

2012 PROGRAM GUIDE

PARENTS
WHO HOST
LOSE
THE MOST®



Don't be
a party to
**teenage
drinking.**

**It's against
the law.**

DFAA
Drug Free Action Alliance

Drug Free Action Alliance
6155 Huntley Road, Suite H
Columbus, OH 43229
Phone: (614) 540-9985
Fax: (614) 540-9985
www.DrugFreeActionAlliance.org
contact@DrugFreeActionAlliance.org



Welcome to Parents Who Host, Lose the Most

Dear Partner in Prevention:

Thank you for your continued efforts to reduce underage drinking across Ohio and the nation. Statistics show that through our combined efforts, the number of youth using alcohol has declined but there is further work that needs to be done.

As parents, we both understand the tough decisions that we must make to be sure that our children grow up safe and healthy. Although there might be times that it would be much less hassle to take the easy road, we also know that our children rely on us to help them make good, healthy decisions. To help our children understand the importance of staying alcohol free is key in helping them achieve the vast potential that lies within them.

Drug Free Action Alliance developed *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* to educate parents about the risk associated with underage drinking and the legal consequences of allowing youth to consume alcohol. This program encourages parents and allows the entire community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

The program has been requested for replication in all 50 states, Canada, Guam, Puerto Rico and the Virgin Islands. Although this message is especially important during times of increased underage consumption of alcohol such as homecoming, holidays, and graduation, the message that youth drinking will not be tolerated must last year long.

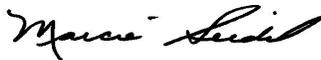
This program guide includes practical, hands-on information so you can gain an understanding of the program. We encourage you to become a member of the Parents Who Host Member Center, which enables you to access the program kit and other valuable information. You can easily customize the documents found in the kit in your community.

The message is **powerful** and the implementation is **easy**. We wish you success in spreading the word about the legal, health and safety consequences of underage alcohol consumption.

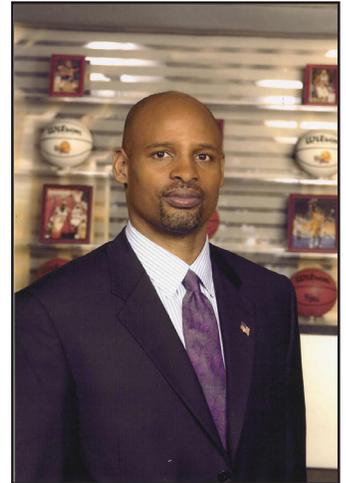
Sincerely,



Clark Kellogg
Honorary Chairperson



Marcie Seidel
Executive Director



CBS Sports analyst Clark Kellogg takes on underage drinking as Campaign Spokesperson.

Alcohol is the leading drug problem among youth.

National Survey on Drug Use and Health, 2008 & 2009

Focusing on Parents

This program brought awareness of the local conditions around underage drinking to our community – to leaders, parents, and youth –and sent a direct message that parents who provide alcohol to teenagers do so at great risk to our community.

Stacey Logwood
Champaign County Family & Children First Council

So many underage drinking prevention efforts focus directly on youth. Yet parents play a key role in prevention. *Parents Who Host Lose the Most: Don't be a party to teenage drinking* is a program designed specifically for parents.

Many well-meaning parents think it is enough to take away car keys at their teen's parties so the teens attending cannot drink and drive. Others simply look the other way when their teen's friends are at their house and alcohol is present. Many of these parents provide the alcohol, or allow alcohol to be consumed

on their property, based on the false belief that drinking is an inevitable part of the teenage experience, particularly related to prom, graduation, and other hallmarks of adolescence.

Parents Who Host Lose The Most: Don't be a party to teenage drinking educates parents about the health and safety risks of allowing underage drinking and increases awareness of and compliance with state underage drinking laws.

Demonstrated Effectiveness

From 2000 – 2008, the *Parents Who Host Lose the Most: Don't be a party to teenage drinking* program was evaluated by the Miami University Applied Research Center. Based on surveys of parents and their teens, the evaluation results support the program's effectiveness for increasing knowledge of state underage drinking laws, providing important educational information to parents and youth about underage drinking, and helping to prevent parents from hosting parties where alcohol is available or served to teens.

