



Underage Drinking in ND

Among ND high school students...


- **1 out of 3** (35%) report current alcohol use (Past 30-days).
- **15%** had their first drink of alcohol before age 13.
- **THE MAJORITY (68%)** think that binge drinking once or twice a week does **NOT** pose a great risk.

YRBS, 2013





Foundations
Risk and Protection
Resiliency




Risk and Protection

Many factors influence an individual's likelihood to develop a substance abuse or related behavioral health problem.

RISK FACTOR:
 A characteristic at the biological, psychological, family, community, or cultural level that *precedes* and is associated with a **HIGHER likelihood of problem outcomes.**

PROTECTIVE FACTOR:
 A characteristic associated with a **LOWER likelihood of problem outcomes** or that reduces the negative impact of a risk factor on problem outcomes.



Risk and Protection

Effective prevention focuses on

- **reducing those RISK factors**, and
- **strengthening those PROTECTIVE factors**,

that are most closely related to the problem being addressed.



Risk and Protection

<p>RISK FACTORS</p> <ul style="list-style-type: none"> • Early initiation of problem behavior • Gang involvement • Academic failure beginning in late elementary • Lack of commitment to school • Family history of problem behavior • Family management problems • Family conflict • Availability of alcohol/other drugs (retail and social) • Community laws and norms favorable to drug use • Transitions and mobility • Low neighborhood attachment and community disorganization 	<p>PROTECTIVE FACTORS</p> <ul style="list-style-type: none"> • Bonding to peers, family, and community with healthy beliefs and standards • Attachment to peers, family, and community with healthy beliefs and clear standards • Opportunities for pro-social involvement • Recognition for pro-social involvement
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Resilience

Strength-based

Focuses on providing the developmental supports and opportunities (protective factors) that promote success



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Resilience


An individual who demonstrates resilience:

- Makes Connections
- Avoids seeing crises as insurmountable problems
- Accepts that change is part of living
- Moves toward your goals
- Takes decisive actions
- Looks for opportunities for self-discovery
- Nurtures a positive view of yourself
- Keeps things in perspective
- Maintains a hopeful outlook
- Takes care of him/herself

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Why Parents LEAD?

Research has continually shown that kids identify their **parents** as having the **most influence** on their decision of whether or not to drink alcohol.



“In automobile terms, the child supplies the power but the parents have to do the steering.”
Dr. Benjamin Spock

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Risk and Protection Parent-Specific Factors

