

# parent | U TOOLKIT

Coalition for a Drug Free Nevada County

October 2015

We envision our community filled with youth who can achieve personal and academic success; be connected to adults and their community; have a positive vision of their future and grow up to be healthy, productive and civic-minded adults.

## POWERED UP PARENTING

*“At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents.” - Jane D. Hull*

### EVENT PARTNERS |

SIERRA COLLEGE



THE UNION  
www.THEUNION.com



### Inside...

- Promoting the Positive
- Good News
- Misconceptions
- Trends
- Helpful tools & links

# Promoting the positive



## What is the Positive Community Norms (PCN) Campaign?

An evidence based strategy, our campaign works to correct misperceptions, reduce underage drinking and other drug use, reinforce positive parenting habits and raise awareness of the fact that the majority of students in Nevada County are making healthy choices. We are using the positive data to inform parents and youth of the TRUTH about youth use and turning the truth into measurable outcomes in our community.

## What most think (and do) may surprise you...

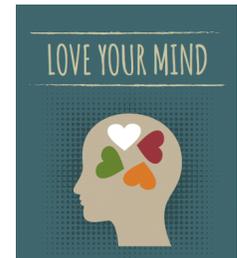
Most youth do **NOT** engage in substance use, but most may think their peers do. Similarly, parents may think most teens drink alcohol, but they may not think it is an issue they need to address with their own child.

Our strategy to promote Positive Community Norms corrects misperceptions like these and, in the process, helps us all shift perspective, attitudes and even our behaviors for the better.

**What you can do...**Hear the conversation (what teens and their parents say), and then steer the conversation to correct any misperceptions and promote the positive norms. In other words, find the untold goodness and continuously spread it through mass media marketing efforts, school-based activities, or even dinner table conversations

## Goals of the PCN Campaign:

- ✓ Correct student misperceptions regarding their peers' alcohol and other drug use.
- ✓ Increase the number of youth who believe that alcohol and other drugs are harmful to their health.
- ✓ Reduce youth substance use.
- ✓ Correct community and adult misperceptions about teen alcohol and other drug use.



## How it works

The **Positive Community Norms** campaign is a research-based strategy which recognizes that many young people are likely to conform to peer norms or feel the social pressure to do so. A growing number of studies show that both high school and college students' personal drinking behavior is strongly influenced by their incorrect perception of peer drinking norms. Students typically think that the norms for both the frequency and the quantity of drinking among their peers are higher than they actually are.

The Social Norms approach works to correct negative misperceptions by collecting actual data that measures beliefs, attitudes, and behaviors. The data is then incorporated into a marketing strategy using media materials and messages to correct commonly-held beliefs like "everybody does it." By continuing to market the positive messages and true norms, the misperception that "everybody does it" is slowly altered until there is a realization that "not everyone does it."

## The Results

Research shows repeated exposure to a variety of positive, data-based messages can change the misperceptions that help sustain problem behaviors. Over time, the negative behaviors of a group begin to shift toward the more accurately perceived safer and healthier norms.

[www.facebook.com/TheOutreachTeam](http://www.facebook.com/TheOutreachTeam)

The  
**OUTREACH**  
Team

Empowering youth to create a positive culture among their peers and to make healthy choices. Outreach combines education that dispels myths and misperceptions around alcohol and other drug use with fun activities and healthy alternatives for youth in the community. School site visits are a time to build relationships with youth and inspire them to make a difference!

