

PARENTS: YOU MATTER!



OVERVIEW

Background: In 2006, the Partnership for a Drug-Free America created Meth360® (www.drugfree.org/meth360), a meth prevention program uniting law enforcement, treatment and prevention professionals to deliver drug-awareness presentations within communities. Informative and motivational, Meth360 challenges concerned citizens to take action to stop the spread of meth in their community. “Parents: You Matter!” expands upon this program by shifting the “360” focus from mobilizing the community to protecting the family and significantly increasing the knowledge base of parents seeking help in dealing with drug issues.

Within this framework, “Parents: You Matter!” is not simply a re-edit of the current Meth360 program. It is informed by our Meth360 learning, as well as the Partnership’s vast expertise in parent substance abuse education gained from 22 years of experience dealing with these issues. One of the Partnership’s current strategic priorities is the creation of an unsurpassed resource for parents seeking help in protecting their families from the threat of drugs. All of the extensive learning from the development of this parent resource center has informed the development of “Parents: You Matter!”

The Presentation: “Parents: You Matter!” is a PowerPoint presentation that is designed to be co-delivered by law enforcement, prevention and treatment professionals, as well as educators, health professionals, and other concerned adults, many of whom will be parents themselves. The presentation contains a number of videos, including Partnership public service announcements, first person stories, and information from experts. In addition to the core presentation, drug-specific educational modules will be offered that will give parents additional knowledge about specific drugs and the risks they pose to teens. Modules dealing with methamphetamine and prescription/over-the-counter medicine abuse are currently available. Additional modules will become available in the future. An annotated script is provided to presenters that contains additional backup information.

Target Audience: The target audience for Parents360 is parents of teens and tweens. Our definition of “parents” includes moms, dads, grandparents, aunts, uncles, older siblings, close family friends, mentors and other caregivers – in short, anyone who is a caring presence in the life of a child.

Content: The content of the presentation is derived from resources that the Partnership has developed for parents, including the Teen Brain, Time To Talk!, Time To Act!, and Parent Toolkit web sites. These sites are call-to-action destinations for the audience. As with Meth360, the presentation is designed to be localized and customized to reflect individual needs and issues in the community. Audience members will also be provided with take-away documents, such as checklists on how to communicate with kids; how to monitor their behavior; how to spot drug / alcohol use; and how to take action if use is identified. **The outline of the presentation is:**

- Why YOU matter
- Why DO kids use drugs/alcohol?
- What YOU can do
 - Communicate – 4 Tips to Help
 - Monitor – 6 Tips to Help
 - How to spot drug/alcohol use
 - What to do if you spot drug/alcohol use
 - Where you can learn more: Where to go to get information, tools, kits and other resources, free of charge, to help you deal with substance abuse issues with your kids.