Ongoing Conversations



Risk and Protection Parent-Specific Factors

Positive Role-Modeling



Risk and Protection
Parent-Specific Factors



Monitoring

Risk and Protection
Parent-Specific Factors

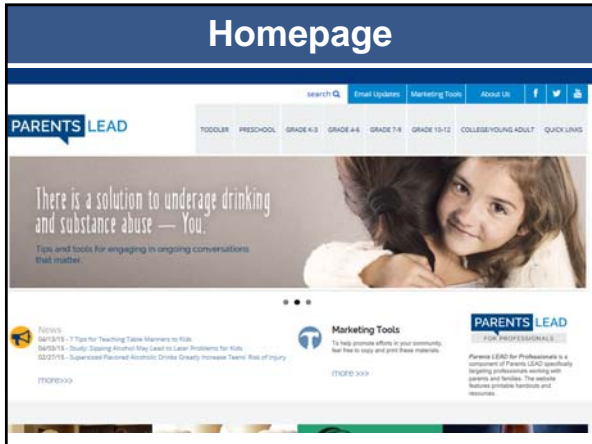
Support and Engagement

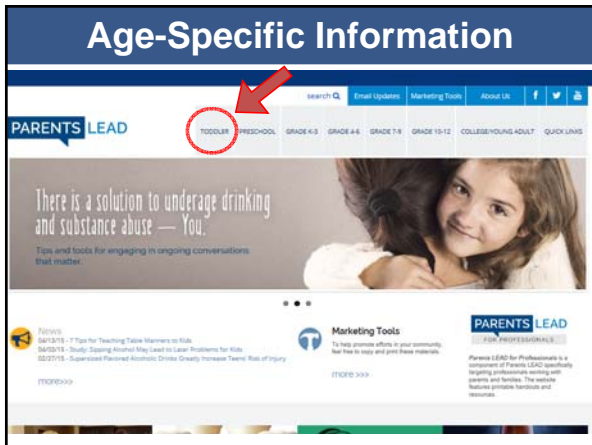


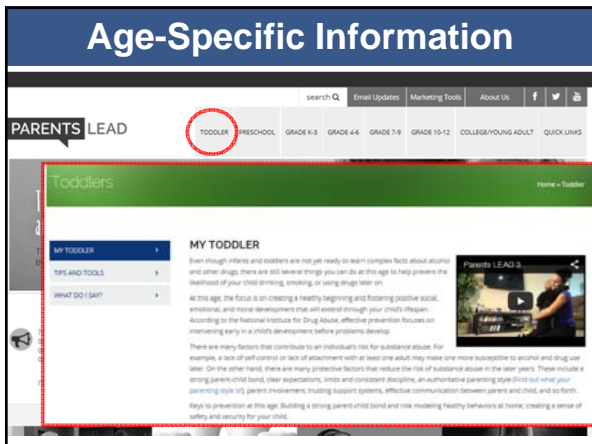
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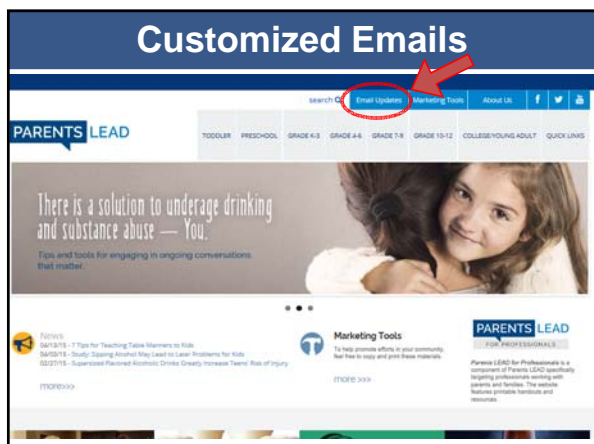
Website Overview

