Fire up their Imagination! Engaging Parents in the Work of the Coalition

Angela Da Re, CADCA Trainer
Learning Objectives

• Define and discuss the importance of parents and caregivers related to all prevention strategies
• Identify recruitment and retention strategies for ongoing coalition connection
• Proactively address Parental engagement throughout the SPF
• Understand the role of culture in relationship building
• Identify and share additional resources
The COVID-19 global pandemic has brought about some unique challenges for coalitions and communities.

GET BACK TO THE BASICS

- Planning and reflection is important for coalitions
- Dedicate time balancing planning and implementation
- Identify ways to “intentionally” reach out
Chat Box Resources

If your coalition or organization provides information or examples on building protection or resiliency – provide a link in the chat box so others can see your work.
Define Your Goal:
Strategy: Determine your goals by understanding YOUR Why

Why do you want increased participation of parents?
Strategic Prevention Framework

Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail
Ideas for Relationship Initiation

- Serve FIRST
- Action Committees
- ASK
- TRAIN
- Support
The Importance of Parents and Caregivers
What is Substance Use Disorder Prevention?

Substance use disorder prevention focuses on strategies to prevent all levels of substance use.

…And why focus on youth?
Addiction is primarily a CHILDHOOD Disease
Teen Drinking puts kids at risk

"The younger adolescents are when they start to drink, the more likely they are to engage in risky behaviors, including using drugs... having sex with six or more partners, and earning grades that are mostly D’s and F’s in school."
(NIAAA Alcohol Alert, Jan. 2006, p.1)

*Early teens are at higher risk for substance abuse
Alcohol affects a teen brain differently than an adult brain

“The brain goes through dynamic change during adolescence and alcohol can seriously damage long – and short-term growth processes.” (American Medical Assn.)
By age 30, teens who binge drank @ age 16 were:

- 60% more likely to be alcoholics
- 60% more likely to be homeless
- 40% more likely to have accidents
- 40% more likely to use illegal drugs
- 40% more mental health problems
- Double the risk for criminal convictions

Long-term study 11,000 teen drinkers negative SOCIAL consequences
Most Addiction is preventable

“A child who gets through age 21 without smoking, abusing alcohol or using illegal drugs is almost certain never to do so.”

(CASA – National Center on Addiction and Substance Abuse at Columbia University)
Who has Influence?

- The 2 ways to curb youth use is by mitigating their access or their desire (both change behavior)

Parents and Caregivers have influence over BOTH
Influence With Youth

Engaging Parents and Caregivers in Prevention at home
What do parents and caregivers need?

• To be convinced of their own importance
• Practical tools
Talk They Hear You Campaign – Sacramento, California Example
IN OUR COMMUNITY

Alcohol is the #1 Substance of Abuse by Youth in Sacramento County

• SACRAMENTO TEENS ARE DRINKING TOO EARLY:
  • 27% OF 7TH GRADE STUDENTS TRIED ALCOHOL BEFORE AGE 15
  • 43% OF 9TH GRADE STUDENTS
  • 35% OF 11TH GRADE STUDENTS

• SACRAMENTO TEENS ARE DRINKING TOO MUCH:
  • 13% OF 9TH GRADE STUDENTS REPORT BINGE DRINKING IN THE PAST 30 DAYS
  • 18% OF 11TH GRADE STUDENTS

• SACRAMENTO TEENS ARE DRINKING TOO OFTEN:
  • 9% OF 7TH GRADE STUDENTS REPORT THEY DRANK ON 3 OR MORE DAYS IN THE LAST 30 DAYS
  • 18% OF 9TH GRADE STUDENTS
  • 25% OF 11TH GRADE STUDENTS

(CALIFORNIA HEALTHY KIDS SURVEY, 2013)
PARENTS HAVE INFLUENCE!

- AROUND 80% OF CHILDREN FEEL THAT PARENTS SHOULD HAVE A SAY IN WHETHER THEY DRINK ALCOHOL.

- BETWEEN THE AGES OF 11 AND 18, YOUTH ARE ESPECIALLY SUSCEPTIBLE TO OUTSIDE INFLUENCES SUCH AS PEERS, FAMILY MEMBERS AND THE MEDIA.
Parents have influence!

• About 10% of 12-year-olds say they have tried alcohol, but by age 15, that number jumps to about 50%. The sooner you talk to your children about alcohol, the greater chance you have of influencing their decisions about drinking.

