

Lobby Question

In general, how often do reach out to engage parents or caregivers in your prevention efforts?



Not very often...

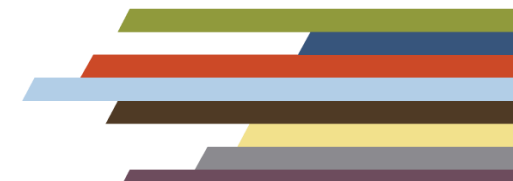
All the time!



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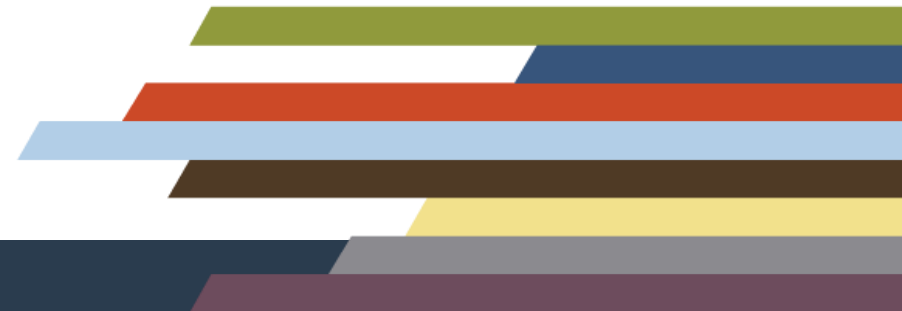
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Parents and Caregivers: Powerful Partners in Prevention

A two-part virtual learning event for prevention practitioners in Region 2

Ivy Jones-Turner, MPA, CPS, Training and Technical Assistance (TTA) Specialist,
Education Development Center

Jessica Goldberg, MSW, MPH, CPS, TTA Specialist, EDC



Technical Information

This session is being recorded. Following the event, we will share the recording with participants & Certificates of Attendance will be sent out to those who have attended the session in full.

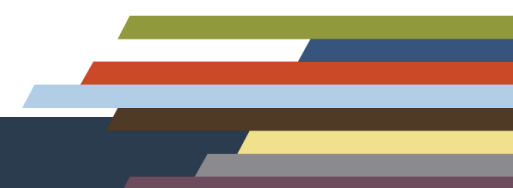
Please contact the facilitators if you have any concerns or questions.

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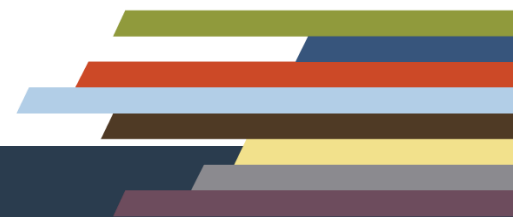
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Presenters



Jessica Goldberg

T/TA Specialist
Region 2 PTTC



Ivy Jones-Turner

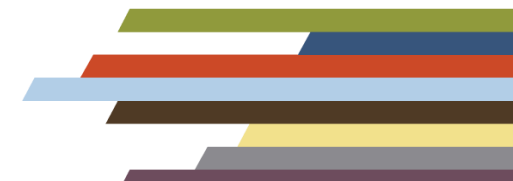
T/TA Specialist
Region 2 PTTC



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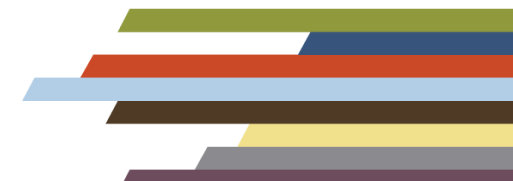
Learning Objectives

- Describe the importance in developing parents' belief in their own efficacy in preventing their child's substance misuse.
- Educate parents and caregivers about their role in addressing the factors that influence youth substance misuse.
- Discuss strategies for resolving barriers to parent/caregiver participation in prevention planning efforts and services.
- List evidence-based and promising practices to support parent/caregiver engagement in prevention efforts.

