

Unleashing the Power of Parents

**Pamela S. Erickson, Public Action
Management**

Judy Cushing, Oregon Partnership

Nashville, Tennessee

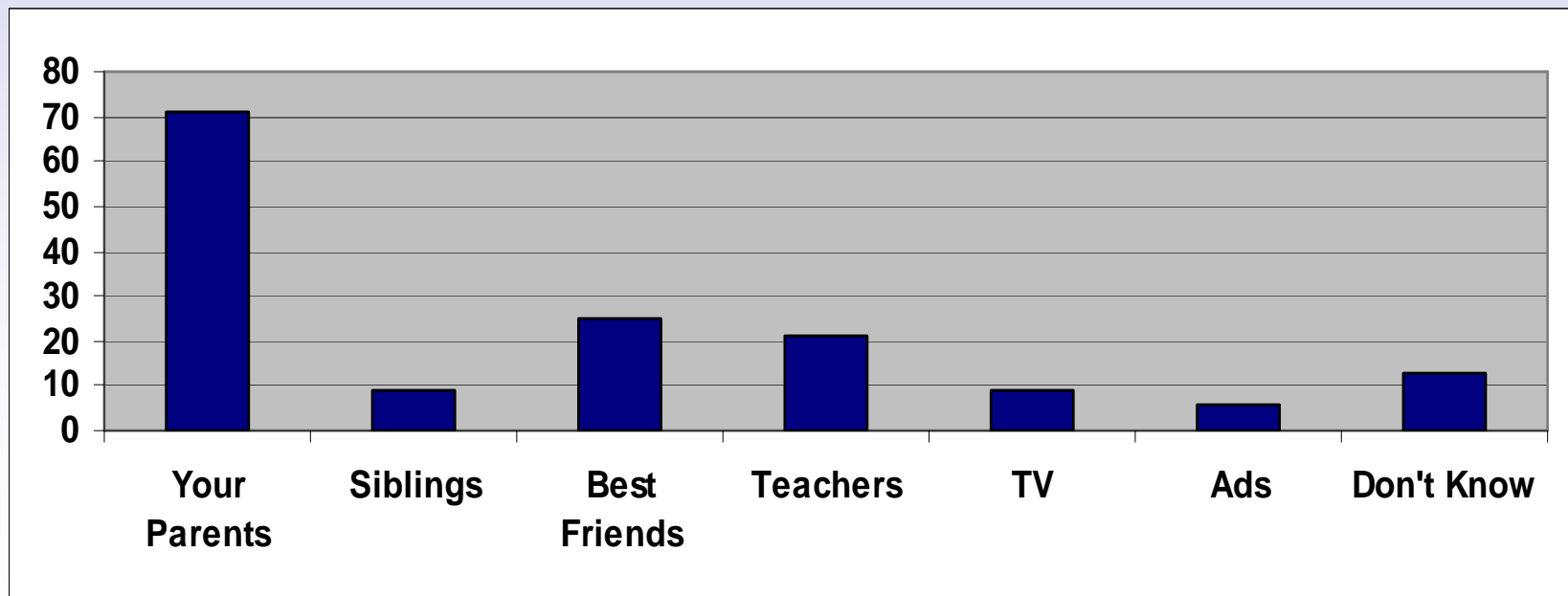
August 2008



Parents: Still Powerful After All These Years

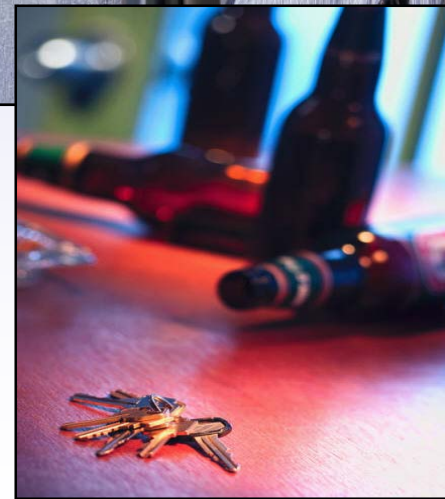
Roper Youth Report 2007

What are the greatest influences on your decision to drink alcohol?



