



# Middle School / High School Implementation Toolkit







**Fact: Underage drinking is responsible for 4,300 deaths and 189,000 emergency room visits each year.**

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

SHSP is an Informed Families campaign to prevent underage drinking and drug use during Spring celebrations (prom, graduation, end of the school year), when tragedies frequently occur. The campaign educates students and parents about the dangers of substance abuse and asks parents to pledge that alcohol, drugs and tobacco will not be permitted at parties held in their homes.

## What is My Role?

Your role is to take the Safe Homes Smart Parents® message to your school. You will educate students and families at your school about underage drinking and drug use and simple ways to prevent it. This kit includes everything you need to promote this campaign and get participation. If you don't work for the school directly, your role is to coordinate the campaign with school staff and PTA members.

Tell families about the Safe Homes Smart Parents parent photo contest. Using #SHSP on social media, parents who post about the campaign will be entered into a drawing to win one of three \$100 Publix gift cards.

Feature Safe Homes Smart Parents on your school and/or organization website with a link to [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp).

## Why Your Participation Is So Important

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.



Ambassadors who return a minimum of 100 completed and signed pledges by April 30 will be entered into a drawing to win one of five \$50 VISA gift cards.

## Questions? We're Here To Help.

### Statewide Director

Christine Stilwell

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# LET'S GET STARTED

## Safe Homes Smart Parents® Checklist.



**First, get your materials:** After you place your online order, your materials will be mailed directly to you at your school, while supplies last. Alert your office staff that you are expecting a large box from Informed Families. Additional tools will be emailed to you.



**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 at least 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.



**Feature Safe Homes Smart Parties on your school website to spread the message to parents:** Visit [www.informedfamilies.org/campaign-buttons](http://www.informedfamilies.org/campaign-buttons) for a web banner link for your school.



**Posters, Flyers and Pledges:** Distribute the parent pledges and flyers to the students to take home or give directly to parents at PTA/PTSA meetings or other school meetings. Pledges are an integral part of this campaign, as they educate and inspire parents to take action. 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. Post the campaign poster around your school, preferably in locations where parents and faculty are more likely to see it.



**Make It Visible:** Educate and involve your community by highlighting the campaign on your school marquee or fence.



**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. Ambassadors who return a minimum of 100 completed and signed pledges by April 30 will be entered into a drawing to win one of five \$50 Amazon gift cards.



**Share the SHSP Video with Parents, Teachers & Staff:** Educate parents, teachers and staff about Safe Homes Smart Parents. Email the video to everyone and play it at PTA meetings, staff meetings and other events. Ask them to share the video widely with their audiences. Everyone can participate.



**Complete the online Campaign Review Form:** We want to promote the awesome job you did and our funding is dependent on it. Complete your report by April 30.

# Safe Homes Smart Parents® Facts & Teaching Points

The Safe Homes Smart Parents 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, 1 out of 10 middle school students and 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 room 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

## Safe Homes Smart Parties: Safe Driving

### Facts:

Every year in Florida, there are more than 16,000 car crashes in which alcohol is suspected, leading to 7,000 injuries and 800 deaths.

1 in 5 high school students report riding with a drunk driver.

### Suggested Teaching Tools:

[www.discoveryeducation.com/teachers/free-lesson-plans/safe-driving.cfm](http://www.discoveryeducation.com/teachers/free-lesson-plans/safe-driving.cfm)

[www.cdc.gov/careerpaths/scienceambassador/documents/teen-driving-skills-responsibilities.pdf](http://www.cdc.gov/careerpaths/scienceambassador/documents/teen-driving-skills-responsibilities.pdf)

[impactteendrivers.org/resources/lesson-plans/lesson-plan-for-multiple-subjects](http://impactteendrivers.org/resources/lesson-plans/lesson-plan-for-multiple-subjects)

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

### Module for 6-9 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

<https://www.informedfamilies.org/national-drugs-and-alcohol-iq-challenge-2018>





# NEWSLETTER INSERT

## Save Lives With Safe Homes Smart Parents®

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 Parents 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.
5. Talk to your kids about never riding with an intoxicated or distracted driver.

