

**KANSAS ALLIANCE**  
FOR DRUG ENDANGERED CHILDREN  
Rescue. Defend. Shelter. Support.

**STRATEGIES FOR BROADER  
ENGAGEMENT OF YOUR DRUG  
ENDANGERED CHILDREN EFFORTS**

Kansas Alliance for Drug Endangered Children

**Overview of Strategies**

- DEC Awareness Day
- Annual Conference
- Substance Exposed Newborn Initiatives
- Targeted Training
- Other strategies
  - Facebook page
  - Website
  - Texting campaigns
  - Resource materials

**Kansas Alliance for Drug Endangered Children**

- Formed in 2003
- Created Board of Directors in 2007
- Applied for 501c3 designation in 2012
- No full time staff
- Focus on training, technical assistance and resource development to assist in county level implementation of DEC efforts.

**DEC Partnerships**

- Who is currently at the table for DEC issues in your community/state?
- Who do you feel is missing?
- If you could recruit just one person to the table, who would it be?

**Strategies For Creating DEC Awareness**

**DEC Awareness Day**

## Kansas Alliance Statewide Efforts

- Governor's proclamation
- Tool-kit
- Mini-grants
- Town hall meetings
- Technical assistance to communities

## Proclamation Signing



## Community Tool-Kit

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### Sample City Proclamation

**Drug Endangered Children Awareness Day Proclamation**  
For the City of \_\_\_\_\_

WHEREAS, the day of April 25, 2012 will be declared as Drug Endangered Children Awareness Day;

WHEREAS, the month of April is Drug Endangered Children Awareness Month and drug endangereed children are at a higher risk for abuse and neglect; and

WHEREAS, it is estimated that more than 45,000 Kansas children live in homes where either an adult or other drug-related individual has used or sold drugs in the past 12 months and more than 100,000 Kansas children have been sexually abused in the past 12 months; and

WHEREAS, in 1993 parental substance abuse was the leading reason for children placed in out-of-home placement; and

WHEREAS, children whose parents/caregivers who use drugs are at a higher risk to use drugs themselves;

WHEREAS, an epidemic of parents needs to receive information about the effects that drug and alcohol use on their unborn babies and on their judgment and parenting abilities; and

WHEREAS, those children of parents who are either pregnant or already have children have a right to treatment options that support their role as parent and take into consideration their children's health and protection;

WHEREAS, the statewide Kansas Alliance for Drug Endangered Children along with the Kansas Alliance for Drug Endangered Children - \_\_\_\_\_, a group of residents of the City of \_\_\_\_\_, has petitioned to Drug Endangered Children Awareness Day;

Therefore, I, \_\_\_\_\_ Mayor of \_\_\_\_\_ do hereby proclaim the day of Tuesday, April 25, 2012 as Drug Endangered Children Awareness Day for the City of \_\_\_\_\_.

I do urge all citizens of \_\_\_\_\_ to honor this observance by participating in appropriate activities and ceremonies.

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### Drug Endangered Children Training for Professionals

An educational training format has been successfully used in communities across Kansas to educate professionals including law enforcement, social services, and others about DEC issues and responses.

#### Planning Your Training

- The Kansas Alliance for DEC has developed a cadre of trainers available to make presentations at community events. Additionally, Kansas Alliance trainers centered in the National Alliance for Drug Crime Curriculum, Computer Science at [www.kanadec.org](http://www.kanadec.org) to host a trainer in your region.
- Training can be tailored to any length. Two hours is a good starting point.
- In addition to a cadre trainer, include local representatives from disciplines such as social services and law enforcement. These individuals are the true experts on their discipline and community, to rely upon their experiences to make the training relevant.
- Provide opportunities for different disciplines to interact and network. Consider including small group activities in the agenda or utilize scenarios to promote discussion.
- The trainer should introduce awareness about the issue of DEC. Consider if a call to action and be sure to conclude the training with ideas for next steps and ways that professionals can implement what they've learned.
- Create, and follow, an agenda for the event. Be respectful of the participants' time beginning and ending the training at the scheduled times.
- Offer certificates of completion for top participants.

