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The peer pressure teens are dealing with today can be overwhelming.

As a parent, Brian K. Walter, President of the Winchester-based Walter & Walter Insurance Agency Inc., is just starting to realize some of the issues his two pre-teen daughters will be facing in the next few years.

“I see today’s youth dealing with a totally different environment then when I was growing up,” he said. “They’re dealing with a lot more peer pressure to do alcohol and drugs.”

That’s why Walter has decided to partner with Community and Law Enforcement Against Narcotics Inc. as a way of spreading the word about what the nonprofit organization is doing to prevent substance abuse and violence among teens.

The partnership will include harnessing the power of Facebook to reach the masses. CLEAN Inc. will post weekly tips and bits of advice on Walter & Walter’s Facebook page about substance abuse, depression, and communication between parents and teens, among other topics.

In addition to the weekly postings, Walter & Walter will donate one dollar to CLEAN Inc., up to \$500, each time someone clicks the “like” button — making them a fan of the company’s Facebook page. Fans will be notified each time new posts from CLEAN Inc. appear.

Leslie Stewart, executive director of CLEAN Inc., said donations, such as the one pledged by Walter & Walter, enable the nonprofit to offer more programs. One important program just unveiled this year, “Connecting with Your Teens,” is a series of workshops that address issues of growing concern among parents, such as cyberbullying, where teens taunt and spread vicious rumors about their peers through Facebook or some other form of social media.

“It’s explosive, especially in middle school,” Stewart said. “Parents need to be aware and take more action in terms of what social media sites their teens are visiting.”

Other topics addressed in the series include trends in drug use and how to bring up difficult issues with your teens.

Also new this year is CLEAN Inc.’s program that makes one-on-one sessions available to parents and teens struggling with anger issues. Stewart said CLEAN Inc. recently became a certified anger management specialist through the National Anger Management Association.

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Walter & Walter Insurance Agency in Winchester, a provider of insurance plans for homes, vehicles, business, health and life, flooding and bonding, has been serving the Winchester area for 30 years.

CLEAN Inc. is a nonprofit organization based in Winchester that strives to create a safe healthy and drug-free community through programs and public awareness campaigns. In addition to the city, Clean serves the counties of Frederick, Clarke, and Shenandoah.