Focus Group Research: *Why Aren't Parents Using Their Influence?*

- Focus groups conducted in Rural and Urban cities in Oregon
- Tested knowledge, practices and message graphics
- Reviewed national focus group research for “Parents. The Anti-Drug.” campaign



Focus Group Results

- **Parents treat middle and high school youth differently**
- **Most parents didn't believe their child was drinking**
- **Few parents actually articulate a rule against underage drinking because it is "a given"**



Focus Group Results (*cont.*)

- **There was great reluctance to monitor youth activities “unless there’s a problem”**
- **Most parents do have rules against drinking and driving, but set those rules in the mid-teen years**
- **Parent discussions rarely involve consequences of drinking other than driving**

Key Campaign Messages

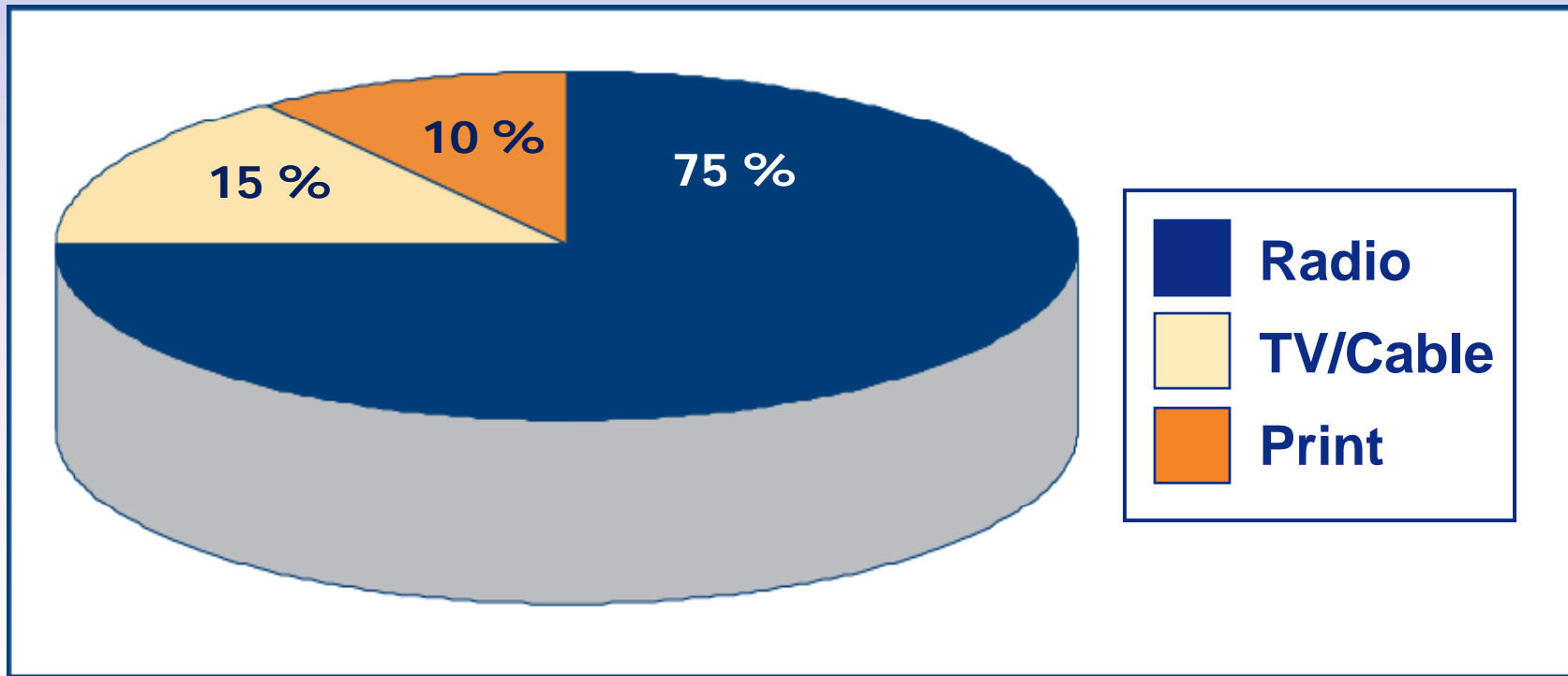
Three Messages:

