

What is the Power of Choice?

This year, the Power of Choice is launching a brand new Communication Campaign to convey our positive message to 6th-8th grade students in District 203 and 204 junior high/middle schools. Guided by local data from the Illinois Youth Survey, the campaign uses marketing materials to encourage students in the 6th-8th grade community to continue to make healthy choices as they move toward their future goals.

PARENTS USE YOUR POWER is a new community-wide substance abuse prevention campaign from The Power of Choice. Everyone is busy. This campaign can support and empower parents in the privacy of their own homes, at any time day or night, and only takes five minutes a month! Then in the course of day to day life, parents can apply what they learn within their families. The goal is to strengthen the protective factors at work in our homes, always with the goal of keeping our sons and daughters alcohol, tobacco and other drug-free.

PARENTS USE YOUR POWER posters, print ads and new website will provide parents of 6th-12th graders with practical parenting tips. Each poster and/or print ad will feature the project web site and QR code to direct folks back to a specially prepared newsletter providing detailed information and resources related to parenting with the substance abuse prevention theme of the month in mind.

Watch for the October newsletter:
Using local resources
to support your child

PARENTS USE YOUR POWER

78%

of students choose not to drink because they don't want to disappoint their parents.

Most local teens are alcohol tobacco and drug free

ThePowerofChoice.info

A project of 360 Youth Services, Naperville School District #203, Indian Prairie School District #204, Naperville Police Department, Lincoln Oaks at Edward, Gateway Drug and Alcohol Treatment, KidsMatter, Aurora Police Department and 203 & 204 parents. Source: Spring 2012 Survey of 12,214 203 & 204 high school students. Survey & data analysis by CPRD at U of I. Funded in part by IDHS.

Parenting Power Tips:

- Understand that research clearly demonstrates that parents are the most powerful influences in their children's lives and most important in laying the foundation for preventing alcohol, tobacco and other drug use. Children whose parents talk to them about drugs and alcohol are less likely to use.
- Clearly communicate to your child that you are proud of them and the healthy choices they routinely make.
- Educate yourself about facts regarding local youth behaviors. [Data](#) from the Illinois Youth Survey can support you in the most important role of all, being a parent to your son or daughter. Data is comprised of survey results given by 6595 District 203 and 204 students, all 6th and 8th graders.
- Use [Parent Resource](#) page to find useful parenting tools

Parental Involvement:

- 65% of 6th graders say their parents have talked them in the past year about not using alcohol
- 55% of 8th graders say their parents have talked them in the past year about not using alcohol
- 79% of 6th graders say their parents/guardians always know where they are/who they are with
- 62% of 8th graders say their parents/guardians always know where they are/who they are with



Get Involved!

Parents are needed to help in our lunchroom survey teams and/or on our Power of Choice committee.

www.ThePowerofChoice.info

Dawn Neylon

1305 W. Oswego Rd
Naperville, IL 60560
630-961-2992 x232

dneylon@360YouthServices.org
www.ThePowerofChoice.info