#### Make Your Training a Success

- Secure a free location to keep costs at a minimum if possible, offer the training at no cost to the participants.
- If you haven't already, now is a great time to establish a relationship with your Regional Prevention Center (RPC). Your RPC may be able to help you find a location, advertise your training and gather registrations.
- Advertise widely among the professionals you hope to attract.
- Distribute a press release about the event to local media.
- Approach local grocery stores or restaurants about donating refreshments or lunch incentives to bring listed as a special sponsor. Ask local business or organizations to donate printing for agenda and training items.
- If space allows, invite local organizations and service providers to set up information booths at your event.
- Have a sign in sheet for participants to list their name and contact information.

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## Mini-grants


- Made available up to \$100 per community
- Communities used the funds for:
  - room rentals
  - beverages
  - speaker costs
  - press conference supplies
  - children's center admission fees for families

## Town Hall Meeting

### Drug Endangered Children

*A free forum for professionals and community members*

**Featuring Special Guest Lori Moriarty**



**Date:** Monday, April 2, 2012  
**Time:** 7:00 p.m. - 8:30 p.m.  
**Place:** Sedgwick County Zoo  
525 W. Zoo Boulevard  
Wichita, Kansas

Continues for 2 (week) hours will be available.


Drug Endangered Children are children living in homes where they are placed at risk due to parental or caregiver abuse of alcohol or other drugs. These children face an increased risk of abuse and neglect, as well as emotional, physical and developmental effects.

Please join us for an enlightening presentation about the risks faced by Drug Endangered Children and learn what professionals and community members can do to respond.

Lori Moriarty is the vice president of the National Alliance for Drug Endangered Children, a former caregiver of a drug troubled teen, and an adoptive parent of two drug endangered children.

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(316) 943-2051

Facebook: www.facebook.com/kansasDEC



## Shawnee County Events

- Emphasis on raising awareness about the effects of prenatal exposure to drugs and alcohol AND the resources available in the community to help children and families.
  - Mayoral proclamation
  - Training for professionals
  - Poster distribution
  - Baby onesie collection
  - Press conference



## A pregnant woman never drinks alone.

**No amount is safe.**

If you or someone you know is using alcohol or other drugs, help is available. Contact Successful Connections for free services.

**(781) 372-0818**  
successfulconnections@untw.org

**Successful Connections**  
United Way  
of Eastern Towns  
and Northern York

Poster provided by Shawnee County Sheriff's Office in partnership with the Shawnee County Drug Endangered Children - Shawnee County



## A pregnant woman never gets high alone.

If you or someone you know is using drugs, help is available. Contact Successful Connections for free services.

**(781) 372-0818**  
successfulconnections@untw.org

**Successful Connections**  
United Way  
of Eastern Towns  
and Northern York

Poster provided by Shawnee County Sheriff's Office in partnership with the Shawnee County Drug Endangered Children - Shawnee County



