

Making the Most of Your Parenting Power

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 website 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.

PARENTS USE YOUR POWER

78%
of students choose not to drink because they don't want to disappoint their parents.*

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Most local teens are alcohol tobacco and drug free

*A project of 360 Youth Services, Naperville School District 203, Indian Prairie School District 204, Naperville Police Department, Linden Oaks at Edward, DuPage County Health Department, KidsMatter, Gateway Foundation Alcohol & Drug Treatment, Aurora Police Department and 203 & 204 parents. *Source: Spring 2013 Survey of 13,033 203 & 204 high school students. Survey & data analysis by CPD of University of Illinois. Funded in part by IL Department of Human Services and City of Naperville.

Parenting Power Tips:

- Understand that research clearly demonstrates that parents are the most powerful influences in teens lives and most important in laying the foundation for preventing alcohol, tobacco and other drug use.
- Clearly communicate to your teen that you are proud of them and the healthy choices they routinely make.
- Educate yourself about facts regarding local teen behaviors. The [April 2013 District 203 and 204 Drug Use and Perception Survey data](#) of 13,033 local high school students can help support you in the most important role of all, being a parent to your teen.
- Demonstrate your expectations by words and actions, and trust that if you need to do more to address problems, you will seek out the necessary education, guidance and support to do the next right thing. [Parent Resources](#)

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



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Reasons local high school students say they choose not to use alcohol:

- ◆ 78% don't want to disappoint their parents
- ◆ 80% don't want to get in trouble with their parents
- ◆ 87% don't want to deal with the legal consequences
- ◆ 84% don't want to jeopardize their future plans

Tom Cicero
 1305 W. Oswego Rd
 Naperville, IL 60560
 630-961-2992 x235
tcicero@360YouthServices.org
www.ThePowerofChoice.info