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# PARENTING FOR PREVENTION 101

RyeACT Coalition - Rye, New York



### CONTACT

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WEBSITE

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SOCIAL

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# WHAT'S OUR STORY?

RyeACT is a Drug-Free Communities Coalition in Rye, New York, a suburban community about 15 miles outside New York City. Student survey data shows youth substance use rates significantly higher than national averages for alcohol, marijuana, and nicotine/E-Cigs. Community assessment data reflects a strong work hard/play hard culture, with underage drinking viewed by many as a "rite of passage." Survey data shows parental permissive attitudes and lack of meaningful\_ consequences are significant risk factors contributing to youth substance use.

Between January 2014 – May 2016, our small community lost six young people to drug and alcohol related deaths and many parents expressed a feeling of hopelessness in the face of deeply embedded social norms. Working to shift these underlying norms, and providing support to parents in their prevention role, were determined by the coalition to be critical strategies to address the existing local conditions.

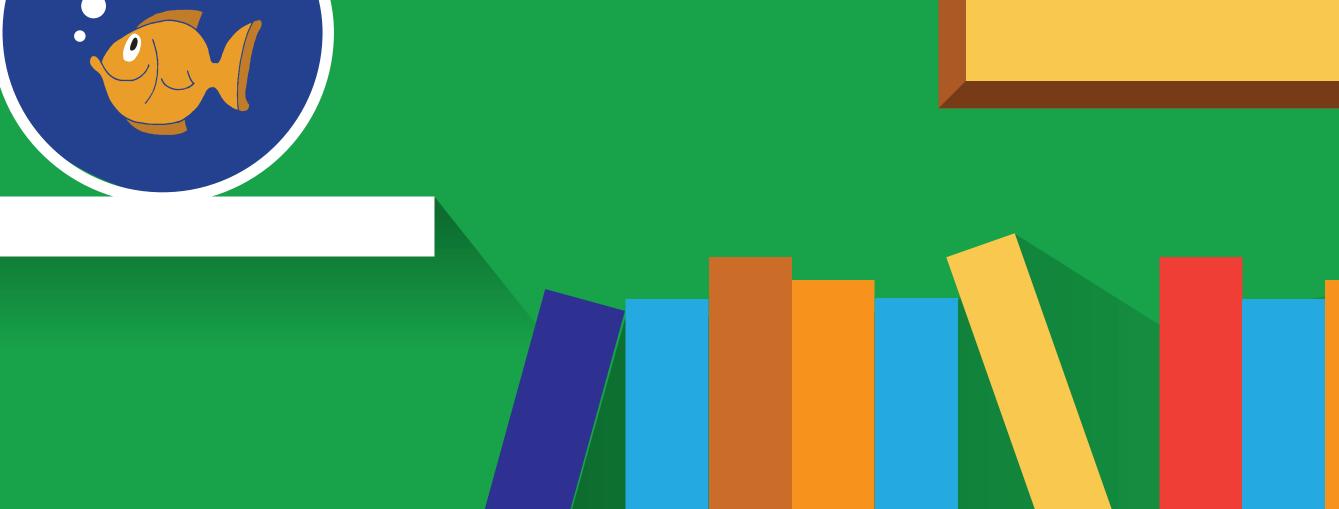
Sources: Pride Survey, Nov 2016, Focus group data 2016, Parent Survey March 2016

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## WHAT DID WE LEARN?

- Start Planning Early; Imagine How Much Time You Need, Then Double It!
- Separate the Components; Run Parenting for Prevention 101 Workshops as Stand-Alone Events
- 75 Minutes is Ideal for Parenting for Prevention 101 Workshops





# WHAT DID WE DO?

- 1. Community-Wide Event in a Parent University Format
- 2. Three Components:
- Student Survey Data Presentation
- Keynote Speaker: Dr. Robert DuPont, Institute of Behavior and Health "Supporting Parents in Your Essential Role in Youth Substance Use Prevention"
- Parenting for Prevention 101 Workshops
- 3. Workshop Logistics
- Small Group Workshops (10-20 participants)
- Facilitated by RyeACT Health & Wellness Action Team Professionals
- Separated by Age/Developmental Stage
- Organizing Principle: 4 Essentials of Parenting for Prevention Span All Ages/Developmental Stages

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# OUTCOMES

- Approx. 275 Community Members Attended Parent University Event on May 9, 2017
- 100 + Parents Attended Parenting for Prevention 101 Workshops at Parent University
- 125 + Additional Parents Attended Parenting for Prevention 101 Roadshow Events Coordinated Through Parent Organizations & Local Farmers' Market
- 1000 + Community Members Reached Through Social Media Posting of Parenting for Prevention 101 Infographics
- Ongoing Parent University Continuing Ed Programs

Sources: Parent U attendance, Workshop Pre-registration, Roadshow Sign-ups, FB and Website tracking

## YOU CAN DO IT. WE CAN HELP!

- Leverage Local Resources and Engage **Community Partners!**
- Take Your Show on the Road! The "Roadshow" was a Highly Successful Tool to Bring the Info to the People!
- RyeACT Will Customize Infographics and Leader's Guide for Your Coalition
- Contact Us for Options and Pricing!

# IMPACT HROUGH THROUGH THROUGH THROUGH THROUGH THROUGH RTNERSHIP HOW DID WE DO IT?

- School Sector Partners Administered Student Survey
- Survey Data Analyzed & Presented by RyeACT External Evaluator, Iona College Center for Social Research
- Keynote Speaker Connected Survey Results With "No Use" Message and Underscored the Critical Role of Parents in Prevention Efforts
- Subcommittee of Clinical Psychologists and Social Work Professionals Developed Content for Parenting for Prevention 101 Workshops
- Health & Wellness Action Team Volunteers Attended Workshop Facilitator Train-the-Trainer Sessions
- Graphic Arts Team Created Infographic Handouts
- Volunteer Professionals Led 45-Minute Parenting for Prevention 101 Workshops at Parent University

16 WORKSHOP LEADERS

1 CONTENT WRITERS

VOLUNTEER HOURS