**TUESDAYS**  
200 BOTTLES BUD LIGHT

**FRIDAYS**  
300 14 OZ DRAWS BUD LIGHT

**SUNDAYS**  
300 PITCHERS BUD LIGHT

**MODEL SEARCH**

**A pregnant woman never drinks alone.**  
No amount is safe.



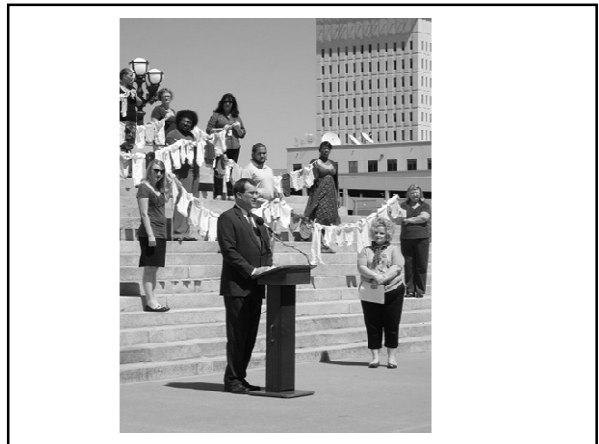
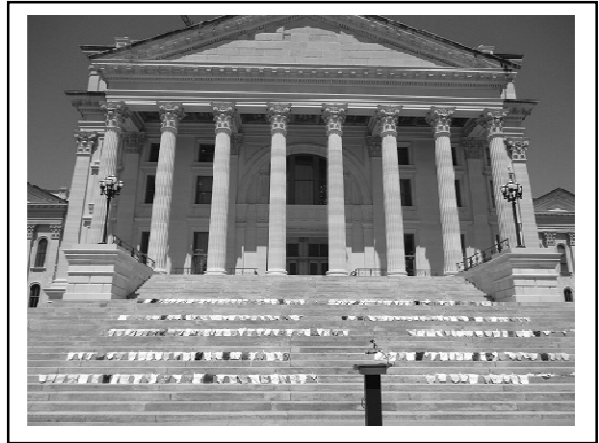
**A pregnant woman never drinks alone.**  
No amount is safe.

### Press Conference

- Held on steps of Kansas State Capitol
- Speakers:
  - Kansas Attorney General Derek Schmidt
  - Representative from the Sheriff's Office
  - Local OB/GYN
  - Mother in recovery (and her adorable son)
- Featured guest:
  - **274 baby onesies**

### Broadening Engagement Through Onesie Collection

- United Way's Young Leaders Society
  - Cocktails for a Cause event
- Chamber of Commerce's Fast Forward group





### Professionals Displaying the Onesies

- Young Leaders Society members
- Fast Forward members
- Firefighters
- Sherriff's deputies
- Foster care staff
- Early childhood professionals
- Child welfare professionals
- Kansas Bureau of Investigation staff
- Early intervention program staff

### What To Do With 274 onesies?

- Shawnee County Health Agency
- Dept. for Children and Family Services
- Expanded Food and Nutrition Education Program – Shawnee County Extension Office
- Parents as Teachers
- Kansas Children's Service League
- Successful Connections – United Way of Greater Topeka

### XYZ Magazine Article

**speaking out about drugs and pregnancy**

community, lifestyle | 3 Comments

Wednesday April 25 is Kansas' Drug Endangered Child Awareness Day. Tashara Charles shares her story so that others can overcome their battles with addiction to raise healthy, happy children

by Janice Washline

### Lessons Learned

- Formation of unlikely partnerships
  - Two leadership organizations participated in the press conference from planning to execution
  - Bars, restaurants, liquor stores provided unexpected levels of support
- Mini-grants facilitated expansion of community efforts
  - Much more work to be done in order to make this a true statewide event

## Annual Conference

## Annual Conference

- Planning committee
- Locations
- Funding sources
- Topics
- Promotion
- Participants
  - Cost
  - Professions



## Locations



2012 Ramada Inn  
Hutchinson



2011 Topeka Public  
Library



2010 Kansas National Guard  
Training Center--Salina



2009 KVC Behavioral  
Health--Olathe

## Funding partners



THE UNITED STATES ATTORNEY'S OFFICE  
DISTRICT of KANSAS



## Topics

- Current drug trends
- Collaboration
- Panels including adult DEC, foster parents, parents in recovery, and adoptive parents
- Treatment best practices
- Successful intervention programs (e.g. Second Step)
- DEC team approach (discipline specific training)
- Substance exposed newborns

**8th Annual Kansas Alliance for Drug Endangered Children Conference**  
**Thursday, June 21, 2012**  
**Ramada Hotel and Conference Center, Hutchinson**

