

The Partnership at Drugfree.org
PACT360
Community Education Program

7th Annual National Drug Endangered
Children Conference
November 10, 2010



Partnership Background

- Formed in 1986 by communications industry
 - Educational messages to inform attitudes & reduce demand for illegal drugs
- Largest single issue public service campaign
- Have addressed all drug issues
- Also addressing teen “drugging” behaviors & underage alcohol use



THE PARTNERSHIP
AT DRUGFREE.ORG

Partnership Evolution


- Public service advertising
- Consumer public relations
- Internet
- Community-based programs – led by PACT360
- Prevention ► Intervention ► Treatment ► Recovery
- **Resource for parents to prevent, intervene in, and find treatment for kids**



THE PARTNERSHIP
AT DRUGFREE.ORG

What is PACT360?


- Community outreach program designed to educate and equip parents, teens, and concerned citizens to take action to protect their families and communities
- Prevention presentations co-delivered by teams of local law enforcement, treatment and prevention professionals
- Creates a lasting human infrastructure to confront existing and emerging substance abuse



THE PARTNERSHIP
AT DRUGFREE.ORG

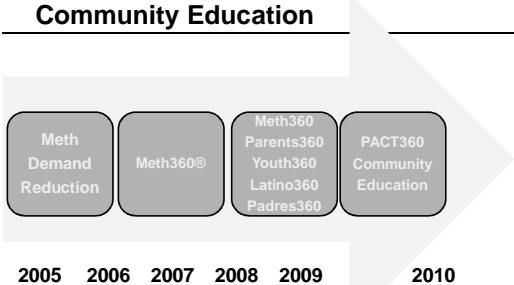
PACT360 Evolution

- Meth360® Pilot Test – 4 states 2005-2006
- Expansion to 20 new states 2006-08
- >30,000 attendees, >1,900 trained presenters
- Key learning: add versions in Spanish, for parents and for youth
- Expansion to 10 new lead communities planned for 2010




THE PARTNERSHIP
AT DRUGFREE.ORG

Evolution of PACT360 Community Education



2005 2006 2007 2008 2009 2010



THE PARTNERSHIP
AT DRUGFREE.ORG

PACT360 Community Presentations

- Multimedia - PowerPoint/embedded video
 - PSAs & first person stories
- Generic presentation – 30 - 45 minutes
- Designed to be localized/personalized
- Supplement, not supplant local efforts
- Equipment – Laptop, projector, speakers



THE PARTNERSHIP
AT DRUGFREE.ORG

Presenter Training Evaluation

- Trainee satisfaction
 - 99% of trainees rated the training as excellent or good
 - 100% think parents will find the information useful
- Learning/preparation to take action
 - 100% said the training met their needs
 - 89% would be very comfortable or comfortable delivering the Parents360 presentation
 - 83% would be comfortable or very comfortable delivering the Youth360 presentation to a group of teens



THE PARTNERSHIP
AT DRUGFREE.ORG

Presenter Evaluation

- 100% said program should be expanded to other communities
- Collaboration of law enforcement, prevention and treatment seen as a key value of program



THE PARTNERSHIP
AT DRUGFREE.ORG

Attendee Evaluation

- Audience satisfaction
 - 96% excellent or good
 - 95% "taught me more"
 - 83% said will take action in community
 - 99% believe that role of law enforcement in prevention is important or very important
- Action taken
 - 93% talked to colleagues, family, friends
 - 95% took at least one action
 - 57% took three or more actions
 - 59% of parents of teens spoke to them about drugs
 - 12% volunteered / increased involvement in prevention program



THE PARTNERSHIP
AT DRUGFREE.ORG

Meth360 and Latino360



THE PARTNERSHIP
AT DRUGFREE.ORG



Six Topic Areas

- Meth Facts
- How Meth Affects Users
- Impact on Communities
- Families and Prevention
- Intervention and Treatment
- Communities and Prevention
- www.drugfree.org/meth360



THE PARTNERSHIP
AT DRUGFREE.ORG



Latino360

- A translated and acculturated version of Meth360® for the Hispanic community
- Strategic difference: Emphasis on the extended family as “community”
- New videos, stories
- Resources
 - 1-888-8NO-METH
 - hablacontushijos.org
 - drugfree.org/pact360

THE PARTNERSHIP
AT DRUGFREE.ORG

Parents360
PARENTS: YOU MATTER


Drugs/Alcohol,
Your Teen
and YOU



The image shows silhouettes of two adults and two children standing on a circular pattern of concentric lines. The adults are on the right, and the children are on the left. The text is centered above them.

