

THE PARTNERSHIP™
AT DRUGFREE.ORG

**Resources for Community
Collaboration, Professionals
and Parents**

National DEC-CCAN
Conference
November 20, 2013

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Today's Presentation

- About The Partnership at Drugfree.org
- Resources from The Partnership
- How you can use them when you get home
- Questions & answers

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**Our vision is a world
where every child is able to
live their lives free of
drug and alcohol abuse**

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90 percent of all addictions get their start in the teenage years.

That's why we're dedicated to helping parents and families solve the problem of teenage substance use.

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What do we do?

- Help families across a range of need states (*prevention, intervention, treatment and recovery*)
- Mobilize people & organizations (*public affairs, advocacy*)
- Serve and advance "the field"
 - *Promoting science-based approaches*
 - *Community Education*

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What can we help you do when you get home?

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Explore our Microsites

drugfree.org/medication-assisted-treatment socialhost.drugfree.org

drugfree.org/playhealthy

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theparenttoolkit.org

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Get Involved in The Medicine Abuse Project

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The Medicine Abuse Project

- **Objective:** Reduce by 500,000 the number of teens initiating medicine abuse over the next five years
 - Promote parent-child discussion of the risks of medicine abuse
 - Promote safeguarding and proper disposal of medicine at home
 - Identify action steps for key stakeholders: prescribers, dispensers, educators, communities
- Take the Pledge at drugfree.org/MedicineAbuseProject to do your part

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The Medicine Abuse Project

- Multi-year effort with numerous communications bursts per year leveraging key sectors such as education, communities, law enforcement, etc.
- Expanding footprint in 2014 and incorporate advocacy as a program goal
- Significant expansion of resources especially for healthcare providers via a new 5-year FDA grant

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The Medicine Abuse Project Toolkit

- Sample press release
- Sample tweets, Facebook posts and email text
- Videos and PSAs
- Talking points
- Key statistics, messages and calls to action
- Infographic
- Real stories of families affected by medicine abuse
- Calendar of events for launch week
- **Medicine Abuse Action Toolkit / Parents360 Rx Action Toolkit**

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Use the Parents360 Rx / Medicine Abuse Action Toolkit



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The screenshot shows the Parents360 Rx website. At the top, there is a navigation menu with links for PACT360 PROGRAMS, EVENTS & TRAINING MATERIALS, PRACTICE, IT TAKES A COMMUNITY, YOUR STORIES, and LOCAL ORGANIZATIONS. Below the menu, the main heading reads "Parents360 Rx". A sub-heading states: "The Parents360 Rx Action Toolkit is a new community activation resource that can be used by professionals from law enforcement, prevention and treatment, as well as by any concerned adults who want to have information about medicine abuse with their friends, family, neighbors and organizations to which they belong." Below this, there is a section titled "How does it work?" which describes the toolkit's components: a video, a discussion guide, and a small number of handouts, all available for download. A video player is visible with a play button. To the right, there are sections for "SHARE" with social media icons, "JOIN THE MEDICINE ABUSE PROJECT" with a logo, and "DISPOSE OF UNUSED MEDICINE" with a "Got Drugs?" logo.

What is The Parents360 Rx Action Toolkit?

- Parents360 Rx Video
- Implementation and discussion guide
- Handouts for the audience
- Event report and audience evaluation form

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**The Parents360 Rx Action Toolkit
can be used to:**

- Host a discussion for friends, family, or coworkers
- Deliver a presentation in your community
- Share information via social media

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Handouts

The following handouts should be passed out to your audience:

- Taking Action Against Medicine Abuse (If you can only distribute one handout, this is the one you should pass out)
- Action 1: Three Steps to Safeguard Your Home
- Action 2: Know the Signs and Symptoms of Medicine Abuse
- Action 3: Talk to Your Family, Friends and Other Parents
- Action 4: Share the Information with Others

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**Show Parents360 Rx video &
Conduct Discussion**

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Use The Partnership at Drugfree.org's Other Community Education Resources