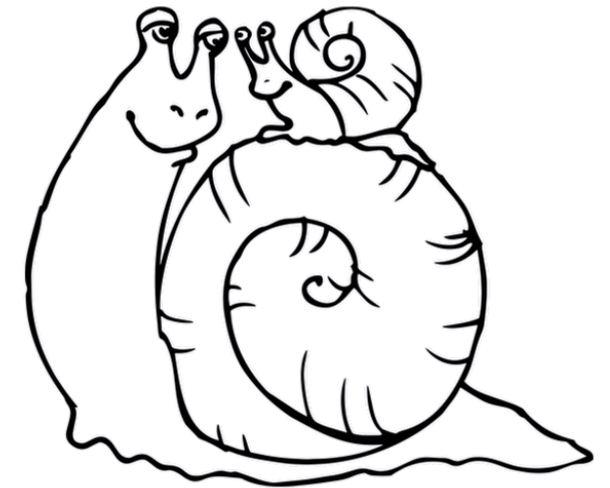


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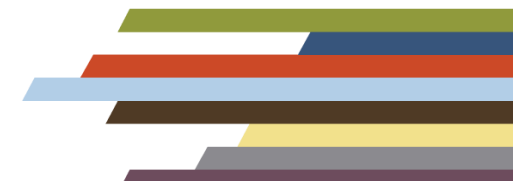
The Power of Parents



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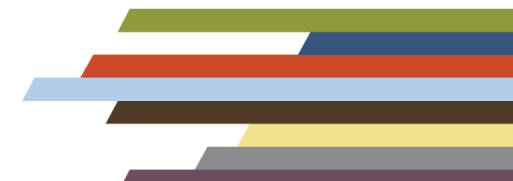
In what type(s) of prevention-related activities do you try to engage parents in most often?



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Why Engage Parents?

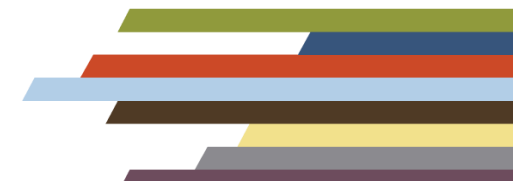
- **Parents have a significant influence in their children's decisions** to experiment with alcohol and other drugs
- **Youth are less likely to use addictive substances** if their parents:
 - Talk to them about the risks of using these substances
 - Establish clear rules and consequences relating to use
 - Regularly monitor their activities



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Some Parents Hold Dangerous Misperceptions

“It’s a lost cause”

“I did it and I turned out fine”

“If they are going to drink anyway, better let them drink here and I’ll take the keys”

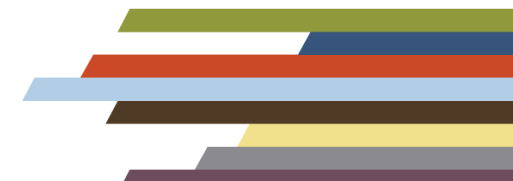
“Kids are going to experiment and there’s nothing I can do about it”

“They don’t listen to me, anyway”



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Many Parents Underestimate Their Own Influence

“

Youth of parents who talk to their kids about the dangers of substances early and often are 50 percent less likely to use drugs than those who do not receive these critical messages at home.”

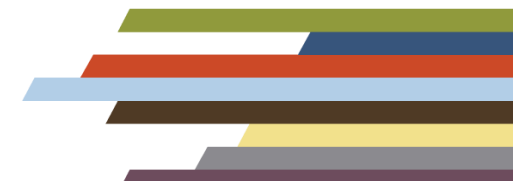
(NCADD, 2015)



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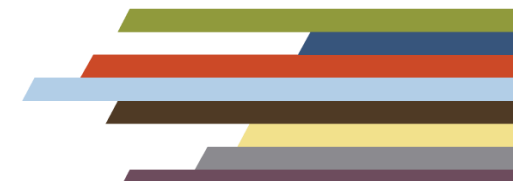
Prevention Can Help!