**Featured Keynote Presentation:**  
**Marjuana: More Than Just a Plant?**  
**By Dr. Eric Voth,**  
*Chairman of the Institute on Global Drug Policy*


**Breakout sessions include:**  
 Best Practices for Law Enforcement Officers Investigating DEC Cases  
 Tips for Working with Prosecutors to Build DEC Cases  
 A Panel of Parents and Youth Affected by Substance Use  
 Substance Abuse, Trauma, and the Impact on Children  
 Synthetic Drugs, Prescriptions, and Other Drug Trends  
 And more!

**Conference information will apply to many professionals including:**  
 Child Welfare, Law Enforcement, Substance Abuse Treatment Providers,  
 Representatives from the Legal System, Early Childhood Educators, Home Visitors,  
 Educators, Medical Professionals, Mental Health Providers

Certificates of attendance will be issued at the conclusion of the conference.

For more information contact: Loretta Severin  
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www.facebook.com/KansasDEC  
 www.kansasdec.org



**Strategies to Address Substance Exposed Newborns**

**Addressing the Substance Exposed Newborn Issue**

- Educate health care providers
- Public awareness initiative targeting women of child bearing age and those who influence them
  - Engage universities in initiative (e.g. college course, event)
  - Use social media to target audience (e.g. Facebook)
  - Incorporate information about this issue into existing coalition and prevention efforts

**Addressing the Substance Exposed Newborn Issue**

- Bring together all involved agencies and form collaboration (may want to develop protocols)
- Develop community action plan
- Advocate for:
  - Gender-specific treatment
  - Therapeutic care for children
  - Early intervention with children who are identified
  - Projects that serve high risk families
  - Case management services for at-risk moms

**Best Practices for Addressing Substance Exposed Newborns**

- All pregnant women will be screened for substance use
- Those with a positive screen will have a field assessment
- All pregnant women found to be in need of treatment will be referred to treatment appropriate to their needs
- Effective gender-specific treatment services will be available to all pregnant and parenting women who need them
- Protocol for agencies regarding Police Protective Custody
- Community education about substance use and the effects on pregnancies

**Targeted Training**

### Targeted Training

- Early childhood professionals
- Law enforcement in-service
- Probation/parole
- Home visitors
- Child welfare staff
  
- Don't simply train on protocols—use trainings as opportunity to engage professionals in the issue
- Use virtual trainings (GoToWebinar, Adobe Connect)

### Early Childhood Professionals Training Contents

- Statistics specific to the community
- Addiction research
- How to identify substance abuse
- Dynamics of substance affected families
- Safety issues related to working with substance affected families
- Interventions specific to children and families impacted by substance abuse
- Importance of their role and the need for intervention in the lives of the child/family
- Scenarios for discussion

### Example training slide: Paraphernalia Pipes Disguised as Other Items

The slide displays four examples of pipes disguised as everyday objects. Top left: a pipe disguised as a pen. Top right: a pipe disguised as a pen. Bottom left: a pipe disguised as a pen. Bottom right: a pipe disguised as a pen.

### Training for Organizations Involved with Protocol

Training should include:

- Level of the problem/why they should care
- Their role in addressing the problem
- Review of protocol with specific focus on their responsibilities

### Other Strategies

### Facebook

The screenshot shows the Facebook profile for the 'Kansas Alliance for Drug Endangered Children'. The page features a cover photo of a group of people holding hands in a circle. The profile picture is a logo with the text 'KANSAS ALLIANCE FOR DRUG ENDANGERED CHILDREN'. The page has 78 likes and a bio that reads: 'The Kansas Alliance for Drug Endangered Children is a network of local, state and federal law enforcement...'. The page also includes a 'Like' button and a 'Like' count of 78.