Trend data shows observable changes in key attitudes and behaviors, such as:

- **41% decrease** among youth who indicated that they had attended a party in the last two months where alcohol was served to youth.
- **30% decrease** among youth who indicated that they know of parents who host parties where alcohol is available or served to teens.
- **22% decrease** among parents who indicated that they know of other parents who host parties where alcohol is available or served to teens.
- **32% increase** among youth who indicated that the campaign information led to a discussion between themselves and their parent about underage drinking.



Additional information about the Parents Who Host evaluation is available at www.DrugFreeActionAlliance.org/parents-who-host/evaluation.

Grounded in Environmental Prevention

Parents Who Host Lose the Most: Don't be a party to teenage drinking is a tremendous tool for communities to address environmental factors which contribute to underage drinking. Environmental prevention can be grouped into four key strategies.

One environmental strategy is to change **COMMUNITY NORMS** so that high risk and illegal use of alcohol, tobacco and other drugs is not acceptable. *Parents Who Host Lose the Most: Don't be a party to teenage drinking* strives to create consistent parental and community norms that underage drinking is not only illegal, but is unsafe, unhealthy and unacceptable.

A second proven environmental strategy is to decrease **ACCESS & AVAILABILITY** of alcohol, tobacco and other drugs. *Parents Who Host Lose the Most: Don't be a party to teenage drinking* surveys found that approximately 30 percent of both parents and teens know of parents who host parties where alcohol is available and/or served to teens. By increasing parental awareness and understanding of the health, safety and legal consequences of allowing underage drinking, *Parents Who Host Lose the Most: Don't be a party to teenage drinking* reduces the number of parents who allow underage drinking on their premises and property, which decreases underage access to alcohol.

Environmental strategies must also address the community's **MEDIA MESSAGES** about alcohol, tobacco and other drugs. *Parents Who Host Lose the Most: Don't be a party to teenage drinking* provides clear, consistent messages that are easily communicated by every sector of the community. The program kit contains many materials that can also be customized and distributed to the media, businesses, parent groups, churches, schools, law enforcement and other community sectors. In addition, communities are encouraged to blanket their community with the message through outdoor advertising such as yard signs, banners and billboards. The program's media campaign component helps communities to provide a clear, consistent and unified message to parents.

The final environmental strategy is to address **POLICY & ENFORCEMENT**. It is important for communities to consistently review the appropriateness and sufficiency of existing laws and policies related to alcohol, tobacco and other drugs. However, policies are only effective when they are consistently enforced. *Parents Who Host Lose the Most: Don't be a party to teenage drinking* improves enforcement consistency by offering resources to help communities improve local enforcement of this and other underage drinking laws. The program also provides many opportunities for law enforcement to partner with other community leaders to communicate clear community standards related to underage drinking.

Environmental Prevention strives to impact:

- *Community Norms*
- *Access & Availability*
- *Media Messages*
- *Policy & Enforcement*



It Mobilizes Communities!



PARENTS WHO HOST LOSE THE MOST

DON'T BE A PARTY TO TEENAGE DRINKING.
It's against the law.

A joint project of WisDOT, DHS, DPI, CESA/WATODEN and The Wisconsin Clearinghouse for Prevention Resources. A project of the Drug Free Action Alliance.

This project helped us initiate dialog with our Chiefs of Police that has grown into a true Partnership of consistent messaging and consequences. A key factor that has contributed to decreased underage drinking in our community.

Pat Van Oflen
Coalition for a Safe & Drug-free Fairfield
Butler County, Ohio

Parents Who Host Lose the Most: Don't be a party to teenage drinking is a turn-key program for community mobilization, which means that short-term efforts can quickly garner community support, raise awareness and provide a success for community members engaged in the project. Community mobilization efforts benefit from concrete, successful activities which engage diverse sectors of the community in fresh and meaningful ways.

Whether you are just beginning to convene community members around alcohol and other drug prevention, or if you have an established community partnership, *Parents Who Host Lose the*

Most: Don't be a party to teenage drinking can maximize your community change efforts.