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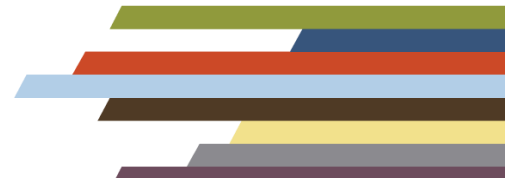
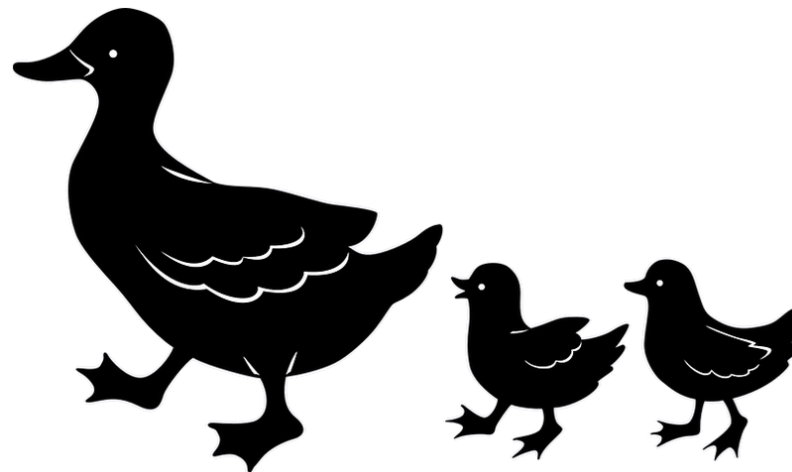
Parents and Prevention

What's the Connection?



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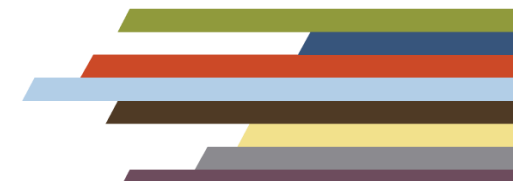
Have you identified any family-level risk or protective factors in your community?

If so, what are they?



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What Parents Need to Know About Prevention as a Field

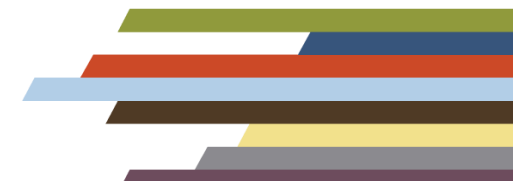
- **Generally not concerned with mild, licit adult use**
 - Focus on adult use tends to be on excessive use and/or severe consequences associated with use
- **Primarily concerned with youth substance misuse:**
 - Preventing youth use
 - Preventing risk behaviors relating to youth use
 - Preventing consequences of youth use



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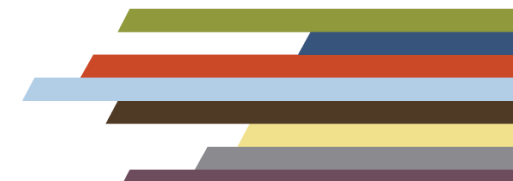
What Prevention Should (and Generally Does) Hold True about Parents

- Typically do **what they think is best** for their kids
- May need **guidance about youth substance use and their role in preventing it**, including accurate information about:
 - Actual rates of youth substance use and related behaviors
 - Consequences of use
 - Factors that increase or decrease the likelihood of use
 - Efficacy of prevention efforts
 - Power of setting clear expectations and maintaining open communication with youth



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What the Research Says

- Parent and parent-child focused **interventions** aimed to prevent youth substance misuse can be very effective



- ✓ Behavioral parent training
- ✓ Family skills training
- ✓ In-home family support
- ✓ Brief family therapy
- ✓ Family education

- Positive parental **attitudes** and **behaviors** can be similarly effective in preventing youth use