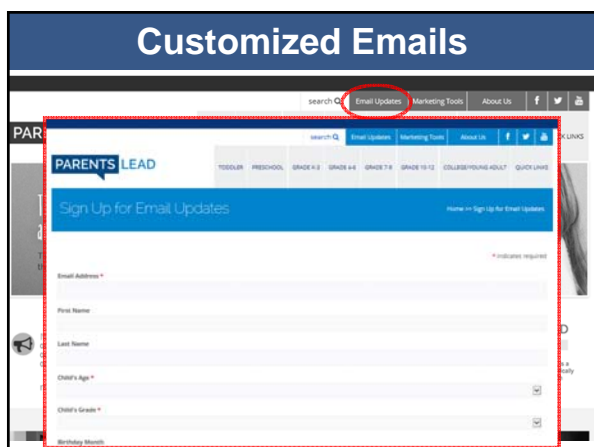


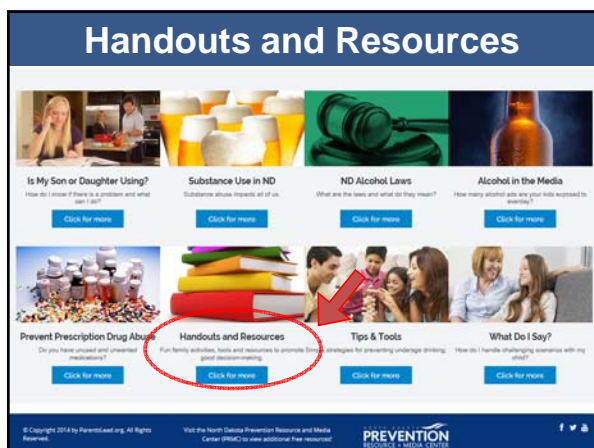




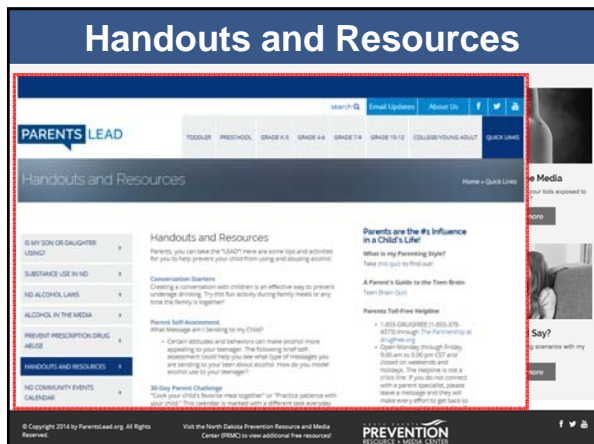




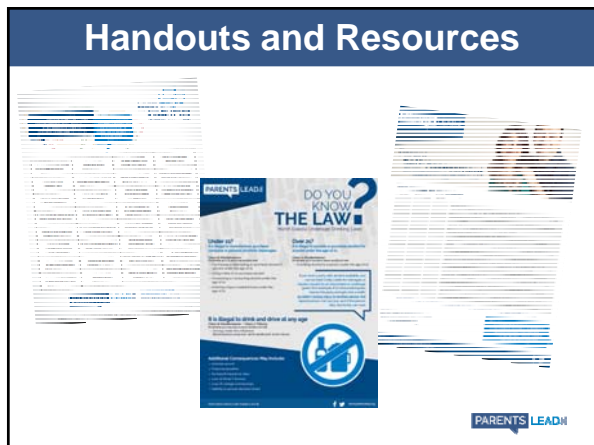




Handouts and Resources

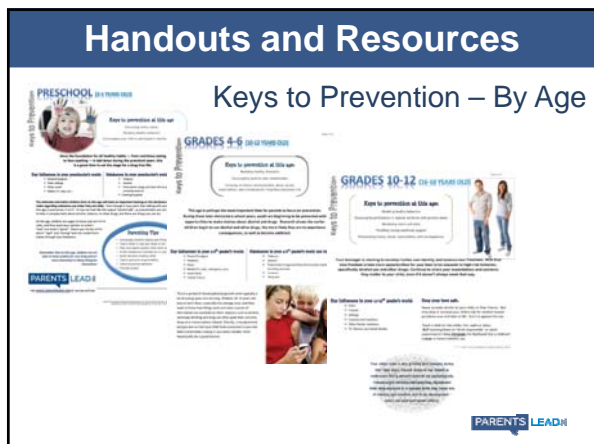


Handouts and Resources



Handouts and Resources

Keys to Prevention – By Age



PARENTS LEAD
FOR PROFESSIONALS

www.parentslead.org/professional

Ready-to-use handouts for professionals working with parents and families

PARENTS LEAD

Getting to the Professional Portal

Parents Lead navigation menu: TODDLER, PRESCHOOL, GRADE K-3, GRADE 4-6, GRADE 7-8, GRADE 9-12, COLLEGE/YOUNG ADULT, QUICK LINKS

Home banner: "There is a solution to underage drinking and substance abuse — You." with a photo of a young girl.

Marketing Tools section: "To help promote efforts in your community, here are 10 ways and print these materials."

A red circle highlights the "PARENTS LEAD FOR PROFESSIONALS" link in the Marketing Tools section, with a red arrow pointing to it.

Professional Portal Homepage

Parents Lead Professional Portal navigation: SUBSTANCE USE IN ME, NO ALCOHOL LAWS, EMAIL UPDATES, QUICK LINKS, ABOUT US

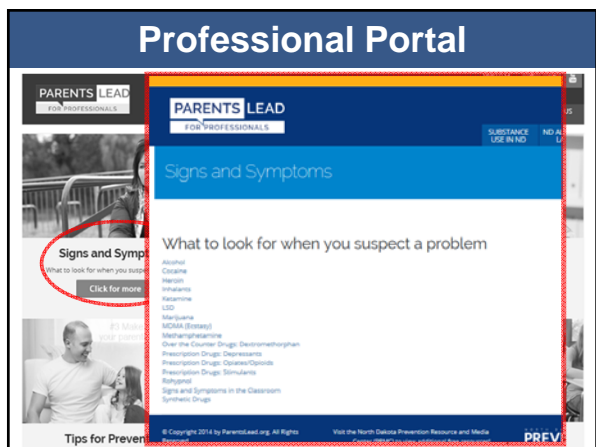
Header: PARENTS LEAD FOR PROFESSIONALS

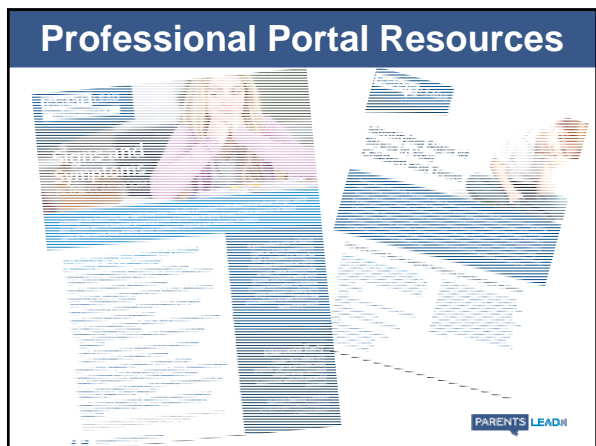
Highlights section: "Can't find what you're looking for? Check out the Parents LEAD for Professionals Site Directory"

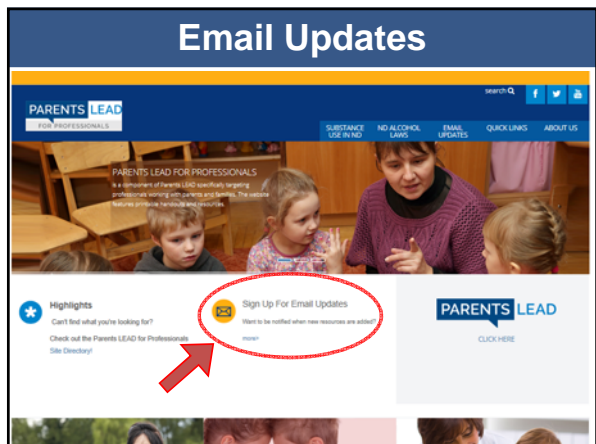
Sign Up For Email Updates: "Need to be notified when new resources are added?"