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.



Enter to win a \$100 Publix gift card by sharing the campaign on social media with #SHSP



## Safe Homes Smart Parents® 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 an underage drinking and drug prevention campaign at our school called Safe Homes Smart Parents®.

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 Parents® pledge card and flyer 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). Find out how you score and get some tips.
- 3 **Take a stand.** Discuss this topic 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.

We also encourage you to enter the Safe Homes Smart Parents contest. Share the campaign on social media using #shsp and you'll have a chance to win a \$100 Publix gift card.

Visit [www.informedfamilies.org/shsp](http://www.informedfamilies.org/shsp) for more information and tips for keeping your kids safe during springtime celebrations.

Thank you and have a wonderful evening.



## Sample Morning Announcement Script

Good morning students:

*(Each day, read one of the following stats and then read the paragraphs below.)*

**Day 1 Stat** - Did you know that underage drinking is responsible for more than 4,300 annual deaths?

**Day 2 Stat** - Did you know that underage drinking is linked to 189,000 emergency room visits by people under age 21 for injuries and other conditions?

**Day 3 Stat** - Did you know that your brain isn't fully developed until age 25 and underage drinking may have life-long effects on the brain?

**Day 4 Stat** - Did you know that underage drinking increases the risk of physical and sexual assault?

**Day 5 Stat** - Did you know that kids who start drinking before age 15 years are six times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21?

Summer vacation, graduation, prom and other celebrations are just around the corner. During the next few weeks, you will be encouraged to take part in a campaign called Safe Homes Smart Parents®. 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 Parents® 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 Parents®.

Thank you for your participation!

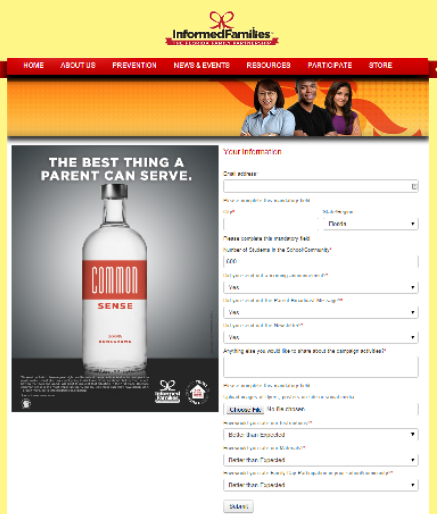




## Campaign Checklist

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

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|--|--|
| <input type="checkbox"/> Ordered SHSP materials                                  | <input type="checkbox"/> Shared the Safe Homes Smart Parents video via email and at events with parents, teachers and staff and asked them to share it widely. |
| <input type="checkbox"/> Scheduled the Campaign                                  |  |
| <input type="checkbox"/> Made the Campaign visible to the surrounding community. | <input type="checkbox"/> Distributed SHSP flyers and pledges   |
| <input type="checkbox"/> Featured SHSP on the school website                     | <input type="checkbox"/> Engaged students in signing the SHSP poster   |
| <input type="checkbox"/> Delivered Morning Announcements                         | <input type="checkbox"/> Promoted the SHSP Photo contest.  |
| <input type="checkbox"/> Delivered Connect Ed / Parent Broadcast Message         | <input type="checkbox"/> Returned signed Parent Pledges to Informed Families in the envelope provided  |
| <input type="checkbox"/> Ran Newsletter article about SHSP                       | <input type="checkbox"/> Completed Campaign Review form (by April 30)  |



## Campaign Survey

Good work deserves to be recognized! We want to honor your hard work and efforts to spread the Safe Homes Smart Parents message in your school and community. Our Campaign Survey is quick and easy to complete. Submit the survey by April 30.

Visit [informedfamilies.org/campaigns/survey](http://informedfamilies.org/campaigns/survey) to complete your Campaign Survey.

Your next campaign is Family Day (September 23, 2019). Stay tuned for more details about this year's campaign.

*Family Days*