**Websites**  
www.decnevada.org

www.coloradodec.org

www.iowadec.net

www.kansas.dec

**Texting Campaigns**

- Text 4 Baby
- Text 4 Tots
- Other ideas

**Tip Cards**

Free tip cards on the topic of substance use during pregnancy are available in English and Spanish for the following:

- Alcohol
- Marijuana
- Cocaine
- Methamphetamine
- Tobacco
- Prescription drugs

Substance use during pregnancy resource materials:  
[www.kansasdec.org](http://www.kansasdec.org)

**What Everyone Needs to Know About Alcohol and Other Drug Use During Pregnancy**

**Myth:** Very few women use alcohol or other drugs while pregnant.  
**Fact:** Over 10% of all pregnant women reported have used alcohol in the previous month and approximately 15% of women have used illegal drugs during their pregnancy.

**Myth:** Most women stop using alcohol or other drugs when they learn they're pregnant.  
**Fact:** If alcohol treatment, 94% of addicted pregnant women relapse however, when educated about the effects of drugs on their baby, women are more likely to quit.

**Myth:** It is legal to use alcohol and tobacco. They aren't considered drugs and won't hurt the baby.  
**Fact:** Alcohol and tobacco are drugs. The effects of alcohol and tobacco are as harmful to a baby as other drugs. In fact, alcohol use during pregnancy is the #1 cause of mental retardation in children.

**Myth:** You haven't used alcohol and other drugs during my pregnancy, so why should I stop now?  
**Fact:** Stopping substance abuse at any point during pregnancy will increase the chances that the baby will be born healthy. In contrast to use, alcohol or other drugs may adversely affect the child throughout his or her life.

**Myth:** A child's school performance is not affected by parents' substance use during and/or pregnancy.  
**Fact:** Children whose parents abuse drugs or alcohol are more likely to be diagnosed with ADHD and other learning/attention problems in school.

**Myth:** Drug use of parents does not affect their parenting ability.  
**Fact:** Drug use is a contributing factor to abuse and neglect of children and can result in the removal of Kansas children from their families.

**Myth:** Prenatal care is too expensive.  
**Fact:** Prenatal care is a very valuable and affordable service for all mothers. Contact your local county health agency for information about prenatal care.

**Myth:** I haven't used alcohol or other drugs during my pregnancy, so I go to prenatal care, the doctor will report me and my baby will be taken away.  
**Fact:** Maternal substance abuse is the single most important factor in whether children will abuse substances later.

**Myth:** It doesn't cost more to raise a drug-exposed child over his or her lifespan.  
**Fact:** Total costs of a drug-exposed child can exceed \$1.5 million during their lifetime.

**Myth:** I can seek prenatal care later. My pregnancy isn't affected by how early I go to the doctor.  
**Fact:** Early prenatal care lowers the rate of special healthcare needs and premature births.

**Myth:** I have used alcohol or other drugs during my pregnancy. If I go to prenatal care, the doctor will report me and my baby will be taken away.  
**Fact:** Your health care provider is not required to report you for substance abuse when giving the prenatal care. However, if you continue to use and your baby is born with drugs in his or her system, you may be encouraged to participate in services to address the impact of substance abuse on your ability to care for your newborn. If your substance abuse isn't addressed, your baby may be taken out of the home.

**Myth:** Because I am pregnant and have children, there is no place for me to receive help for alcohol or other drug use.  
**Fact:** Help and support are available for pregnant women and women with children. Visit [www.kstate.edu/centerforchildren](http://www.kstate.edu/centerforchildren) to locate an assessment center.

**Myth:** Kansas is doing nothing about substance-exposed newborns being born in our communities.  
**Fact:** A group of nurse leaders has formed the Kansas Alliance for Drug Endangered Children and is establishing plans to address this problem.

Source: National Foundation on Alcoholism and Drug Abuse, 2007  
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 Website: [www.kstate.edu/centerforchildren](http://www.kstate.edu/centerforchildren)

**ALCOHOL**  
 How It Affects Your Baby

It's never a good idea to use any substances during your pregnancy unless they are prescribed and monitored by your health care provider. Any drug that you take passes through the umbilical cord and into your baby's body.