• Studies have shown that parents have a significant influence on young people’s decisions about alcohol consumption.
PARENTS ARE IMPORTANT

• PARENTS ARE THE PRIMARY MESSENGERS FOR UNDERAGE DRINKING PREVENTION. TO BE SUCCESSFUL, PARENTS NEED PROMPTS AND CONVERSATION STARTERS.

• PARENTS SHOULD TAKE ADVANTAGE OF OPPORTUNITIES TO DISCUSS THE ISSUES AS THEY PRESENT THEMSELVES.

• AND PARENTS NEED TO BE INTENTIONAL – START THE CONVERSATION. TALK!
Influence With Connectors

Tapping the power of RELATIONSHIPS
Parents and caregivers have RELATIONSHIPS that we don’t

- Schools
- Sports
- Scouts
- Faith Communities
- Other Parents
- Who Else?
Recognize that we are asking for 3 things, in varying degrees:

- Time
- Talent
- Treasure
Strategizing For Success
Families have their own pace and culture. They congregate and connect in their own ways. Finding and engaging families means learning and understanding the culture and flow of a community. Listening. Understanding.
Start out with a strong strategy.

1) Define the audience you are recruiting and for what activity.

2) Determine where they can best be contacted.

3) Decide which communication format(s) will be more likely to reach them.

4) Design the messages.

5) Determine the best messengers.

6) List possible barriers.

7) Identify how to overcome barriers.
Creating a Recruitment Strategy

1) Define the audience you are recruiting and for what activity.
While prevention can impact all ages and populations, it is helpful to be specific:

Parents
Grandparents
Foster Parents
Parents of teens? Tweens? Youngers?
To be successful, we must:

- Actively compete for a participant’s time
- Give participants a reason to engage
- Remove barriers for engagement

Understanding the concerns of Parents is key to successful engagement in ALL prevention services.
Where My Passion Lies

Please tell us your top one or two reasons why you do the work you do.

Type your answers in the chat box.
Reasons Parents Participate:

- To learn more about an issue
- Concern about what issues impact their family
- To meet other parents
- To address existing challenges
- To make positive change

Why else?
### Finding and Connecting with Parents

<table>
<thead>
<tr>
<th>Employers/local business centers</th>
<th>Healthcare providers/pharmacies</th>
<th>Supermarkets</th>
<th>Local restaurants (pizza joints)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local newspapers</td>
<td>Social media (Facebook Local, Nextdoor)</td>
<td>Festivals and fairs</td>
<td>Community events</td>
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<tr>
<td>Town hall meetings</td>
<td>Local groups (social, political, etc.)</td>
<td>Others?</td>
<td></td>
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As quickly as possible, brainstorm as many answers as possible to the following question:

Who has access to/relationships with parents in your community?
Understand how prevention impacts all sectors and how working together can impact their goals too.

Engage in learning opportunities

Provide learning opportunities

Listen, listen, listen

Be prepared to work on focus “issues”
Use the WIIFM Principle

The most important areas to understand for outreach and engagement:

• Concerns
• Values
• Interests
• Culture

When you can begin to understand, recruitment flows.
Creating a Recruitment Strategy

2) Determine where can they best be contacted.
3 & 4) Decide Which Communication Format(s) will be More Likely to Reach Them and Which Messages Would They Be Most Likely to Respond To?
Creating a Recruitment Strategy

5) Determine the best messengers.
Creating a Recruitment Strategy

6 & 7) List Barriers and Identify Ways to Overcome Them
A Reminder: Utilize Culturally Relevant Strategies:

• Address problems THE WAY THEY SEE THEM
• Complement rather than compete
• Understand...
  – Concerns
  – Values
  – Interests
• Are inclusive
• Create real change

Cultural relevance is key to sustainability AND impact.
Retention
Program Retention: It’s a Matter of Time......
... and Focus
Retention Strategies for Parents/Caregivers

• Programs with successful retention strategies have these things in common they:
  – Listen
    • Build on empathy
    • Address concerns
    • Address barriers
  – Instill Hope
    • Encouragement
    • Strengthen provider/family alliances
Recruitment and Retention is built on one thing: Relationships!
“If at first, you **DO** succeed - try to hide your astonishment.”

~Author Unknown
Questions?
Contact Information

Angela Da Re
CADCA Trainer
Dare.email@gmail.com