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The screenshot shows the PACT360 website homepage. At the top, there is a navigation menu with links for 'HOME', 'ABOUT', 'PACT360', 'COMMUNITY EDUCATION', 'PROGRAMS', 'SUPPORT', 'CONTACT', and 'THE PARTNERSHIP AT DRUGFREE.ORG'. Below the navigation, there are several featured programs: 'Parents360', 'Youth360', 'Mentor360', 'Podcast360', and 'Latino360'. Each program has a small image and a brief description. There are also sections for 'HELPING A COMMUNITY' and 'COMMUNITY ENGAGEMENT'. The page is designed with a blue and white color scheme.

Community Education Strategic Framework

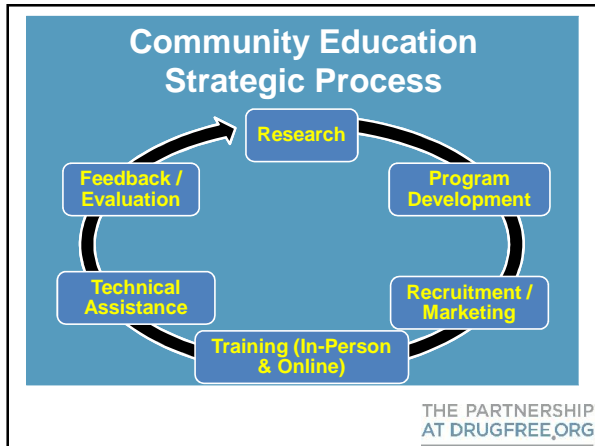
The Partnership creates programs that enable community stakeholders to deliver resources and information to parents & youth influencers to help them help kids be healthy, safe & successful

The Partnership

Community Stakeholders

Parents / Caregivers / Influencers

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What is PACT360?

- A suite of prevention presentations co-delivered by teams of local law enforcement, substance abuse treatment and prevention professionals, educators, health care providers and others
- Creates a lasting human infrastructure to confront existing and emerging substance abuse issues
- Funded by the U.S. Department of Justice

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Strengths of PACT360

- High quality program materials and training
- Content informative and effective in raising community awareness/action
- “Turnkey”, vetted prevention materials
- Presentations flexible and customizable designed to be localized/personalized and to supplement, not supplant local efforts
- Fosters collaboration between key community stakeholders

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PACT360 by the Numbers

- Formally implemented in 36 communities and three states 2006-13
- >2,600 presenters trained in person
- >59,000 attendees
- Consistently positive ratings from audiences (97%) and trained presenters (99%)
- In follow-up surveys, audiences say they have talked to others about what they learned (93%) and taken action (95%)

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drugfree.org/PACT360

- Downloadable support/implementation materials for all community presentations (PowerPoint presentations, videos, scripts, implementation guides)
- Links to all Partnership resources
- PACT360 Online Learning Center
 - View narrated slide presentations/video
 - Opportunity to self-train as presenter
 - Webinars on request

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Parents360/Parents360 Plus **PARENTS: YOU MATTER**



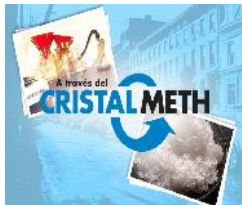
About Parents: You Matter

- "Parents" are any caring adult in a child's life
- Core presentation covers teen drug and alcohol issues and behaviors in general
- Drug-specific modules, delivered within core presentation can be swapped out to reflect local needs
- Rx/OTC abuse, Heroin, Underage Drinking, Meth, Ecstasy, Inhalants, Marijuana/Salvia, Synthetics (K2/Spice, Bath Salts), Performance Enhancing Substances

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Latino360 and Padres360



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Youth360




WRECKED

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


CHECKYOURSELF.COM


wreckED Program Format

- **Target audience:** Youth 15-19 years old; also resonates younger
- **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, consequences and development of refusal skills.