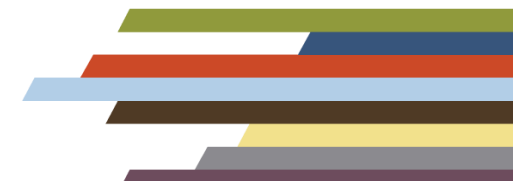


- ✓ Reducing risk factors
- ✓ Promoting protective factors



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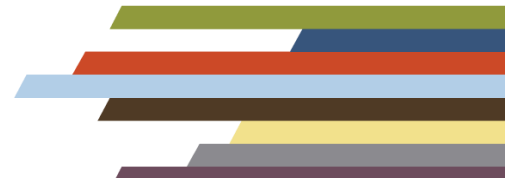
Family-Level Risk Factors

- Family history of substance use
- Parental substance use
- Poor attachment with parents
- Favorable parental attitudes
- Low parental monitoring
- Lack of supervision
- Rejection based on sexual orientation or gender identity



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Family-Level Protective Factors

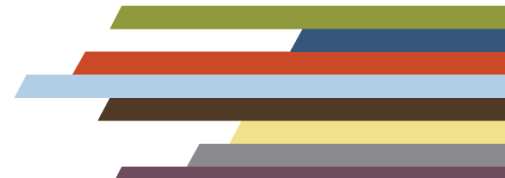
- Parent or family engagement
- Appropriate structure
- Family support
- Positive family norms
- Parental monitoring
- Parental disapproval of substance use