- Your child could be drinking
- All children need rules against underage drinking
- Alcohol harms young minds

Target Audience:

- Parents of children 10-14 years of age

Initial Media Strategy: Ads in Major Media Outlets in Oregon



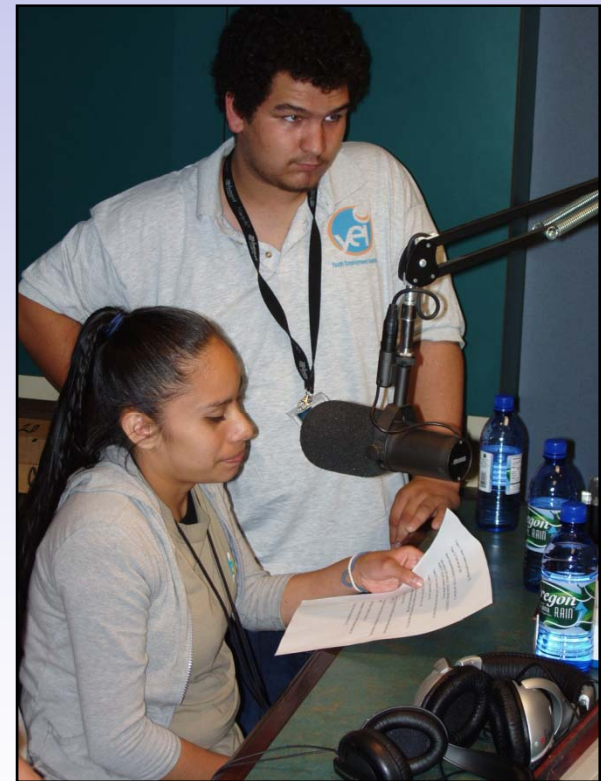
Youth Developed Ads

- **TV Ads — youth teams in Portland & Medford**
- **40 new radio ads developed. Thirty-three of the ads developed and voiced by youth; 8 in Spanish**
- **All ads available for reuse in media library**



Current Media Strategy

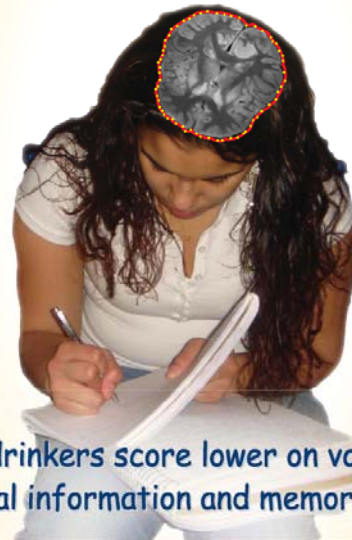
- Continue radio ads using material from media library
- Place TV ads on U-Tube
- Place print ads and write articles for parent/family-oriented tabloids
- Develop “small market radio ad program” to help local prevention staff access local media
- Develop new “packages” for use by groups influential with parents



New Poster and Focus on “Alcohol Harms Young Minds”

MRIs show that the human brain develops
throughout adolescence and that...

**regular alcohol use
damages young minds.**



Young drinkers score lower on vocabulary,
general information and memory recall.

BROUGHT TO YOU BY THE OREGON DEPARTMENT OF HUMAN SERVICES,
OREGON PARTNERSHIP AND THE OREGON MEDICAL ASSOCIATION



Face It, Parents.



TO LEARN MORE GO TO www.faceitparents.com

New Parent Tip Cards



Face it, Parents.

