



## Implementation Toolkit





## About the Safe Homes Smart Parties® (SHSP) Campaign

As we approach spring break, prom, graduation and end of school year, we face a challenge in keeping our kids safe and healthy. There are many pressures drawing youth to unhealthy behaviors with drugs, alcohol and cigarettes. The SHSP campaign addresses these pressures and helps adults to be aware and set firm guidelines surrounding acceptable choices and behaviors.

## What is My Role?

Your job is to take the Safe Homes Smart Parties® message to your school by reaching out to all students and getting them to participate. Then, encourage students to discuss what they have learned with their parents/caregivers and ask them to fill out the pledge and return the pledge to school. The following documents in this toolkit will provide you with all necessary tools to promote the campaign and get participation.

## What's in it for My School and Me?

By implementing this campaign, parents and their kids will be informed about the dangers of underage drinking and drug use and ways to prevent it; your efforts can help prevent a tragedy from occurring. Informed Families will highlight your school's participation in our newsletter and on our website at [www.InformedFamilies.org](http://www.InformedFamilies.org). In addition, results of the campaign can be reported to you and your Principal.



The first 50 Ambassadors to return a minimum of 100 completed and signed parent pledges by May 31st will receive a \$100 VISA Gift Card.

## Who do I call if I need help?

North Florida:  
Carmela Bechtel  
850.393.2145

Central Florida:  
Christine Stilwell  
321.231.0587

South Florida:  
Dr. Valmarie Rhoden  
305.856.4886

# LET'S GET STARTED

## Safe Homes Smart Parties® Checklist.



**First, get your materials:** After you place your online order, your materials will be mailed directly to you at your school.



**Next, schedule the campaign:** Set up a schedule for the morning announcement messages and Connect Ed messages. Decide what day the pledge will be sent home to the parents. Schedule all other components of your campaign.



**Morning Announcements:** Read the Morning Announcement Script and edit, if necessary, to meet the specific needs of your school. Schedule the announcements to begin at the start of your campaign. Repeat the message 5 times.



**ConnectEd Message:** Read the Connect Ed Script and edit it, if necessary, to meet the specific needs of your school. Schedule the Connect Ed, or recorded parent message, the week before your campaign and again during your campaign. You may also use the same script for a parent email.



**Posters and Pledges:** Distribute the parent pledges to the students to take home or give directly to parents at PTA/PTSA meetings. Use the youth pledge poster as an engagement activity with your students - and hang it for all to see after it is signed by everyone.



**Returned pledges:** Designate a date by which pledges must be returned. Parent pledges should be returned to Informed Families upon completion of the campaign in the envelope provided in your toolkit. **The first 50 Ambassadors who return a minimum of 100 completed and signed parent pledges by May 31st will receive a \$100 VISA Gift Card.**



**Email to Teachers and Staff:** Educate teachers and staff about SHSP. Share the links to curriculum in this toolkit. Everyone can participate!



**Complete the online Campaign Review Form:** We want to promote the awesome job you did.

# Safe Homes Smart Parties® Facts & Teaching Points

The Safe Homes Smart Parties Campaign aims to prevent underage drinking and youth substance abuse during springtime celebrations. Here are some teaching facts, teaching points and resources to help deliver the message in your classroom.

## The Facts

### Alcohol is a powerful drug.

Alcohol is the most commonly used and abused drug among youth in the United States, more than tobacco and illicit drugs, and is responsible for more than 4,300 annual deaths among underage youth.

### Everyone is NOT doing it.

According to the latest Florida Youth Substance Abuse Survey, an average of 10.1% (1 out of 10) of middle school students and 28.4 (2-3 out of 10) high school students surveyed drank alcohol in the last 30 days.

### Buy now. Pay later.

Youth who start drinking before age 15 are 5 times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21. Plus, the brain is not fully developed until age 25 and alcohol consumption can have other long-term repercussions.