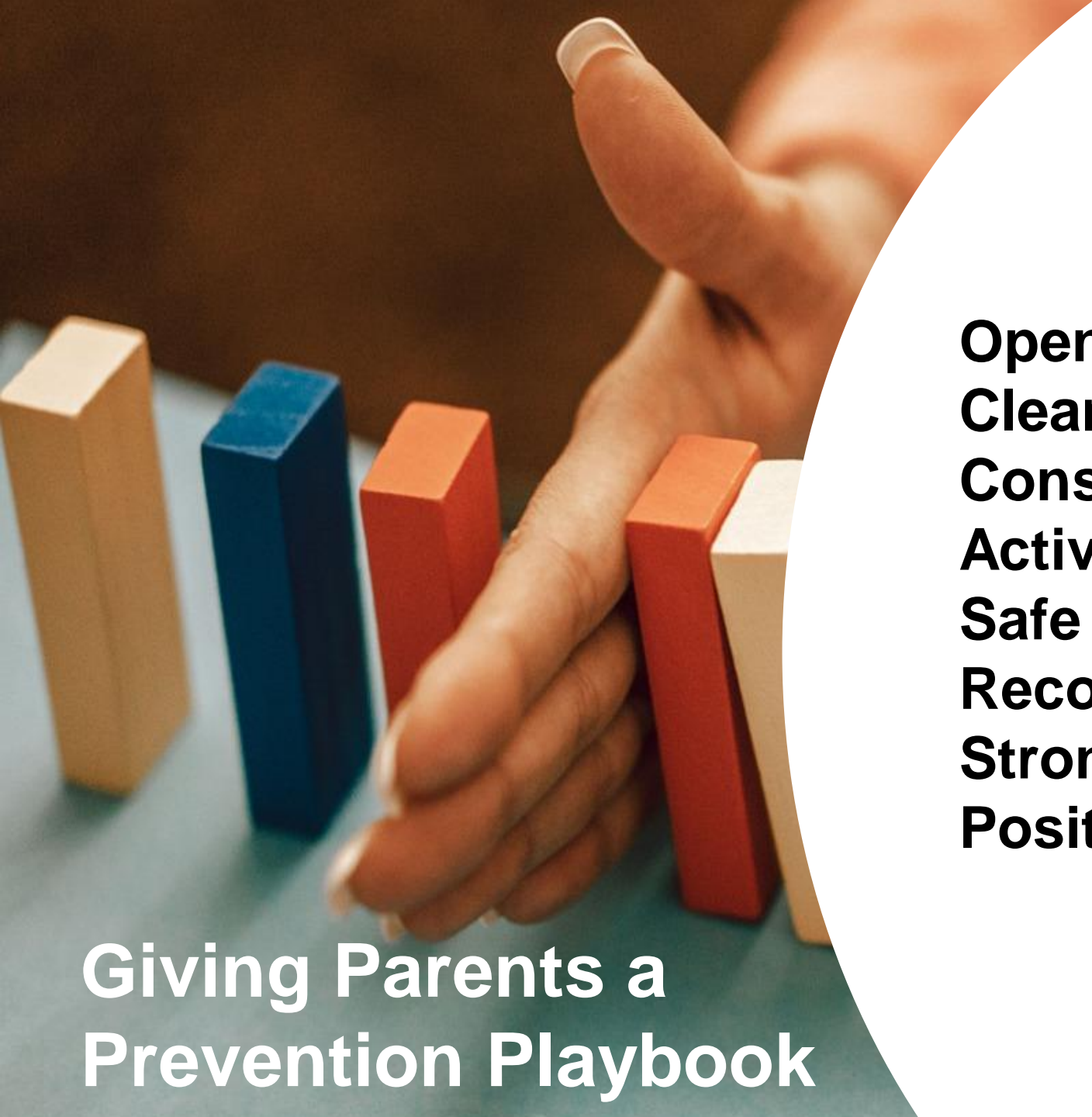


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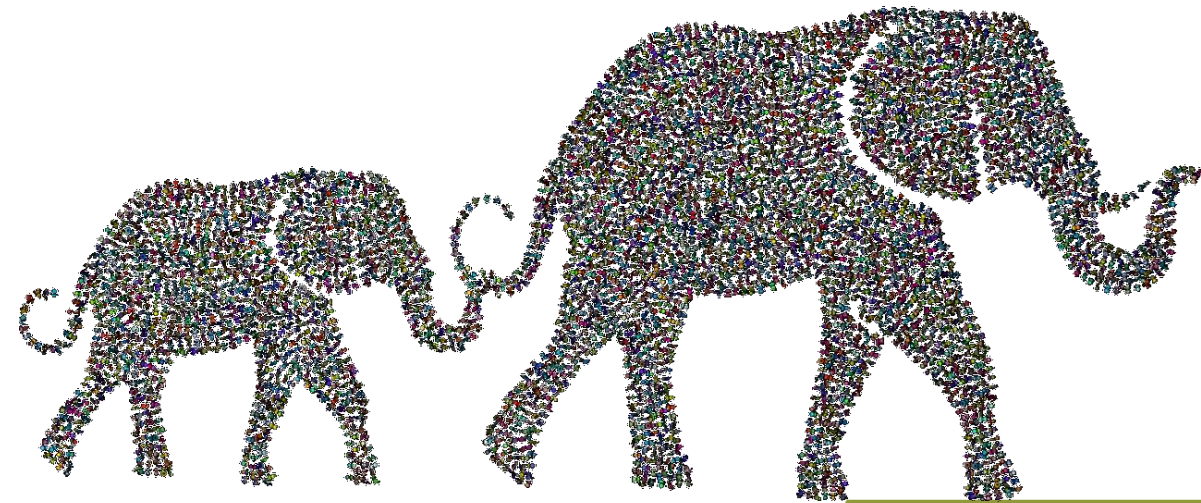




Open, direct communication
Clear expectations and limits
Consistent disapproval
Active monitoring
Safe storage
Recognition of risks
Strong support
Positive norms

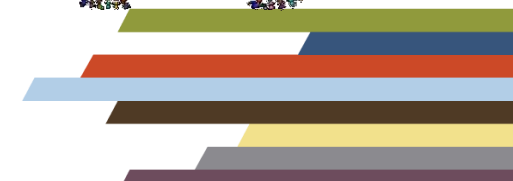
**Giving Parents a
Prevention Playbook**

Engaging Parents



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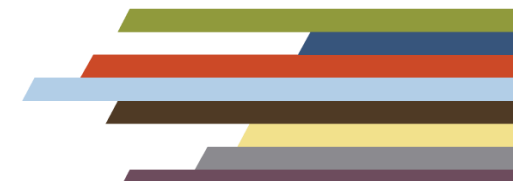
What do you think is the single biggest challenge to engaging parents in prevention?