**OUTREACH 2015-16:** Union Hill, Lyman Gilmore, Magnolia, Ready Springs, Pleasant Valley, and Seven Hills

**86%** OF 11<sup>TH</sup> GRADERS REPORT THEY **DID NOT USE MARIJUANA IN THE PAST 30 DAYS** **10%**

**DECREASE** **3%** **DECREASE** IN PAST 30 DAY ALCOHOL USE **SINCE 2012** **AMONG 7TH GRADERS IN PAST 30 DAY ALCOHOL USE**

## TEENS REPORT THAT PARENTS ARE THE #1 INFLUENCE

**7%** **PEER DISAPPROVAL OF MARIJUANA USE INCREASED** **8%** **AMONG SEVENTH GRADE STUDENTS**

**19%** **DECREASE** IN 11<sup>TH</sup> GRADERS **BINGE DRINKING PAST 30 DAYS** **DECREASE** IN 11<sup>TH</sup> GRADERS **REPORTING DRUG USE PAST 30 DAYS**

**PEER DISAPPROVAL OF MARIJUANA USE INCREASED** **14%**

**8%** **DECREASE** IN LIFETIME MARIJUANA USE **AMONG 11TH GRADERS IN THE LAST YEAR**

**INCREASE** **8%** IN PEER DISAPPROVAL OF ALCOHOL USE AMONG 7TH GRADERS **IN THE LAST YEAR**

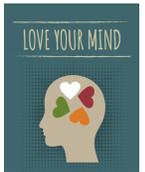
California Healthy Kids Survey - Nevada County 2014-15

**Never underestimate what a group of empowered young people can do!**

Local California Healthy Kids Survey results show that most Nevada County middle and high school students report they are choosing **NOT** to use alcohol and other drugs. (CHKS past 30 day use)

**THINK POSITIVE 2015:** Our messages highlight survey and self-reported results from Nevada County middle and high school students.

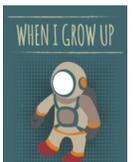
**Love Your Mind:** Good News... **98%** of middle school students and **82%** of high school students report they had **NOT** used marijuana in the past 30 days.



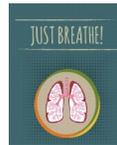
**Love Your Body:** Good News... **92%** of middle school students and **72%** of high school students report they had **NOT** used alcohol in the past 30 days.



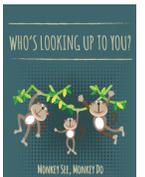
**When I Grow Up:** Good News... **92%** of middle school students and **67%** of high school students report **NO** alcohol or any other drug use in the past 30 days.



**Just Breathe:** Good News... **98%** of middle school students and **82%** of high school students report they had **NOT** used marijuana in the past 30 days.



**Who's Looking Up to You?** Good News... **MOST** teens **WANT** to be a positive influence on younger siblings and kids. (2014 focus groups with Nevada County Teens)



**Be Free!** Good News... **95%** of high school students report they have **NOT** misused a prescription drug in the past 30 days.



Ask your child about **The OUTREACH Team**

Participating schools:

Union Hill  
Lyman Gilmore  
Magnolia

Ready Springs  
Pleasant Valley  
Seven Hills

# Bullying & Relationships

## Trends

- According to the AMA, 3.7 million youths engage in bullying and more than 3.2 million are victims of bullying.
- In the US, bullying increases for boys and girls during late elementary, peaks during middle school and decreases in high school.
- It occurs virtually everywhere: in homes, schools, neighborhoods, churches, parks, on the trip to and from school, and on the streets. It occurs in large cities and small towns, large schools and small schools.
- 20% of students report being scared at school.
- Roughly 2/3 of school shooters “felt persecuted, bullied, threatened, attacked, or injured by others”.
- 10% of drop outs are because of bullying.

## Misconceptions

- *Bullies struggle with self-esteem.* Some of the most aggressive kids are also confident and socially successful. They have realized that bullying helps them gain more attention, have a wider social circle, and maintain power at school.

## Warning Signs

- Torn, damaged, or missing pieces of clothes,
- Unexplained cuts, bruises, and scratches
- Few, if any, friends
- Seems afraid of going to school, riding the school bus, or taking part in activities
- Suddenly begins to do poorly in school
- Appears sad, moody, teary, or depressed
- Trouble sleeping or has frequent bad dreams

## Some bruises are on the inside.

Chances are you can remember a time when you were bullied as a kid. Experiences like that leave an indelible mark on one’s psyche. Bullying continues to haunt many of our kids today. This is why it is so critical to have open dialogue with your teen. Have you ever asked your child if they have been bullied? Parents, school staff, and organizations all have a role to play.

