



NEWSLETTER

HAPPY NEW YEAR TO ALL



2024 IS GOING TO BE HUGE

Happy New Year! As we step into 2024, we want to express our deepest gratitude for your ongoing support in our mission to empower youth, parents, and communities across the nation.

In our 18th year of providing top-notch drug prevention school assemblies in all fifty states, we're thrilled to share that Steered Straight Inc is now the #1 booked school presenters in America. This accomplishment wouldn't be possible without your commitment to creating safer, more informed environments for our youth.

MORE INFORMATION AT WWW.STEEREDSTRAIGHT.ORG



Looking ahead, we have exciting plans to enhance our impact, and we can't wait to share them with you. Steered Straight is dedicated to enlightening and educating the nation's youth on the perils of drugs, bullying, mental health, and suicide. We firmly believe that knowledge is the key to prevention, and our goal is to change perceptions from mere concern to actionable, life-saving strategies.

Stay tuned for:

- **New Educational Initiatives:** We're introducing innovative programs to address emerging challenges and provide even more comprehensive support.
- **Community Engagement:** Join us in creating a network of empowered parents, staff, and communities dedicated to making a positive impact.
- **Resource Updates:** Access the latest guides, tools, and resources to stay informed and equipped in your efforts to protect and nurture our youth.

Our commitment to changing perceptions and fostering actionable strategies remains at the core of everything we do. Together, let's make 2024 a year of empowerment, resilience, and positive change.

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Family Coaching Corner

Updated Topics and Support for Parents



THINGS THAT ARE **NOT WORKING** FOR TODAY'S TEENAGERS:

NOT VALIDATING A CHILD'S FEELINGS

PLAYING THE VICTIM WHEN SOMETHING GOES WRONG

REMINDING KIDS WHO HAVE BODY ISSUES TO "EAT HEALTHY"

GIVING IN TO YOUR CHILD'S WISHES BECAUSE YOU FEEL SORRY FOR THEM

REMINDING TEENS CONSTANTLY OF THE THINGS THEY HAVE DONE WRONG IN THE PAST

TEASING ABOUT THEIR LOVE LIFE OR PERSONAL INFORMATION IN FRONT OF THE FAMILY

LOSING YOUR TEMPER WHEN YOU GET BEHAVIOR YOU DON'T LIKE

TELLING YOUR CHILD YOU ARE DISAPPOINTED IN THEM

GROUNDING YOUR CHILD FROM FAMILY ACTIVITIES

IN MY COACHING PRACTICE I SEE TEENS EVERYDAY HERE ARE THE THINGS THEY REALLY WANT FROM YOU

- Show compassion for how your kids are feeling. Just because you don't agree with them doesn't mean that you can't express sympathy or understanding for what they are going through.
- Vulnerability works much better than guilt trips. Save those for another time when the conversation isn't heavy and just listen to your child's pain/perspective. They will appreciate being heard.
- You have to really tip toe around your words when it comes to a child with body issues. Reminding them how many calories are in their drink, how much fast food they are eating, or to go to the gym sends them spiraling. Use your actions, not your words to help them.
- Don't give in to your child's wishes because you feel sorry for them. Spend quality time with your kids, but don't reward bad behavior because it does not remove their pain, and it re-enforces unhealthy habits.
- When you are implementing boundaries, don't ground your kids from joining a family dinner, going on a family outing, or keeping them isolated. Find other things to take away, but keep family time on if it was already planned ahead of time.
- So many kids feel like failures deep down, and when parents bring up the laundry list of reasons that they cannot trust them, they spiral. Learn to let the past go and just always focus on what is happening in the moment.
- Teasing about their love life or crush or personal information in front of the family causes them pain. Don't do it. They will never trust you if you do.
- Stay away from telling your child that you are disappointed in them. Find another way to voice the issue.



Learn not to yell, cry, slam doors or lecture when things are not going the way you want them to. This always makes things worse.

PARENTS:



Jheri South
COACHING
PARENTS & TEENS

TEENS CAN'T EVOLVE INTO THE BEST VERSIONS OF THEMSELVES IF THEY ARE CONSTANTLY REMINDED OF THEIR MISTAKES.

MICHAEL R. DELEON



Michael DeLeon is on a mission: A mission to educate youth to stay on the right path when it comes to serious life issues, especially drugs. He has become the #1 booked school presenter in the country and is the nation's leading expert on Vaping and THC.

Michael is the founder and powerhouse behind Steered Straight Inc., a non-profit organization formed in 2007 upon his release from prison and designed to carry an important message to youth on the extreme dangers of drugs, gang involvement and associated criminal activity.

Steered Straight's program reaches out to children, teens and young adults with a message of reality about life-choices and the importance of consequential thinking so they understand that there are consequences to their actions. The reality of the message comes from Michael himself, who was entwined in the life of drugs and traveled a troubled road to get to his future.

Throughout the country, Michael now leads a team of talented speakers who present a realistic and powerful prevention message. His "no holds back" message resonates well with student assemblies, faculty and parents.



www.SteeredStraight.org



MEET

Jheri South

She's one of the few Certified Master Transformational Coaches **who specializes in working with teenagers.** She has become the leader in advocating for **teens and working with parents** to heal family relationships and give teens & parents the tools to live their best life. She works with leaders in the community to bring positive messages and important life skills into **assemblies, workshops, classrooms and self-improvement seminars** for children & parents everywhere!



www.jherisouth.com