New efforts to engage a community in prevention often benefit from having a successful activity or something purposeful to do in the early stages of development, and *Parents Who Host Lose the Most: Don't be a party to teenage drinking* provides concrete, short-term, meaningful strategies which are easy to implement. Throughout the U.S. there are many examples of small, newly formed committees convened to implement the program which quickly grew into a fully functioning coalition comprehensively addressing alcohol and other drug related issues in their community.

Established coalitions and community organizations have also benefited from implementing *Parents Who Host Lose the Most: Don't be a party to teenage drinking*, reinvigorating the coalition and engaging new community sectors.

"In the fight against underage drinking - we have to know 'when to say when.' When we've said enough. When we've done enough. When we've demanded enough. Frankly, we're not there yet. Not even close."

Donna Shalala, Former Secretary, U.S. Department of Health and Human Services

Easy, User-Friendly and Free

Parents Who Host Lose the Most: Don't be a party to teenage drinking is an easy **WIN** for Ohio communities.

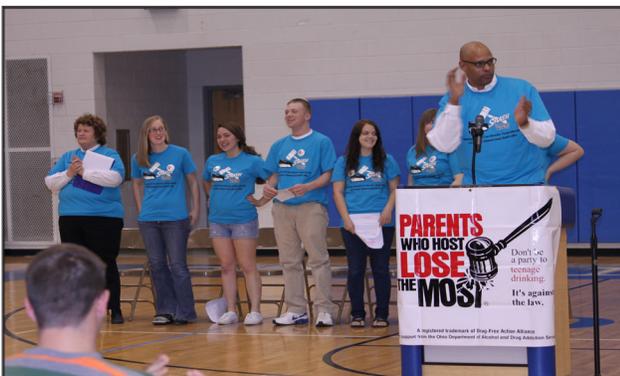
- The program addresses an issue **UNIVERSAL** to all communities.
- The program is **EASY** to implement.
- Everything you need is provided in the user-friendly, **PROGRAM KIT**.

Each year, Drug Free Action Alliance updates the Program Kit with new statistics and recommended strategies. With so many communities implementing the program, there are always fresh, new ideas to share.

The Program Kit provides information to assist communities with implementation and planning, ready-to-use reproducible materials, print-ready artwork and materials that can easily be customized.

Follow These Five Easy Steps!

- STEP 1:** Go to DrugFreeActionAlliance.org/members/pwh and become a member to receive your Program Kit.
- STEP 2:** After becoming a member, review the Community Engagement Strategies and the Community Engagement Strategies Planner documents located in the Planning and Implementation Tools section of the kit.
- STEP 3:** Identify key community members you can partner with to plan your community's activities. Use the PowerPoint for Collaborators to help get them on board.
- STEP 4:** Work with your planning group to devise strategies that will best fit your community. Challenge yourselves to engage new and different community sectors.
- STEP 5:** Use the practical, ready-to-use materials provided in the Program Kit. Order supplemental materials such as yard signs, banners and window clings from Drug Free Action Alliance to further support your message (see Order Form on page 11).



Honorary Chairperson Clark Kellogg speaks to students and parents.

2012 Program Kit Components

IMPLEMENTATION PLANNING TOOLS

- Program Description
- Community Engagement Strategies Planner
- Underage Drinking Facts
- Media Tips
- PowerPoint Presentation for Collaborators
- Campaign Materials Order Form
- Key Campaign Messages
- Law Enforcement Resources
- Ohio Liquor Control Law

READY-TO-USE MATERIALS

- Legal, Health & Safety Issues
- Parent Party Tips (English & Spanish)
- Parents: Know the Facts (English & Spanish)
- A Message from the Spokesman
- PowerPoint: Community Presentation

CUSTOMIZABLE COMPONENTS

- Op Editorial
- Press Release: Underage Drinking is Unsafe, Unhealthy & Unacceptable
- Press Release: Parents Help Your Teens Enjoy Prom & Grad
- Newsletter Article
- Proclamation
- Public Service Announcements