About Parents: You Matter

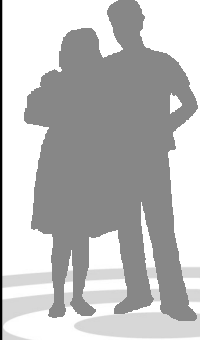
- Not just for moms & dads – “parents” are any caring adult in a child’s life
- Co-delivered – law enforcement, prevention and treatment, plus parents, educators, healthcare professionals



drugfree.org

Presentation Outline

- Why YOU matter
- Why DO kids use drugs/alcohol?
- What YOU can do
 - Communicate – Tips to Help
 - Monitor – Tips to Help
 - How to spot drug/alcohol use
 - What to do if you spot drug/alcohol use



drugfree.org

Basis in Prevention Science

- Content developed in conjunction with experts in substance abuse prevention and treatment
- Consistent with NIDA principles of prevention
- Research-based: SAMHSA, MTF, PATS, NIDA, CDC, TRI, Kaiser

drugfree.org

Modular Design

- Core presentation covers drug and alcohol issues in general
- Drug-specific educational modules, delivered within core presentation, can be swapped out to reflect local needs
 - *Rx/OTC abuse, Heroin, Underage Drinking, Meth*


drugfree.org

Online Support

- drugfree.org/pact360
- drugfree.org/teenbrain
- timetotalk.org
- timetoact.drugfree.org

drugfree.org

Parents360
Parents: You Matter
Core Presentation
Selected Slides




THE PARTNERSHIP™
AT DRUGFREE.ORG

Why YOU matter

You matter because you can help your child avoid getting involved in drugs/alcohol

You matter because you can help your child get help if they need it



Kids who learn about the danger of drugs at home are up to 50% less likely to use

2 million teens need treatment, most don't get it

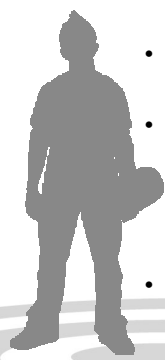
Partnership for a Drug-Free America, Partnership Attitude Tracking Study, 2008; Substance Abuse and Mental Health Services Administration, The NSDUH Report, 2006 drugfree.org

Why DO kids use drugs/alcohol?



drugfree.org

Many Factors



- There are many factors that affect a kid's decision whether or not to use ...
- Today, we'll focus on the most important factors by looking at what's going on ...
 - ✓ In their mind
 - ✓ In their world
- And look at the special vulnerabilities some kids face

drugfree.org


In their minds ...

- Perception of risk & disapproval
- Coping with problems
- Risk taking
- Teen brain development



drugfree.org

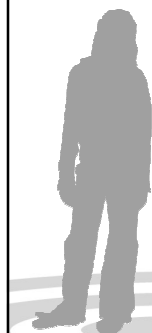
In their world ...



