



**For Immediate Release**

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**DR. JENNIFER SALERNO LAUNCHES TEEN SPEAK, A HOW-TO GUIDE FOR REAL TALKS WITH TEENS ABOUT SEX, DRUGS AND OTHER RISKY BEHAVIORS**

Dexter, Mich., Aug. 15, 2016—Founder and CEO of Possibilities for Change, Dr. Jennifer Salerno, is releasing *Teen Speak: A how-to guide for real talks with teens about sex, drugs and other risky behaviors*, to provide parents and other adults with practical communication strategies to help foster a strong relationship with the teens in their lives and to support often difficult conversations about risky behaviors.

Nearly 75 percent of serious injury and premature death in teens is related to risky behaviors and therefore preventable. Dr. Salerno has spent her entire career working with teens and developing solutions to equip professionals with the training, tools and systems necessary to identify and reduce risky behaviors and has now brought this science to parents through *Teen Speak*.

“As a former Director of the University of Michigan School-Based Health Center program, I faced the daily challenge of identifying and reducing risky behaviors among the youth I served,” said Salerno. “When I asked my adolescent patients who else they had talked with about their risky behaviors, the most common response was that they had talked to no one—because no one had ever asked. Parents and professionals were not communicating with adolescents in a way that encouraged them to be open and honest to reveal behaviors with potentially harmful consequences.”

Available for pre-order on Amazon and officially released on Sept. 6, 2016, *Teen Speak* covers all risky behaviors including sex, drugs, alcohol, depression, bullying, self-image and relationship problems. The strategies included in *Teen Speak* can also be used when dealing with other common issues like time management and stress.

“Whether you’re a parent or an individual who works with youth, you are placed in an influential role to help keep teens safe and healthy,” said Salerno. “Ensuring teens are equipped to make smart and safe decisions begins with a sometimes uncomfortable discussion involving topics like sex and substance use. That’s where *Teen Speak* comes in to provide a detailed road map on how to get the conversation started, using real-world examples of teen-parent interactions and sample responses to common scenarios to support positive change and safer decision-making.”

Motivational Interviewing, just one of the strategies presented in *Teen Speak*, is different than traditional approaches to communication. It is not based on lecturing or telling a teen what to do and why, but instead focuses on getting teens to talk through and explore their reasons for or against a particular behavior. This approach leads teens to safer decision making when they are outside of their parent’s view and faced with risky situations.

“Essentially *Teen Speak* is the closest thing to an owner’s manual for parents of teenagers,” said Dr. Terri D. Wright, Director, American Public Health Association. “Dr. Salerno uses her experience and wisdom to provide parents of teenagers with solid information to fully understand the complex developmental stages of adolescence and the behaviors that challenge parents every day.”

Visit [possibilitiesforchange.com/TeenSpeak](https://possibilitiesforchange.com/TeenSpeak) to pre-order *Teen Speak* on Amazon, read reviews from professionals and parents, watch videos on the topics presented in the book, and more.

### **About Possibilities for Change**

Founded by Dr. Jennifer Salerno, former Nurse Practitioner and Director of the University of Michigan School-Based Health Center program, Possibilities for Change seeks to transform adolescent health through the development of state-of-the-art health care delivery systems designed to support the professional workforce and empower adolescents and their families. Possibilities for Change delivers practical, evidence-based, tools and communication strategies to help providers more effectively identify and reduce risk behaviors in adolescents and young adults. For more information, visit [PossibilitiesforChange.com](https://PossibilitiesforChange.com)

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