HELPING PARENTS REDUCE YOUTH ALCOHOL USE

PARENTS AND OTHER CAREGIVERS ARE THE KEY TO PREVENTING YOUTH ALCOHOL USE. HERE ARE SIX TIPS TO HELP YOU KEEP YOUR CHILDREN SAFE, HEALTHY AND ALCOHOL FREE:

REMEMBER THAT YOU ARE THE BIGGEST INFLUENCE IN YOUR CHILDREN'S LIVES

Talk with them about not drinking alcohol, and make it a recurring conversation. The more you connect with them, the less likely they'll be to give in to peer pressure. Educate yourself about the harms of underage drinking and share the facts with them. If you have young children, start the conversation when they are in grade school. Use everyday moments, such as riding in the car, to talk with them. Underage drinking is not always an easy subject to talk about, but the more you do it, the easier it will become.

DON'T THINK "IT'S NOT MY CHILD"

Every parent should assume their child is as susceptible to drinking as other children. When high school students are surveyed about problems at their school, alcohol and other drugs often are at the top of the list. The good news: Most Oregon teens do not drink or use other drugs.

ESTABLISH EXPLICIT RULES AND CONSEQUENCES

Articulate a clear family policy that underage drinking and illegal drug use are not tolerated. More often than not, when kids drink alcohol, no firm family rules have been established.

YOUTH ALCOHOL USE IS NOT A RITE OF PASSAGE

It's against the law and, thanks to science, we know more today about the serious health consequences that can result. Research shows that youth who begin drinking before age 15 are four times more likely to become alcohol dependent compared with those who wait until age 21. And, because our brains continue to develop into our 20s, new research shows that alcohol and other drug use affects kids' neurological makeup.

DON'T ALLOW YOUTH DRINKING IN YOUR HOME

Allowing kids to drink at your or someone else's house gives them permission to drink anywhere and anytime. Studies show that children whose parents host teen parties where alcohol is served drink twice as much as kids whose parents have a no-tolerance policy. Remember, kids often drink to get drunk, and that's dangerous even if they don't get behind the wheel of a car.

BE A POSITIVE ROLE MODEL

If you enjoy an occasional alcoholic beverage, talk with your kids about responsible drinking by adults. Let them see you decline alcohol from time to time as well, and explain why you abstain.

FACE IT, PARENTS IS A STATEWIDE CAMPAIGN TO PREVENT YOUTH ALCOHOL USE IN OREGON AND IS BROUGHT TO YOU BY THE OREGON DEPARTMENT OF HUMAN SERVICES, OREGON PARTNERSHIP OF HUMAN SERVICES, OREGON PARTNERSHIP AND THE OREGON MEDICAL ASSOCIATION.



TO LEARN MORE GO TO
www.faceitparents.com

Print Program

- Focus print ads on “parent and family publications”: Metro Parent, Portland Family News, Rogue Valley Family and Central Oregon Family
- Ads and articles (monthly in publications); now available for reuse in article library

*If you think
it's just alcohol...*



Face it, Parents.

*Alcohol harms young minds.
Young drinkers score lower on vocabulary,
general information and memory recall.*

For more information on the
Dangers of Underage Drinking
Visit: www.faceitparents.com




www.orphnership.org




*Preventing Substance Abuse.
Changing Lives.*

Face it, Parents.

MRI's show that the human brain develops throughout adolescence and that *regular alcohol use damages young minds.*



Talk with your kids about the dangers of underage drinking.