- Stress from school
- Relationships
 - ✓ Friends
 - ✓ Romantic
- Family pressures & problems
- Transitions & fitting in
- Independence (Cars)
- Availability of drugs and alcohol

drugfree.org

Special Vulnerabilities



- Family history -- predisposition to drug or alcohol problems
- Close friends who use drugs or alcohol
- Early first use
- Diagnosed or undiagnosed depression / other mental health disorders
- Problems in school / learning disabilities

drugfree.org

What You Can Do

- You can help your child avoid the problem (prevention)
- You can help your child address the problem (how to spot drug/alcohol use & what to do when you find it)



drugfree.org


What You Can Do

- Learn
- Communicate
- Monitor
- How to spot use and take action



drugfree.org

Parents360
Parents: You Matter
Modules
Selected Slides



THE PARTNERSHIP
AT DRUGFREE.ORG




**Prescription /
Over-the-Counter
Drugs**



drugfree.org

Presentation Topics

- Medicines of abuse
- How they are obtained
- Normalization in teen culture
- Factors driving teen medicine abuse
- Parent and teen risk perceptions



drugfree.org

Rx/OTC Abuse

**Every day,
2,500 teens
abuse a prescription drug
for the first time.**

Substance Abuse and Mental Health Services Administration, National Study on Drug Use and Health, 2007 drugfree.org

Teen perceptions of safety

		
Sanitized	Sanctioned	Safe
Created in a medical laboratory for healing purposes	Accepted by society as a "positive"	Certified by FDA

drugfree.org

**Heroin
(and the Rx Connection)**

drugfree.org

Presentation Topics

- What is heroin?
- Short and long term effects
- Signs of use
- Perceptions of risk
- Easy access
- Reduced stigma
- The Rx connection
- What you can do

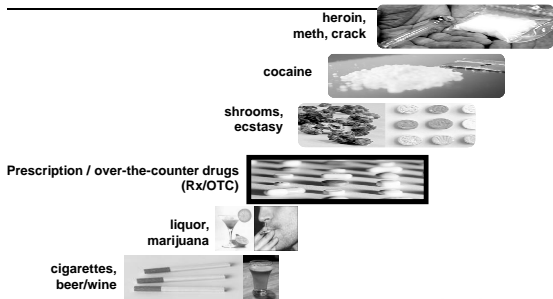
drugfree.org

Rx / Heroin Connection

- For many, heroin use starts with abusing opioid prescription (Rx) pain medications
- Every day 2,500 teens try Rx medications for the first time
- Rx drugs are the most commonly abused drugs among 12 to 13 year olds

drugfree.org

Rx New Step in Drug Ladder



Rx abusers are more likely to add a 3rd rung in the progression **THE PARTNERSHIP™ DRUGFREE.ORG**


**You,
Your Kids
&
Alcohol**



drugfree.org


Module Topics

- Risks of underage drinking today
- Teen brain vulnerability to alcohol
- Special vulnerabilities
- What to do as parents
- Talking to your kids
- Handling teen parties – home and away



drugfree.org

Alcohol in Kids' Lives



- Alcohol use is "Normalized"
 - Perception of risk and social disapproval of alcohol are low; availability is high
 - 63% of 8th Graders say alcohol is "fairly easy" or "very easy" to get
- By 8th grade 100,000 ads for alcohol
 - Super Bowl Beer ads ranked 3rd, 4th, and 5th favorite among middle school students

Myths, Men, and Beer: An Analysis of Beer Commercials on Broadcast Television. AAA Foundation for Traffic Safety, 2007; Drug-Free Action Alliance, 2009; Monitoring the Future, 2008

THE PARTNERSHIP
AT DRUGFREE.ORG

Resource Partners

NIAAA NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM
of the NATIONAL INSTITUTES OF HEALTH

Parents Who Host Lose the Most – Don't Be a Party to Teenage Drinking
Leadership to Keep Children Alcohol-Free
StopAlcoholAbuse.gov
ParentsEmpowered.org

drugfree.org



Methamphetamine

drugfree.org

Presentation Topics

- What is methamphetamine?
- Who uses meth?
- How meth affects the user
- How meth affects communities
- The threat to teens

drugfree.org

“PADRES: ¡Ustedes Hacen la Diferencia!”

Drogas/Alcohol,
Su Adolescente
y USTEDES



Youth360



Community-based prevention education program focusing on teen drugging and drinking behaviors

WRECKED CHECKYOURSELF.COM

About the name...