Drinking alcohol during your pregnancy is especially dangerous and can lead to serious, long-term health complications for your baby. Any kind of alcohol, including beer, wine, wine coolers, mixed drinks, or liquor can harm your baby.

If you drink alcohol during your pregnancy, your baby may experience any of the following:

- Low birth weight
- Central nervous system effects
- Irregularities of the face
- Poor growth and lack of weight gain
- Mental retardation
- Small head size
- Developmental delays
- Hyperactivity
- Speech/language deficits
- Behavior problems
- Need for special medical care

Research has shown that even small amounts of alcohol can increase the risk of birth defects. The safest choice is not to drink any alcohol during your pregnancy. It is best to stop drinking before you try to become pregnant since the baby could be affected before you even know you are pregnant.

Fetal Alcohol Syndrome (FAS) can result from alcohol use during pregnancy. It is characterized by poor growth, abnormal facial features including a flattened midface, low set ears, thin upper lip, a recessed jaw, and damage to the central nervous system which can include mental retardation and vision and hearing problems.

**The good news is:**  
 It is never too late to stop drinking alcohol during your pregnancy! No matter how far along you are in your pregnancy, it is better for your baby if you quit. The baby's brain and body will grow better if you stop drinking alcohol.

Talk to your health care provider. Ask for help. Start living healthier for you and your baby today!

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 For questions or further information:  
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 Website: [www.kstate.edu/centerforchildren.org](http://www.kstate.edu/centerforchildren.org)

Alcohol use during pregnancy is the #1 preventable cause of mental retardation in children.  
 Drinking alcohol increases the chances of miscarriage and stillbirth.

**ALCOHOL**  
 Cómo afecta a su bebé

No es buena idea usar sustancias durante el embarazo a menos que estas sean recetadas y controladas por su médico. Toda droga ingerida pasa a través del cordón umbilical hacia el cuerpo de su bebé.

Es especialmente peligroso beber alcohol durante su embarazo y puede provocar serias complicaciones a largo plazo en la salud de su bebé. Cualquier tipo de alcohol puede afectar a su bebé, incluyendo cerveza, vino, refrescos alcohólicos, bebidas mezcladas o licores.

Si usted consume alcohol durante su embarazo, su bebé podría experimentar cualquiera de los siguientes síntomas:

- Bajo peso al nacer
- Puede tener defectos en el sistema nervioso central
- Deformaciones faciales
- Desarrollo lento y retraso en el aumento de peso
- Retraso mental
- Cabeza pequeña
- Retraso en su desarrollo
- Hiperactividad
- Deficiencia en el habla / lenguaje
- Problemas de comportamiento
- Necesidad de cuidados médicos especiales

El Síndrome Alcohólico Fetal (SAF) es el resultado del consumo de alcohol durante el embarazo. Se caracteriza por retraso en el crecimiento, rasgos faciales anormales incluyendo la cara plana, orejas bajas, labio superior fino, cuadro pequeño y dañino en el sistema nervioso central que incluyen retraso mental y problemas de visión y audición.

La buena noticia es:  
 Nunca es demasiado tarde para dejar de beber alcohol durante su embarazo! No importa qué tan avanzado esté su embarazo, es mejor para usted y para el desarrollo del cuerpo y el cerebro del bebé si usted deja de beber alcohol.

Hable con su médico. Pida ayuda. ¡Conciencia hoy mismo a vida sana para usted y por su bebé!

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 Servicios en inglés también

**Activity**

- Design a 2013 DEC Awareness Day for your community
- Steps for targeting a specific group in their community
  - Who would you contact?
  - What do you hope to achieve by involving this individual/group?
  - What is your approach?
- Begin planning a 2013 conference for your community/state

**Presenter Contact Information**

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