



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: August 15, 2003

To: Health and Human Services Committee

Subject: PRESENTATION ON THE SHOULDER TO SHOULDER:
RAISING TEENS TOGETHER PROJECT

Recommendation:
Receive and file.

Previous Directives: none

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
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Approved by: _____
Ken Dahl, Interim Commissioner of Health & Family Support

Presenters in Committee: Gretchen Musicant, Director of Public Health Initiatives
Cindy Kallstrom, M.P.H., Health Education Consultant

Financial Impact (Check those that apply)
 No financial impact - or - Action is within current department budget.
(If checked, go directly to Background/Supporting Information)

Background/Supporting Information Attached:

The Minneapolis Department of Health and Family Support has joined forces with other metro counties, cities, and the University of MN Extension Services to reach parents of teens in a new social marketing campaign called **Shoulder to Shoulder: Raising Teens Together**. The media campaign will be launched in early September targeting parents whose children will be starting middle school, and will include multiple components.

This major initiative was sparked 2 years ago after a national research conference focused on findings that parents are the major influence in teens' lives - on both their beliefs and behaviors. Parents who provide warmth and guidance, are respectful, have high expectations, set and enforce limits and monitor their teens' behavior produce healthier teens. Teens whose parents practice these parenting techniques do better in school, have lower rates of depression and stress, are less likely to engage in risky behavior, have better social skills, are more respectful of all people and deal better with conflict.

MDHFS has been a major funder (with federal TANF Pregnancy Prevention funds) of this collaborative, which also includes St. Paul-Ramsey County Public Health, Dakota County Public Health, Bloomington Health Division with the cities of Richfield and Edina, Hennepin County Community Health, and Scott County Public Health. Additional information is on the website www.shouldertoshoulderminnesota.org, or through the United Way's 211 line for multi-lingual information.