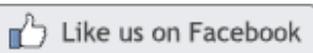




*Building a safe and healthy environment  
by effectively educating the community  
on positive life choices.*

## "PREVENTION WORKS"



### CASAC Offices are located at:

501 W. Third Street  
Suites 3 & 4 Sprinchorn Building  
Jamestown, NY 14701  
(716) 664-3608  
Fax (716) 664-3661

and

51 E. Third Street  
Suite 2  
Dunkirk, NY 14048  
(716) 366-4623  
Fax (716) 366-4624

Greetings!

Self-esteem is the opinion we have of ourselves and our abilities. We all have times when we lack confidence and don't feel good about ourselves. When our self-esteem is healthy, we tend to feel positive about ourselves and life in general. It enables us to deal with life's ups and downs. When our self-esteem is low, we tend to see ourselves in a more negative and critical light. We also feel unable to take on the challenges life throws at us. If low self-esteem becomes a long-term problem, it can have a harmful effect on our mental health and our lives.

Self-esteem begins in childhood. The people in our lives affect how we feel about ourselves...When they focus on what's good about us, we feel good about ourselves. When they are patient when we make mistakes, we learn to accept ourselves. When we have friends and get along, we feel liked.

Every day, our teachers, friends, co-workers, siblings, parents, and even the media, send us messages about ourselves, both positive and negative. For some reason, the message that you aren't good enough is the only one that seems to stick with you! Maybe you have found it difficult to live up to other people's expectations of you, or even to your own expectations. Stress, illness, or even death of a loved one can leave a negative effect on our self-esteem. If our parents scolded us more than they praised us, it was hard to feel good about yourself. The ideas and habits we formed when we were young can last a lifetime.

Personality can also play a part. Some people are just more prone to negative thinking, while others set impossibly high standards for themselves. If you have low self-esteem or lack confidence, you likely withdraw from social situations, stop trying new things, and may avoid things you find challenging. Living with low self-esteem can harm your mental health, leading to problems like depression and anxiety. You may also develop unhealthy habits, such as smoking and drinking, as a way of coping. To boost your self-esteem, identify the negative beliefs you have about yourself and challenge them. Here are some simple techniques that may help you believe in yourself:

**Recognize what you are good at.**

**Build positive relationships.**

**Be kind to yourself.**

**Visit our website.**

**Learn to be assertive.**

**It's ok to say "no".**

**Give yourself a challenge.**

**Give and help others.**

We can grow and develop new ways of seeing ourselves at any age. Accept what's not perfect, do the best you can, and let yourself feel good about that!

## About Us

Since 1974, Chautauqua Alcohol & Substance Abuse Council (CASAC), a United Way partner agency, has provided prevention education and community awareness regarding alcohol and other drugs. CASAC is the only New York State Office of Alcoholism & Substance Abuse Services (OASAS) approved and supported alcohol and other drug prevention agency in Chautauqua County. For further information about CASAC's programs and services, call the Jamestown office at 664-3608, the Dunkirk office at 366-4623, or go to CASAC's website, [www.casacweb.org](http://www.casacweb.org).



**Facing Addiction**  
with NCADD