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Aspects of Parent Engagement

Connect

Engage

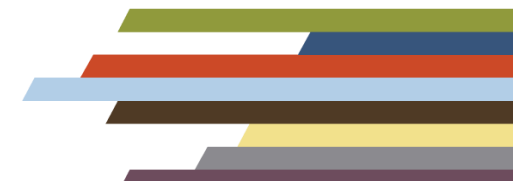
Sustain



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Considerations for Connecting with Parents

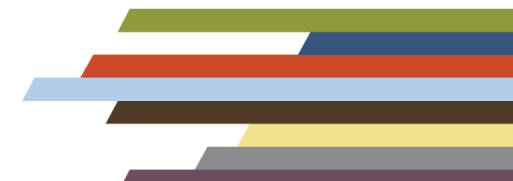
- **WHO** are you connecting with? **WHICH** groups of parents are you reaching?
- **WHAT** are you communicating to them?
- **WHERE** and **WHEN** are you accessing them?
- **WHY** are you connecting with them?
- **HOW** do they prefer to be contacted?



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Strategies for Connecting with Parents

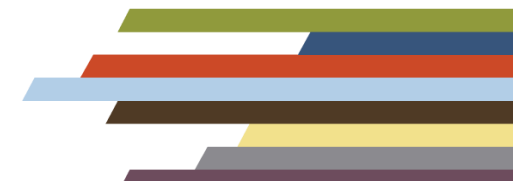


- Ensure your coalition/agency mission reflects the importance of parent engagement
- Leverage partner relationships
- Go to where parents are
- Describe the roles parents can play
- Ask them what is important to them
- Dedicate time and resources to recruitment
- Create a friendly, welcoming environment



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Considerations for Engaging Parents

- **DO YOU** provide parents with support to facilitate engagement?
- **HOW DO** you communicate with parents about the expectations and benefits of their participation?
- **ARE THERE** multiple ways available to engage in your efforts?
- **DO THEY** have the opportunity to participate meaningfully in decisions that affect them?

Factors Influencing Willingness to Engage

Perceived susceptibility
and severity of child risk

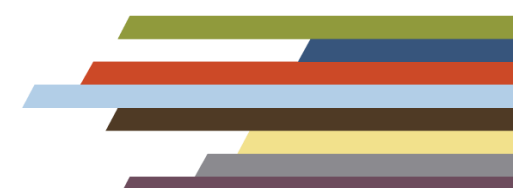
Perceived barriers and benefits
to parent engagement



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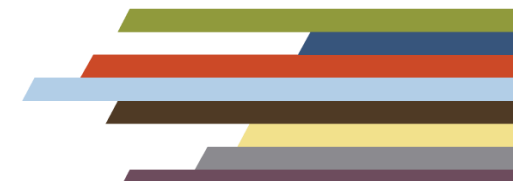
Barriers to Engagement

- Time constraints
- Competing priorities
- Perceived lack of knowledge/skills to engage in prevention efforts
- Logistical constraints (e.g., child care, language, transportation)
- Distrust toward or discomfort with institutions



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Spotlight from the Field

Arlene Christopher, MD
Co-founder/Vice President
Youth Arise, Inc.



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PARENT
café

Parent CAFE is here to offer help and support to parents, as well as other family and friends.

Parent CAFE is an opportunity for adults to come together with others, be heard on struggles and find support.

Parent CAFE will provide positive community connections and empower parents to successfully raise their children within safe, strong, supportive and connected families.

