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Drugs and Children TV Series Premieres in Iowa

(CEDAR RAPIDS) – The Partnership @ DrugFreeIowa.org announced today the release of a new television program, *Drugs and Children: Secrets for Parents*, developed with Mediacom to provide parents, teachers, youth advocates and students with information to help prevent drug and alcohol abuse among Iowa teens. The 30 minute program premieres April 17 and will be televised statewide on Mediacom channel 22 (MC22).

The Partnership @ DrugFreeIowa.org and Mediacom joined forces to produce a series of televised programs that present important information about how drug and alcohol abuse threatens to tear apart the fabric of Iowa families and communities. Viewers will also learn about progress combating drugs in Iowa, and how to use what works to reduce substance abuse. Hosted by Peter Komendowski, President of the Partnership @ DrugFreeIowa.org, the series features compelling guests who share insider views of drug abuse by children, and brings to light challenges faced by parents and caregivers who deal with youth substance abuse.

“The issues of teen drug abuse cross all demographics and touch all communities,” said Steve Lukan, Director of the Governor’s Office of Drug Control Policy. “That’s why this series is so important. Using cable television and YouTube, the topics are current in Iowa today and presented to help parents and the public understand what they can do to prevent drug abuse among teens.”

The pilot program for *Drugs and Children* will be televised on four consecutive dates beginning April 17, followed by a series of episodes on youth substance abuse. Experts on each program will discuss topics ranging from scientific information to personal experiences that reveal how families and communities are affected by drug abuse.

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The inclusion of real-life stories of Iowa teens will be a regular feature that prevention specialists suggest is an effective way to share insights on how children and families face threats and traumas related to drug abuse. Upcoming episodes will include topics on the dangers of prescription drugs, methamphetamines, synthetic drugs, alcohol and marijuana.

Iowans may watch *Drugs and Children: Secrets for Parents*, and subsequent episodes on MC22 (a channel available to all Mediacom cable subscribers in Iowa) at the dates and times listed below. Viewers also can find the program available to watch anytime using OnDemand or on YouTube.

Broadcasts of *Drugs and Children: Secrets for Parents* – on MC22 (channel 22)

Wednesday, April 17 – 4:00 p.m.

Thursday, April 18 – 10:30 a.m.

Friday, April 19 – 2:00 p.m.

Saturday, April 20 – 10:30 a.m.

Or, watch using free OnDemand (channel 1) by selecting “Mediacom Local” and “Healthy Community.” The pilot program and subsequent episodes also can be found on YouTube at: www.mc22.net.

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