

ANNUAL REPORT

June 1, 2009 – May 31, 2010



Parents. The Anti-Drug

Bannockburn, Deerfield, Highland Park, Highwood, and Riverwoods

What is *Parents. The Anti-Drug*?

Parents. The Anti-Drug is a community coalition comprised of parents, local government and school officials, clergy, and health providers who are committed to the prevention of underage drinking and drug use among youth in Bannockburn, Deerfield, Highland Park, Highwood, and Riverwoods.

What is our mission?

The mission of ***Parents. The Anti-Drug*** is to generate conversation and provide accurate information about alcohol, tobacco, and other drug use in Bannockburn, Deerfield, Highland Park, Highwood, and Riverwoods.

Why are we doing it?

- Studies have shown that parents are the most powerful influence in a teen's life – greater than peers, teachers, clergy, popular music, celebrities and the media.
- Research shows that teens who consistently learn about the risks of drugs from their parents are 50% less likely to use drugs and alcohol than those who do not.
- Furthermore, parental disapproval is one of the most important deterrents to drug or alcohol use. Yet, only 30% of teens report learning about the risks of using drugs or alcohol from their parents.
- Therefore, we believe that creating a more informed adult and teen citizenry, and increasing communication among these groups about these important issues will result in less consumption of alcohol, tobacco and other drugs among teens in our communities.



Milestones

Organizational

- Established a solid framework for a community based coalition comprised of parents, local government and school officials, clergy, and health providers.
- Established a fiscal agent relationship with not-for-profit 501(c)(3) recognized Township High School District 113 Foundation.
- Secured funding from the Healthcare Foundation of Highland Park.
- Drafted and adopted by-laws to sustain the governing structure of the organization.
- Elected officers to the Executive Board at the Annual Meeting of the Membership in May 2010.
- Created four working committees: communications, website, financial sustainability/fundraising, and assessment/strategic planning.
- Hired a part-time Prevention Specialist to oversee the coalition's efforts.

Recognitions

- Nominated in May 2010 for the Illinois State Board of Education's "Those Who Excel Education" award for the team category.

Communications Campaign

- Partnered with District 113 during the 2009-2010 school year on an email campaign.
 - Sent monthly to bi-monthly emails to parents, faculty, and administrative staff in our five communities that provided interesting and surprising information about alcohol and drug use, health facts, consequences (legal and school), conversation starters, talking points, and resources.
- Placed a ½ page ad in the May 13, 2010 issue of the Deerfield Review and the Highland Park News that focused on the influence parents have on teens' lives.
- Currently in the process of developing a website that will become live in the fall of 2010.

Parents

Several weeks into the **Parents. The Anti-Drug** email campaign, a survey was conducted to get feedback on the effectiveness and receptivity to the campaign.¹

- 92% of the participants surveyed indicated that they opened and read the messages.
- Over 64% of participants indicated they had conversations about alcohol and drug use with their child(ren) after receiving the email messages.

¹ 2009 survey emailed to parents within District 113 and the feeder middle schools with 525 responses via Survey Monkey.

Milestones *continued*

Parent Comments

"I thought they provided helpful ways to talk to my child even though he is still young. It initiated conversations that we might not otherwise have had at this point."

"I was shocked that so many students said their parents hadn't spoken with them about alcohol so I asked my son if he remembers our discussing it with him. To my amazement, he couldn't recall if we had such discussions. We have discussed the dangers of alcohol use with him many, many times. The message clearly is that we must keep talking about it."

"I really utilized the specific tips for talking with your teens since they were creative and something that I would not have thought of."

Media Coverage

- 8/27/09 - Deerfield Review Digest article introducing email campaign and "Take Time To Talk Day" on Oct 4th.
- 9/24/09 - Story coverage in Triblocal, "Community group asks parents, teens to talk", discussing "Take Time to Talk Day" and the mission of **Parents. The Anti-Drug**.
- 4/29/10 - Story coverage, "Parents mobilize to fight drug use", in the Pioneer Local section of the Deerfield Review and Highland Park News introducing new Prevention Specialist and reviewing the mission of **Parents. The Anti-Drug** and relevant data.
- 5/13/10 - ½ page paid advertisement in the Highland Park News and Deerfield Review discussing the influence of parents on their teens' lives.
- 5/26/10 - Triblocal – **Parents. The Anti-Drug** recognized as a nominee for the 2010 Those Who Excel Education Award in the Team Category for District 113.

05/13/2010 Highland Park News and Deerfield Review Ad

Most parents don't realize they are the **#1** influence in their teen's lives.