## What can you do?

**Show kids that bullying is taken seriously.** Calmly tell the child that bullying will not be tolerated. Model respectful behavior when addressing the problem.

**Have you talked to your child** about bullying? Perhaps they’ve witnessed, experienced, or participated in this behavior. Help them understand the reasons why kids bully.

**Sometimes children bully to fit in.** These kids can benefit from participating in positive activities. Involvement in sports and clubs can enable them to take leadership roles and make friends without feeling the need to bully.

Other times **kids act out because something else**—issues at home, abuse, stress—is going on in their lives. They also may have been bullied. These kids may be in need of additional support, such as mental health services.

**Get involved** in activities that promote learning or building empathy.

**Encourage your child to be a leader and...**

- ✓ Lead a class discussion about how to be a good friend.
- ✓ Write a story about the effects of bullying or benefits of teamwork.
- ✓ Role-play a scenario or make a presentation about the importance of respecting others, the negative effects of gossip, or how to cooperate.
- ✓ Do a project about civil rights and bullying.
- ✓ Read a book about bullying.
- ✓ Make posters for the school about cyberbullying and being smart online.

**Encourage them to surround themselves with others who are making good choices.**

Their friends are going to influence their behavior, so we want them to pick ones who will be a positive influence. By having a conversation about what a good friend means, they can learn how to find others who can...

- ✓ help them to become their best self
- ✓ leave them happier after spending time with them
- ✓ help them achieve their most important goals
- ✓ lift them up, challenge, inspire, and hold them accountable
- ✓ friends who see the potential in them that they may not even see
- ✓ friends who are making positive choices

# Home Safe Home

## Reduce access by monitoring and securing prescription drugs

**Locally:** Parents, schools, students, law enforcement, treatment providers and the courts have sounded the alarm: The abuse, misuse and illegal sale of prescription drugs is happening in our community. And tragically, local families and friends have experienced the loss of loved ones from unintentional overdoses.

**Nationally:** An estimated 48 million people, or 20 percent of the population age 12 and older have used prescription drugs for nonmedical reasons in their lifetimes. Nearly two million youth age 12-17 have abused painkillers, steroids, stimulants, and other prescriptions. According to the Partnership at Drugfree.Org, as many as one in five teenagers have taken prescription drugs without a prescription.

### Why Do Teens Use them?

For a variety of reasons. To party and get high, in some cases, but also to —manage or —regulate their lives. They're abusing some stimulants such as Ritalin and Adderall to give them additional energy and ability to focus when they're studying or taking tests. They're abusing pain relievers like OxyContin and tranquilizers such as Xanax to cope with academic, social or emotional stress. They're abusing prescription amphetamines to lose weight, or prescription steroids to bulk up.

### Where are Teens Getting These Prescription Drugs?

The vast majority of teens abusing prescription drugs are getting them from the medicine cabinets of friends, family and acquaintances. Some teens traffic among themselves – handing out or selling —extra|| pills of their own, or pills they've acquired or stolen from classmates. A very small minority of teens say they get their prescription drugs illicitly from doctors, pharmacists or over the internet.

### Keep our kids and our water drug-free with safe disposal.

- ✓ **Grass Valley Police Department** (Prescription drugs Only)
- ✓ **Kmart Pharmacy** (Prescription drug & Over-the-Counter & Sharps)
- ✓ **Save Mart Pharmacy** (Prescription drugs Only)
- ✓ **Rite Aid Pharmacy** (Prescription drugs & Sharps)

[www.drugfreenevadacounty.org/about/rx-drug-abuse](http://www.drugfreenevadacounty.org/about/rx-drug-abuse)



### What You Can Do To Help:

- ✓ **Lock up** and safeguard all medicines to help prevent access and abuse. Consider a locking cabinet, drawer or locking Rx medicine container as a way to secure and monitor prescription medications.
- ✓ **Safely Dispose** of unwanted, unused, or expired medication at one of several convenient safe disposal sites listed below.
- ✓ **Talk** to your children or grandchildren. Remind them that prescription and over the counter medicines can be as harmful as illegal drugs if not taken when needed or as prescribed.
- ✓ **Set clear rules** for teens about all drug use, including not sharing medicine and always following the medical provider's advice and dosages.
- ✓ **Be a good role model** by following these same rules with your own medicines.