PRINT READY ARTWORK

- Parents Who Host, Lose the Most: Don't be a party to teenage drinking logo (jpg)
- Parents Who Host, Lose the Most: Don't be a party to teenage drinking logo (eps)
- Drug-Free Action Alliance logo (jpg)
- Drug-Free Action Alliance logo (eps)

"It gave him an opportunity to talk to me about alcohol consumption and underage drinking and how he felt about it. The trust he put in me to stop my friends if they attempted to bring alcohol into our house. To reaffirm with me that it wasn't okay to drink. We had a chance to discuss what impact it could have on our family and home if this would happen. The picture my Dad painted wasn't a pretty one. The consequences for breaking it would be devastating to him, our family and would change our lives forever."

Teen in southern Ohio sharing about the talk he had with his Dad as a result of a Parents Who Host Lose the Most: Don't be a party to teenage drinking activity.

To date, eight states have received the intensive two day training, ***Beyond Billboards and Brochures.*** For information about scheduling a training in your community contact Drug Free Action Alliance at Contact@DrugFreeActionAlliance.org



Community Engagement Strategies

In order to maximize the impact of the *Parents Who Host Lose the Most: Don't be a party to teenage drinking* message, examine your community to determine the most effective ways to get the message disseminated. The suggestions below, organized by sector, are examples of successful engagement strategies employed by many communities.

SCHOOLS

- Put program information in school newsletters from the principal or superintendent
- Mail fact cards to parents of high school students along with prom or graduation information
- Collaborate with PTO/PTA to send program information to parents

BUSINESSES

- Display program posters for employees and customers
- Use fact cards as bag stuffers
- Place static clings with program logo on beer coolers
- Place stickers on delivery boxes (appropriate for pizza shops, florists, bakers, drycleaners, etc.)
- For fast-food restaurants, place program stickers or stamps on all to-go bags and print tray liners

LAW ENFORCEMENT

- Print law enforcement telephone number on materials to report parties
- Increase monitoring of teen house parties during prom and graduation weekends
- Inform public that there will be an increase in monitoring for teen house parties
- Post program logo and law enforcement telephone number on billboards
- Place program logo and law enforcement telephone number in bus stop shelters

PARENTS

- Distribute ready-to-use parent handouts, such as *Parents: Know the Facts* and *Parent Party Tips*
- Send text messages to students on prom and graduation nights reminding them to be safe
- Volunteer to place a program yard sign in the front yard

MEDIA

- Run a story in the newspaper promoting the program's message
- Write an editorial about the importance of program message
- Promote program message through radio, TV or newspaper interviews
- Place program logo and information ads in newspapers or on radio stations
- Post information with link on websites



For the complete list of Parents Who Host Community Engagement Strategies and other resources to assist you in impacting community norms, become a member of the Parents Who Host Member Center today!

Drug Free Action Alliance Letter of Agreement

The undersigned recipient makes the following representations and agrees to the following conditions in accepting materials from Drug Free Action Alliance through *Parents Who Host, Lose The Most: Don't be a party to teenage drinking*.

To acknowledge Drug Free Action Alliance in all written materials generated with the *Parents Who Host, Lose The Most: Don't be a party to teenage drinking* message, and in all media messages by using the following language:

Parents Who Host, Lose The Most: Don't be a party to teenage drinking is a registered trademark of Drug Free Action Alliance.

Parents Who Host, Lose The Most: Don't be a party to teenage drinking is a registered trademark of Drug Free Action Alliance. No part of the program materials, slogan or logo may be altered without the written permission of Drug Free Action Alliance. The full tagline *Don't be a party to teenage drinking* must appear with the program graphic.

You may add your agency, coalition or sponsor logos, however, Drug Free Action Alliance prohibits sponsorship by and/or partnership with the alcohol industry.

As the undersigned recipient, it is your responsibility to oversee the utilization of the program slogan, logo and/or tagline. A new Letter of Agreement must be signed with any change in lead organization or contact person.

Producing *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* program materials for resale is prohibited.

In the event the Letter of Agreement is not followed, Drug Free Action Alliance reserves the right to rescind the authorization to utilize the program slogan, logo and/or tagline without prior notice.