- “wreckED” (pronounced as two words – “wreck” and “ED”)
- a contemporary term that defines a creditable negative consequence of drug and alcohol use, “**getting wrecked**”
- expressed in a way that suggests the learning value of the program – “ED”, as in education

WRECKED CHECKYOURSELF.COM

Development

- **Teen version needed:** a more engaging format than PowerPoint
- **Focus:** needs to be more than meth – all drug/alcohol issues
- **Goals – get teens to:**
 - think more about their own behaviors regarding drugs/alcohol
 - consider the associated consequences of getting involved
 - be proactive in “looking out” for their friends who may be engaging in unhealthy behaviors.



CHECKYOURSELF.COM

Development

- **Process:** Concept → Expert Review → Concept Refinement/Evaluation with Teens → Finished Product
- **Experts:** Adolescent development, youth communications, adolescent substance abuse, parenting
- **Leading Teen Marketing Company:** Concept, program elements
- **National Teen Panel :** 650 “observers”: concept, name, logo, game, video



CHECKYOURSELF.COM

wreckED Program Format

- **Target audience:** Youth 15-19 years old
- **Facilitator:** Plays video and leads discussion
- **Program components:**
 - 10-minute narrated video: youth drug and alcohol scene
 - An original, interactive card game: stimulates a discussion on real-world choices, behaviors, and consequences.
 - A “call-to-action” online destination - learn more and keep the conversation going: checkyourself.com



CHECKYOURSELF.COM

Online support

- **checkyourself.com** has been modified to include the wreckED program: the wreckED video, drug-specific modules on methamphetamine and ecstasy and tools to complete scenarios, rate them and add new ones
- There is also a landing page on the Partnership site for those who are interested in becoming a facilitator and implementing the program: **drugfree.org/PACT360**
- View presentation, download materials



CHECKYOURSELF.COM

Play wreckED Video



CHECKYOURSELF.COM

wreckED Card Game

Object of the game: To generate a discussion among the players on alcohol/drug issues and consequences.

Elements of the game:

- Players: 5 to 10 in a group (optimal number is 7 people).
- wreckED playing cards containing 4 different kinds of cards: "checked," "wrecked," "check your friend" and scenario cards



CHECKYOURSELF.COM

Set-up

- Cards are shuffled and scattered on the table face down
- Each player creates a “cherish” card:
 - To create a “cherish” card each player writes down one thing that he or she cherishes-something they could lose as a negative consequence of getting in trouble with drugs/alcohol.
 - Examples: a friend, a relationship, respect from a teacher, playing on a sports team, a scholarship.
- Cherish card remains face down in front of each player

WRECKED

CHECKYOURSELF.COM

Game Play

- Each player in the group draws a card and keeps it face down on table
- Facilitator chooses a scenario, reads it aloud and selects a player to go first
- Player must complete the scenario, verbally finish the story, based on the type of card drawn. There are 3 possibilities:

WRECKED

CHECKYOURSELF.COM

Game Play Continued

- Scenario completion possibilities
 1. **Checked** - positive result and outcomes
 2. **Wrecked** - negative result and consequences
 3. **Check Your Friend** - must give this card to another player to nullify a wrecked card and explains how she/he would help a friend in need.
- The game can last from 3-6 rounds, time permitting.
- Once any player draws a 3rd wrecked card they are out of the game and must read their “Cherish” card aloud to the group.

FACILITATOR ENCOURAGES AND MODERATES DISCUSSION GENERATED BY SCENARIO ENDINGS

WRECKED

CHECKYOURSELF.COM

Implementing PACT360

- Meth360, Parents360, Latino360 and Padres360
 - “How-To” Implementation Guide
 - Marketing Tools
 - drugfree.org/pact360
- Youth360
 - Facilitator’s Guide
 - drugfree.org/pact360



THE PARTNERSHIP
AT DRUGFREE.ORG

Questions & Contact

For information on the
PACT360 Community Education Programs:
amy_bloustine@drugfree.org
212-973-3548



THE PARTNERSHIP
AT DRUGFREE.ORG