## Underage Drinking:

- 1 Is responsible for more than 4,300 annual deaths among underage youth
- 2 Is linked to 189,000 emergency rooms visits by people under age 21 for injuries and other conditions
- 3 Increases the risk of physical and sexual assault
- 4 Increases the risk for suicide and homicide
- 5 Increases the risk of memory problems
- 6 Increases the risk of using and misusing other drugs
- 7 Increases the risk of changes in brain development that may have life-long effects



Here are some links to classroom modules/activities for students in grades 6-12:

### Module for 6th and 9th grades

Legal Doesn't Mean Harmless: <http://www.informedfamilies.org/legal-doesnt-mean-harmless>

### Module for 9-12 grades

The Brain: Understanding Neurobiology: <http://www.informedfamilies.org/understanding-neurobiology>

National Drug IQ Challenge: <http://www.informedfamilies.org/national-drug-challenge>





# NEWSLETTER INSERT

## Save Lives With Safe Homes Smart Parties®

One third of teens attend house parties where parents are present and teens are drinking, smoking marijuana or using cocaine, ecstasy or prescription drugs.

What can you do? Support the Safe Homes Smart Parties Campaign® by pledging to be present at all pre-teen and teenage parties held in your home to ensure that no drugs or alcohol will be present.

Help protect your family from harm by visiting [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp) and doing the following:

1. Take the SHSP pledge.
2. Review our tips for hosting a party and what to do when your child attends a party. Talk with your kids. Share your expectations of their behavior.
3. Take the parent report card quiz.
4. Take a stand. Discuss SHSP with other parents at your child's school, youth group, sports teams and clubs. If all parents stand united against underage drinking and drug abuse, we create a safer and healthier world for our kids to grow up in.

For more information, visit [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp). The life you save may be that of your own child or a dear friend.



## Safe Homes Smart Parties® ConnectEd Message Script

Hello parents, this is \_\_\_\_\_ calling from \_\_\_\_\_ school and I have a very important message to deliver. Over the next few days, we will be conducting a prevention campaign at our school called Safe Homes Smart Parties®.

Prom, graduation parties and summer vacation are all coming soon. We want to share ways that parents can help keep kids safe and healthy during this time. Ask your child to show you the information they received today at school.

Then, help protect kids from risky and potentially harmful behaviors by doing the following:

- 1 **Talk with your kids.** Ask them for the Safe Homes Smart Parties® pledge card they received at school. Read and sign the pledge card and discuss the dangers of drug and alcohol use with your kids. Set clear boundaries and discuss consequences.
- 2 Take the **Parent Report Card** challenge at [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp). Where do you need to improve your parenting skills?
- 3 **Take a stand.** Discuss these measures with other parents at your child's school, youth group, sports teams and clubs. If all parents stand united against underage drinking and drug abuse, we create a safer and healthier world for our kids to grow up in.

Want more information on keeping kids safe, healthy and drug free? Go online to [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp) and check out the valuable information and tips there. Thank you for your time and attention in this important matter and have a pleasant evening.



## Sample Morning Announcement Script

**Good morning students:**

**Summer vacation, graduation, prom and other celebrations are just around the corner. During the next few weeks, students at our school will be encouraged to take part in a campaign called Safe Homes Smart Parties®. Make the pledge to stay safe, healthy and drug and alcohol free during your celebrations!**

**This week, we will discuss this important topic and ask every student to take a stand against underage drinking and drug abuse. Students should engage their parents by taking home the Safe Homes Smart Parties® pledge, discussing it with their parents and sharing with them what they learned.**

**Also, students and parents can go online to [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp), to take the pledge or to learn more about Safe Homes Smart Parties®.**

**Thank you for your participation!**



## Campaign Checklist

Use this checklist to make sure you complete all your Safe Homes Smart Parties (SHSP) activities.

- ☐ Ordered SHSP Materials
- ☐ Scheduled The Campaign
- ☐ Delivered Morning Announcements
- ☐ Delivered ConnectEd / Parent Broadcast Message
- ☐ Ran Newsletter Article About SHSP
- ☐ Distributed SHSP Pledges To Parents
- ☐ Engaged Students In Signing SHSP Pledge Poster
- ☐ Displayed SHSP Youth Pledge Poster Around School
- ☐ Sent Email About SHSP To Teachers & Staff
- ☐ Returned Signed Parent Pledges To Informed Families In Envelope Provided

## Campaign Review

Good work deserves to be recognized! We want to honor your hard work and efforts to spread the Safe Homes Smart Parties message in your school and community. Our Campaign Report is quick and easy to complete.

Visit [www.informedfamilies.org/shsp/campaign-review](http://www.informedfamilies.org/shsp/campaign-review) to complete your Campaign Review.