It is illegal for someone to share, give or sell their controlled prescription medications to another person. on controlled substances include: painkillers (Oxycontin, Vicoden, Percocet, Hydrocodone) and sedatives (Valium, Xanax, or sleeping pills)



# Social Media Safety

## Social media is everywhere!

Whether it's Instagram™, Twitter™ or Snapchat™, our teens are using social media every day to communicate with classmates, friends, teachers and the world. They may use Facebook™ to connect with family and do group work for school, Instagram™ to share pictures and Tumblr™ as their on-line diary. Want to know their favorite? Ask them!

### Trends

- 76% of teens have a profile on Facebook™ with an average friend count of 425. (May 2013)
- What is popular today may not be in six months; Twitter™ is becoming more popular with teens than Facebook.
- 81% of 12-17 year olds use social media, placing it ahead of texting, email and instant messaging.
- Group texting apps (such as GroupMe™ and Whatsapp™) are gaining in popularity as an easier way to have conversations with a select group of people.

### Tips and Advice to Consider

- ◇ Not sure what you should discuss with your child regarding social media? Try a pre-written social media contract to help guide the discussion. ([www.common sense media.org](http://www.common sense media.org)).
- ◇ Limit your online comments on your teen's social media profile.
- ◇ Read the "help center" information for social media sites to understand the age recommendation, privacy policy, and the community.
- ◇ Explain the "forever" implications of posts and photos. Colleges and employers do check social media profiles.
- ◇ Never post personal information...full name, address, phone number, age, etc.

### Popular Sites & Apps... Ask Your Teen About Them!

**Instagram™** Photo (and video) sharing app. Instantly share photos on Facebook™, Twitter™, Flickr™, etc. Followers can "like" or "comment" on them. (For a parent guide: <http://goo.gl/H0ebR>)

**Twitter™** Microblogging service that enables users to send and read real time messages up to 140 characters known as "tweets," offering brief content and/or pictures to a broad audience.

**Facebook™** The most popular social networking site in the world. To use the site, declare you're over 13, then create a personal profile with your photos and status updates. Send messages and view the activity of other users.

**Snapchat™** Take a photo (or short video), add text or a doodle and send it to friends to view for up to 10 seconds. Privacy is questionable because a screen-shot could be saved by the recipient.

**Pinterest™** Save images and categorize them on different "boards." Follow other users' boards when you have similar tastes. Popular categories are travel, cars, decorating, film

**Pheed™** Post photos, audio tracks, text, videos and broadcasts so they display in a continuous feed to followers. Some will charge a fee to view their content.

**Tumblr™** A microblogging platform and social networking site allowing users to post text, photos, quotes, links, music and videos from wherever they are, then customize.

**Path™** Share almost anything...your current location, what you're listening to, future plans & more with up to 150 friends.

**Pandora™** Free, personalized internet radio. Enter a favorite artist, track, comedian, or genre and it creates a personalized "station" that plays similar music. While listening, purchase songs from iTunes™ or Amazon™.

**Vine™** Create and share short looping videos to appear on your profile and the timelines of your followers. Video posts can also be shared to Twitter™ or Facebook™.

**Kik™**— messaging app that provides a life-like chat experience. User can send video and share images.

### Helpful Parenting Apps

- ◇ **myHomework** Helps kids organize tests, due dates, study groups, etc.
- ◇ **Life360** Find family members on a private map, see recent crimes nearby, receive alerts when family members reach specified locations and more.
- ◇ **Bsafe** Contact 911 and as many friends as you want with the touch of one button if you're in trouble.