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wreckED Program 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
 - Find a trusted adult to talk to – you are not alone


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The wreckED Card Game

Back of Card

Choice Cards

Scenario Cards

Check Your Friend Card

WRECKED CHECKYOURSELF.COM

Engage youth through Above the Influence

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abovetheinfluence.com

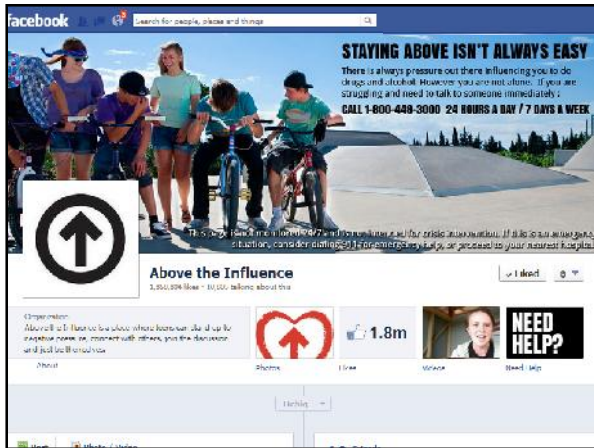
SEARCH THIS SITE

TACKLE PRESSURE




THE LATEST

ON THE GROUND

OUR ADS ON TV



Above the Influence


- Started Nov 2005
- Serves teens ages 12-17
- Philosophy:
 - Drugs and negative influences stand in the way of teens reaching their full potential
 - Above the influence inspires teens to make good choices


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Above the Influence

Teens Know and See It

82% aware
of Above the Influence advertising


82%


79%


79%


Ad Awareness, QTR Research 2012

Resonates Across Groups

>75% teens
say Above the Influence speaks to someone like me


- African American
- Hispanic
- White
- Boys
- Girls

Addresses a Variety of Substances

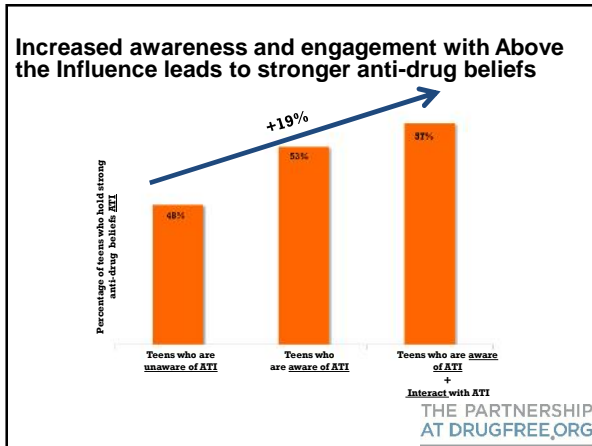


Teens tell us Above the Influence could apply to everything — prescription drugs, alcohol and marijuana

Teens Making ATI Their Own



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ATI Tools for Local Engagement

- **Influence Video Discussion Guide:** engage in a discussion about influence
- **ATI Art Project:** create your unique version of the ATI logo
- **"Tag It":** identify and reject negative influences
- **"Be It":** create your own personal slogans
- **"Bring It":** use your acting skills to role play through pressure-filled scenarios
- **"Express It":** Calls on teens to create a short skit, song or dance that inspires them to live "above it"

partners.atipartnerships.com/partner-resources/downloads-toolkits/

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Share the Helpline

1-855-DRUGFREE
Diane and Jerry, our parent specialists, are waiting for your call

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1-855-DRUGFREE

- Trained professionals help callers by:
 - Listening to concerns and challenges
 - Outlining a course of effective action – whether it's prevention, intervention, seeking treatment or supporting recovery – grounded in science-based resources
 - Informing callers of resources available nationally
- English and Spanish

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1-855-DRUGFREE

- Our Helpline is open Monday through Friday, 10:00 am to 6:00 pm ET. We are closed on weekends and holidays.
- *Not a crisis line*
- Parent Support Network: Parents who have been personally affected by substance abuse can help callers

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Microsites



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**Questions?
Thoughts?
Answers?
*Thank you!***

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Contact

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