Friday, March 26, 2021
5:30 pm to 7:00 pm
Youth Arise Building
(Across from Lionel Roberts Stadium and near the fish market)

*Coordinating & Advocating
for Family Empowerment*

YOUTH ARISE, INC.
HIGHER ACHIEVEMENT WITHIN A COMMUNITY

A program by Youth Arise, Inc. & Human Services' HAWK Program

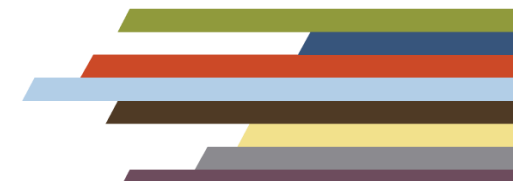
Brainstorming Solutions

- Time constraints
- Competing priorities
- Institutional distrust/discomfort
- Logistical constraints (e.g., child care, language, transportation)
- Perceived lack of knowledge/ skills to engage in prevention efforts



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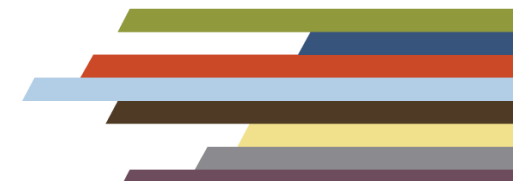
Sustainable Solutions

- Schedule to accommodate parents
- Provide child care, interpretation, transportation, refreshments
- Provide alternative ways to participate
- Host informal get-togethers
- Offer education on topics of interest
- Ensure information shared is health literate and accessible
- Build coalition skills in parent engagement
- Make the case for parent engagement to funders and decision-makers



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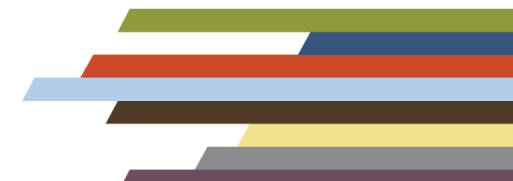
Questions



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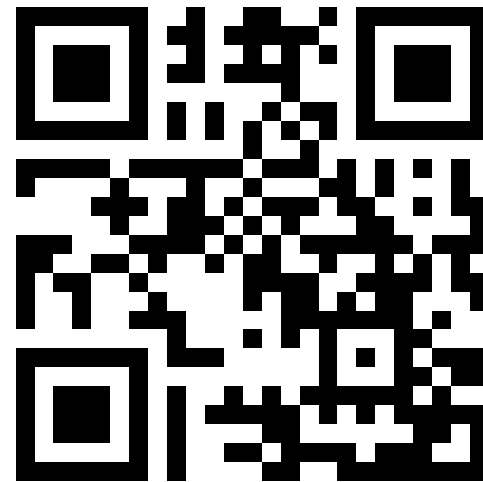
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Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=409290>

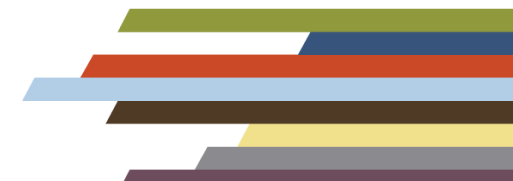


Your feedback is appreciated!



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Thank You!

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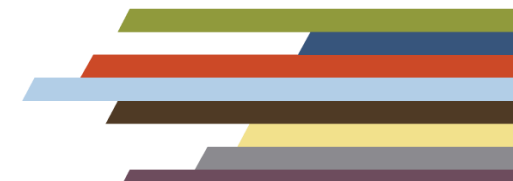
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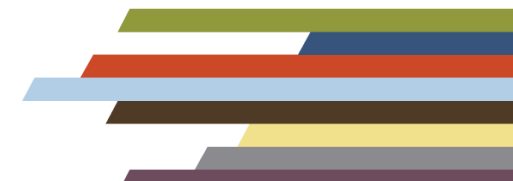
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