For more technology safeguarding tips, visit:

[www.gvdpd.net/parentu](http://www.gvdpd.net/parentu)

parent | U

# Alcohol, Marijuana & other drugs

## Hold on... Not so fast. Actually, it *IS* a big deal.

It's never too early to begin the difficult conversation of substance use. Since the adolescent brain continues to develop well into the twenties, substance use can have a serious negative impact on this developmental process.

Unfortunately, this crucial message is getting lost in the mixed message about alcohol, marijuana leading to a decreased perception of harm. Having open and honest conversations about your expectations as a parent with your child can lead to a greater sense of communication in the relationship and provide you with the tools to prepare your child for living in a society where substance use is an option. Studies show that children and teens consider their parents as the number one source of information...Talk, they'll listen. Lead by positive example and provide realistic, clear and concise expectations of behavior for your children. You can do it... and you're not alone...so many families are experiencing these challenges.

*"He just smokes a little pot...It's not a big deal."*

**Yes it is...Here's why...**

Introducing a mind altering substance such as marijuana before the brain fully develops may impair social relationships, impede problem solving, memory retention, and critical thinking skills.

**Studies show:** Teens who smoke marijuana heavily showed mental decline, even after they quit using the drug—and had, on average, an 8-point drop in their IQ scores.

If you're a parent using a marijuana recommendation, now may be a great time to consider locking it up and monitoring your recommendation to ensure that your child and his/her friends do not view this as an opportunity to experiment.

## Ignoring underage drinking is as irresponsible as giving them liquor.

Ever wonder where kids get their alcohol? Youth say that they are getting it at home, or from friends and family. Are they getting it from your house? When they were little you covered outlets, locked cabinets, and taught them the importance of seatbelts. They need that helping hand now, more than ever. Consider monitoring and securing alcohol to reduce access. **Engage in regular conversation with your child about how alcohol can affect them by citing important effects such as:**

- ✓ increased risk of academic failure, illicit drug use, and tobacco use
- ✓ physical consequences - hangovers, alcohol poisoning, and death
- ✓ damage to the structure and function of the brain while it's developing
- ✓ legal consequences like losing your driver's license before you're old enough to have it and huge fines

## Monitor and secure prescriptions.

Medicines play an important role in treating many conditions and diseases, but when they are no longer needed it's important to dispose of them properly to avoid harm to others. Prescription drug abuse is when someone takes a medication that was prescribed for someone else or takes their own prescription in a way not intended by a doctor or for a different reason—like to get high.

It has become a big health issue because of the dangers, particularly the danger of abusing prescription pain medications. For teens, it is a growing problem:

- After marijuana and alcohol, prescription drugs are the most commonly abused substances by Americans age 14 and older.
- Teens abuse prescription drugs for a number of reasons, such as to get high, to stop pain, or because they think it will help them with school work.
- Most teens get prescription drugs they abuse from friends and relatives, sometimes without the person knowing.
- Boys and girls tend to abuse some types of prescription drugs for different reasons. For example, boys are more likely to abuse prescription stimulants to get high, while girls tend to abuse them to stay alert or to lose weight.

Most importantly, don't give into peer pressure when other parents try to convince you that "all teens drink and/or so you might as well let them do it at home." The truth is...NOT all teens drink and/or use, and making underage drinking easy for them is irresponsible, illegal and sometimes deadly.

**For help with substance abuse questions**

✧ **Community Recovery Resources** ✧ **530 - 273 - 9541** ✧ **www.corr.us** ✧



# POWERED UP PARENTING: PARTICIPATING PARTNERS

Athlete Committed

California Highway Patrol

Coalition for a Drug Free Nevada County

Community Recovery Resources (CoRR)

Community Support Network

Grass Valley Chamber of Commerce

Grass Valley Police Department

Grass Valley School District

Nevada County 211

Nevada County Public Health

Nevada County Superintendent of Schools

Nevada Union High School

Partners Family Resource Center

Sierra College Nevada County Campus

The Union

Western Sierra Youth Build

Yuba Net

Download the Toolkit at [www.drugfreenevadacounty.org](http://www.drugfreenevadacounty.org)