To assist others from your area who request information regarding *Parents Who Host, Lose the Most: Don't be a party to teenage drinking*, Drug Free Action Alliance may share your contact information.

Contact Person (please print)	Signature of Representative	Date	
Organization			
Street Address	City	State	Zip
Phone	Fax		
Email Address	Title		

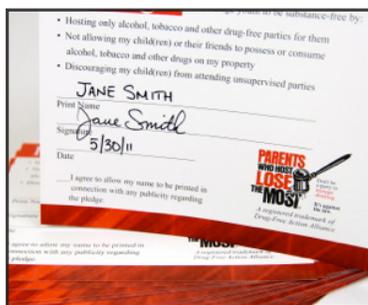
PLEASE RETURN SIGNED COPY TO:

Drug Free Action Alliance, Attn: Parents Who Host
6155 Huntley Rd., Suite H
Columbus, Ohio 43229
Fax: 614-540-9990

Parents Who Host, Lose the Most Products



PROGRAM KIT
\$50 materials available through registration on member center



PLEDGE CARDS
\$10/pack of 100



STICKERS
\$6/pack of 100



POSTERS
\$14/Pack of 20



WINDOW CLINGS
\$16/Package of 20



TABLE TENT DISPLAYS
\$22/package of 50



CLARK KELLOGG PSA
\$15/30-second PSA



BUTTONS
\$10/package of 20
2 1/4" buttons



YARD SIGN
\$100/pack of 20



BANNERS
\$40/36" x 48" vinyl banner



SELF-INKING STAMP
\$35/Two-color stamp



FACT CARDS
\$10 / pkg of 100 (specific to Ohio)

Use the order form enclosed in the program guide or you can order on-line at

www.DrugFreeActionAlliance.org

Drug Free Action Alliance asks that you complete the Letter of Agreement and send with your order.

ITEM	PRICE PER PACKAGE	NUMBER OF PACKAGES	TOTAL
Member Center registration	\$50		
Clark Kellogg PSA	\$15		
"Big Mistake" DVD	\$50		
"Big Mistake" Beta Tape	\$55		
Banner	\$40		
Self-Inking Stamp	\$35		
Yard Signs	\$100 / pkg of 20		
Window Clings	\$16 / pkg of 20		
Buttons	\$10 / pkg of 20		
Table Tent Displays	\$22 / pkg of 50		
Posters	\$14 / pkg of 20		
Pledge Cards	\$10 / pkg of 100		
Stickers	\$6 / roll of 100		
Fact Cards (specific to Ohio)	\$10 / pkg of 100		
Subtotal			
Shipping & Handling (see chart below)			
Please enclose tax exemption certificate when applicable. In Ohio, add 6.75% sales tax.			
Prices effective through 6/30/13			Total Order

<p>SHIPPING & HANDLING CHARGES</p> <p style="text-align: center;">\$1 - \$100: Flat \$10 Shipping Charge Over \$100 - 10% of Total Order</p>	<p>Send the completed form with approved Purchase Order, Check or Money Order and signed Letter of Agreement to:</p> <p>Drug Free Action Alliance Attn: Parents Who Host Program Materials 6155 Huntley Road, Suite H Columbus, Ohio 43229-1093 Or Fax orders to: (614) 540-9990</p>
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If you have questions regarding Parents Who Host, Lose The Most: Don't be a party to teenage drinking, please contact Drug Free Action Alliance at (614) 540-9985 or Contact@DrugFreeActionAlliance.org.

BILL TO:	SHIP TO: (NO P.O. BOXES)
Contact Name: _____	Contact Name: _____
Organization: _____	Organization: _____
Address: _____	Address: _____
City: _____ State: _____	City: _____ State: _____
County: _____ Zip: _____	County: _____ Zip: _____
Phone: _____ Fax: _____	Phone: _____ Fax: _____
E-Mail: _____	E-Mail: _____
Purchase Order #: _____	Ship to: <input type="checkbox"/> Residential Address <input type="checkbox"/> Business Address

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Visit the Drug Free Action Alliance website and
Member Center for more information.

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