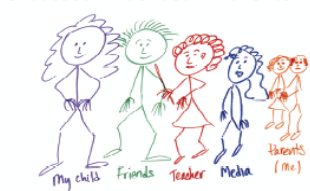
Take Time to Talk...

- Teens who consistently learn about the risks of alcohol from their parents are 50% less likely to use alcohol.
- Parental disapproval is one of the most important reasons teens choose not to drink alcohol.
- Send a clear message that underage drinking is not a 'rite of passage', it is harmful and illegal.

Would you like to get involved with *Parents. The Anti-Drug?*
Contact us at Parents.TheAntiDrug@gmail.com.

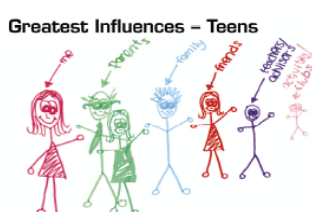
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Greatest Influences – Parents



When parents were asked to draw the greatest influences on their teens, they placed themselves last.

Greatest Influences – Teens



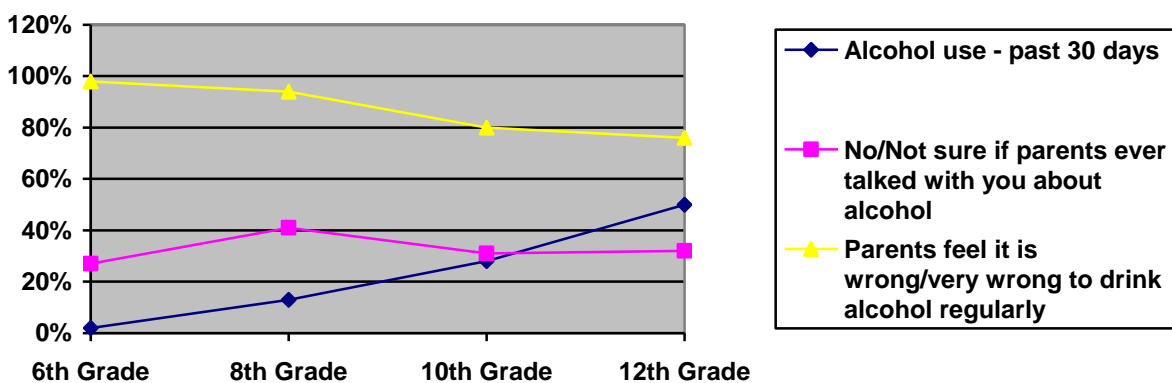
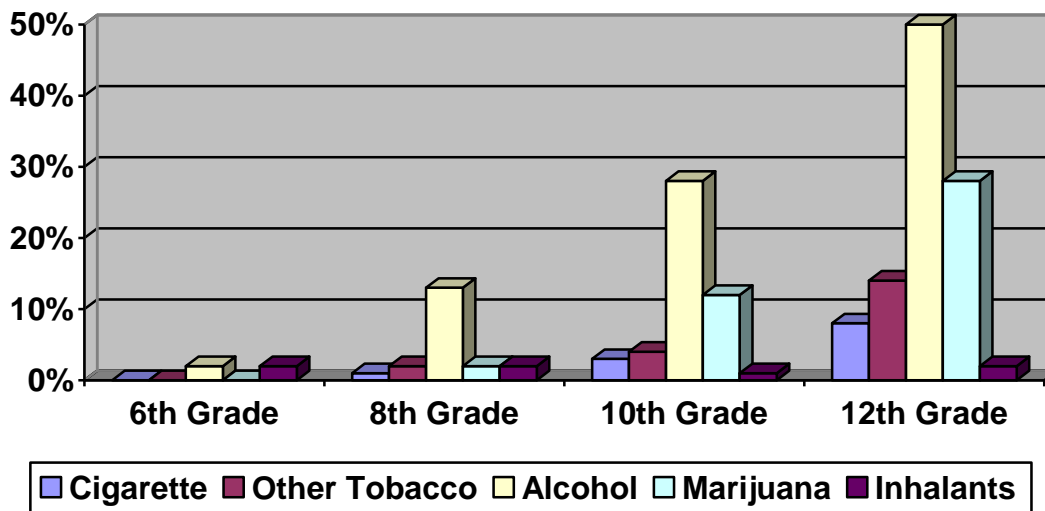
When teens were asked to draw the major influences in their lives, they placed their parents first, before peers and activities.

Data

Data from the Illinois Youth Survey is used to support the mission and goals of **Parents. The Anti-Drug.**

2008 Illinois Youth Survey – all schools within Lake County District 113 Boundaries

Past 30 Day Use



Use of alcohol raises as perception of 'wrongness' and communication with parents decrease.