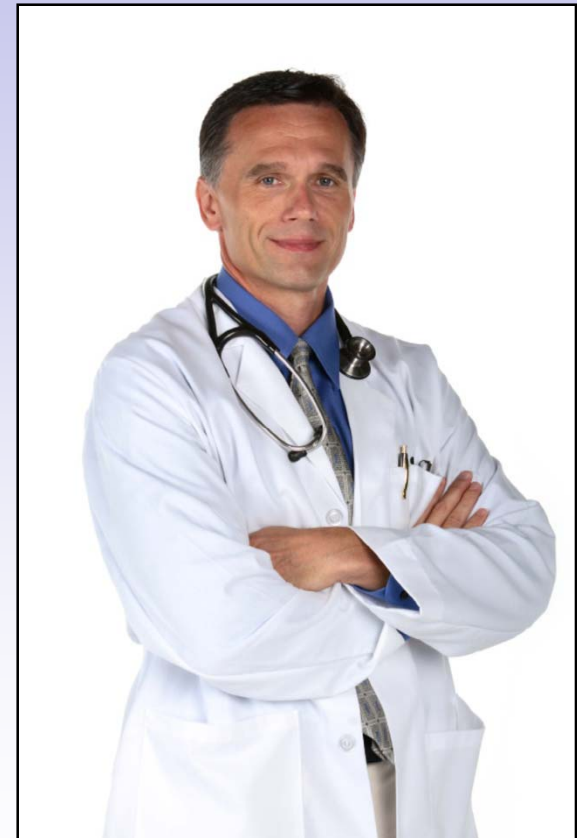


Call 503-244-5211
or visit www.orphnership.org
for parenting resources

Packages for Targeted Groups

Doctors' Offices and Health Organizations:

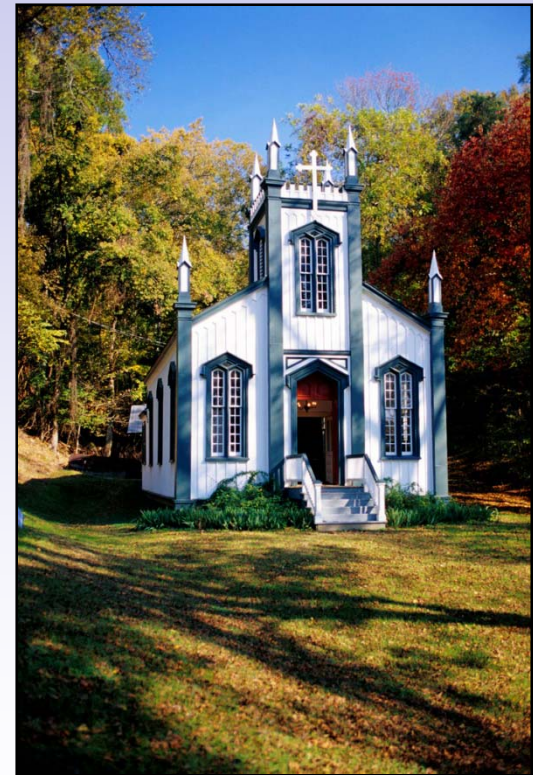
- Oregon Medical Association is a partner
- Article in November OMA newsletter
- Package for Doctors' offices (brain poster and parent tip cards with plastic holder)



Packages for Targeted Groups

Faith Organizations

- **Ecumenical Ministries of Oregon is a partner**
- **Package includes one-page flyer, parent tip card sized for a church bulletin, brain poster and article on alcohol and brain**



Materials in OLCC Liquor Stores

- Posters and parent tip cards placed in selected stores beginning in February
- Bottle hangers – from Utah’s Parents Empowered Campaign
- Press event emphasized fact that underage drinkers now prefer hard liquor versus beer
- Parents are urged to keep track of their home alcohol supplies



IT STICKS.
Parental disapproval
is the #1 reason kids
don't drink

Instructions: Peel off and place on bottles
of alcohol stored in your home.

(insert child's name)

**At your age drinking
is dangerous. So are
really angry parents.**

www.faceitparents.com

TO LEARN MORE VISIT
www.faceitparents.com

OREGON
PARTNERSHIP



New Campaign in Liquor Stores Focuses on Adult Furnishing

**HOME FURNISHING takes
on a whole new meaning**



**Kids get alcohol from homes.
Lock your liquor cabinets.
Help stop youth alcohol use.**

TO LEARN MORE GO TO www.faceitparents.com



NABCA



Website Provides Recommended Resources

Face it, Parents.

