make dinnertime special by turning off the TV and not answering the phone during mealtime. To download a **free Family Dinner Kit** that includes menu cards, placemats and recipes that you can use, visit: [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org).

### Be a Family Day STAR

Join parents all across the country in logging onto [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org) to take the *Family Day STAR* Pledge to commit to:

**S**pend time with your kids by having dinner together

**T**alk to them about their friends, interests and the dangers of drugs and alcohol

**A**nsWER their questions and listen to what they say

**R**ecognize that **YOU** have the power to keep your kids substance-free!



Thank you to our Partner the Empire State Building for supporting the 10th Anniversary of *Family Day* by lighting up in red and blue.

To learn more about the Empire State Building, visit [www.esbnyc.com](http://www.esbnyc.com).

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