A CAMPAIGN TO REDUCE UNDERAGE DRINKING

Brought to you by the
OREGON DEPARTMENT OF HUMAN SERVICES
and OREGON PARTNERSHIP

OREGON
PARTNERSHIP

DHS

Your Child Could Be Drinking

Your child just started high school and he's smart, knows a lot and wants to make his own decisions. So, why not? It's time to cut the strings, isn't it? Not yet, according to new studies of the adolescent brain.

Since the early 1990s MRIs (magnetic resonance imaging machines) have shown how the adolescent brain develops. We now know that there is tremendous activity during the teen and early adult years and that the brain is not fully developed until about age 25. [Read more](#)

Check out the [Radio](#) and [TV](#) PSAs in the Face it Parents Campaign

CURRENT AD

CLICK ON THE POSTER BELOW TO DOWNLOAD A PDF VERSION

MRIs show that the human brain develops throughout adolescence and that...

**regular alcohol use
damages young minds.**



Young drinkers score lower on vocabulary, general information and memory recall.

RECOMMENDED RESOURCES

FACTS:

[DHS Fact Sheet on Underage Drinking](#)
[CAMY Status Report](#)
[AMA Report on the Adolescent Brain](#)

LOCAL CONTACTS:

Click on the map
to find local resources
for underage drinking



DRUG PREVENTION RESOURCES

OP RESOURCE LIBRARY:

[Parents](#) Click here to download
[Youth](#) NIDA's publication
[Community](#) [The Science of Addiction](#)
[En Español](#)

PARENT GUIDES:

[Start Talking Before They Start Drinking Family Guide](#)
[Parents The Anti-Drug \(LaAntiDroga\)](#)
[Talking to Children about Drug and Alcohol Abuse](#)

BROUGHT TO YOU BY THE OREGON DEPARTMENT OF HUMAN SERVICES,
OREGON PARTNERSHIP AND THE OREGON MEDICAL ASSOCIATION



Face it, Parents.

TO LEARN MORE GO TO www.faceitparents.com

Help for Local Prevention Groups

- **Workshops to provide suggestions and ideas**
- **Small radio market program**
- **Local print ads/flyers**
- **Translated materials into Spanish**



Provide Local Supplies

- Customizable for local prevention groups

If you think your child is not drinking alcohol...



Face it, Parents.

One in three Oregon 8th graders is drinking.
Your child could be one.

BROUGHT TO YOU BY THE OREGON DEPARTMENT OF HUMAN SERVICES, OREGON PARTNERSHIP AND PREVENTION PROGRAMS OF YAMHILL COUNTY

503.434.7378 ext. 2



TO LEARN MORE GO TO www.co.yamhill.or.us/prevention OR www.faceitparents.com

If you think its just alcohol...



Face it, Parents.

Alcohol harms young minds.

Young drinkers score lower on vocabulary,
general information and memory recall.

Brought to you by the
Grant County Safe Communities Coalition

Working together for a safe,
healthy and drug-free community. 575-4068


AND THE OREGON DEPARTMENT OF HUMAN SERVICES AND OREGON PARTNERSHIP.



TO LEARN MORE GO TO www.faceitparents.com



MRIs show that the human brain develops throughout adolescence and that...

**regular alcohol use
damages young minds.**




Young drinkers score lower on
vocabulary, general information
and memory recall.

BROUGHT TO YOU BY THE OREGON DEPARTMENT
OF HUMAN SERVICES AND OREGON PARTNERSHIP.



Soda
Endorse Oregon Drug Alternatives
Keep our Kids Off Cannabis!



TO LEARN MORE GO TO www.faceitparents.com
OR www.sodaweb.org

Contact Information

Oregon Partnership:

503-244-5211

**Pamela Erickson - consultant
971-244-1364 pam@pamaction.com**

**Judy Cushing - President and CEO
503-244-5211**

**Danny Slifman - Creative Director
dslifman@orpartnership.org**