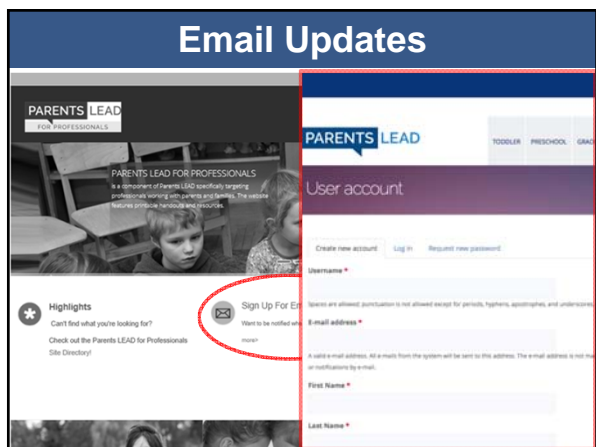
A red circle highlights the "PARENTS LEAD" logo in the bottom right corner of the page.

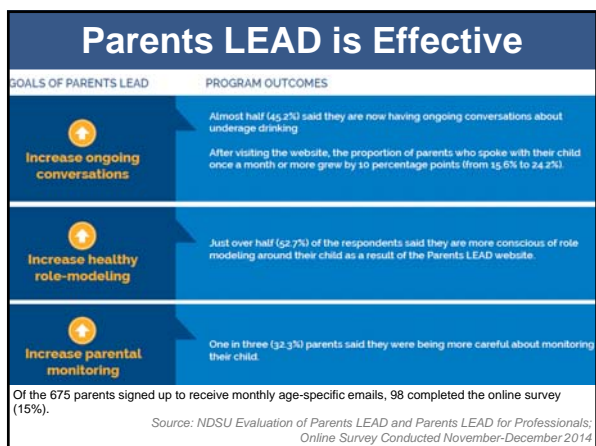












Parents LEAD is Effective

Of those professionals involved with the website:

98% of respondents said that they would recommend the site to other professionals.

56% of respondents shared the information from the website with their clients.

Of the 290 professionals signed up to receive email alerts when new resources are posted to the Parents LEAD for Professional site, 57 completed the online survey (20%).
Source: NDSU Evaluation of Parents LEAD and Parents LEAD for Professionals; Online Survey Conducted November-December 2014

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Promoting Parents LEAD in your community



Marketing Tools

SEARCH [] Email Updates Marketing Tools About Us [] [] [] []

PARENTS LEAD TODDLER PRESCHOOL GRADE K-3 GRADE 4-6 GRADE 7-8 GRADE 9-12 COLLEGE/YOUNG ADULT QUICK LINKS

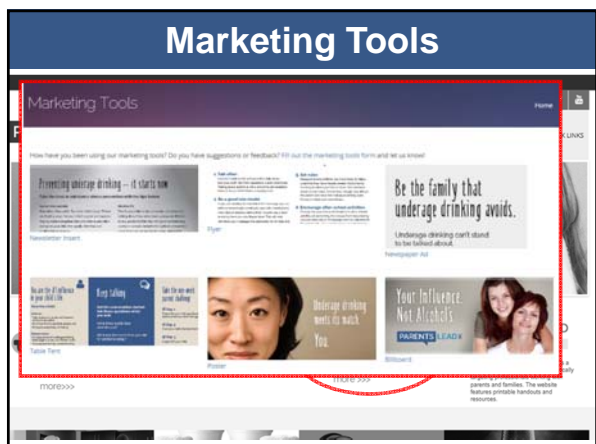
There is a solution to underage drinking and substance abuse — You.

Tools and links for engaging in ongoing conversations that matter.

News: 04/15/15 - 7 Tips for Teaching Table Manners to Kids 04/03/15 - Study: Spiking Alcohol May Lead to Later Problems for Kids 02/27/15 - Supervised Planned Intoxication Drives Downward Trends: Risk of Injury

Marketing Tools To help promote efforts in your community. Not free to copy and print these materials. []

PARENTS LEAD FOR PROFESSIONALS Parents LEAD for Professionals is a component of Parents LEAD specifically designed and developed for marketing, advertising, and outreach. The website features and links handbooks and resources.







Follow, Like and Share!

Social Media



Parents LEAD - Listen Educate Ask Discuss
23 Nov '15

Parenting tip: How to censor elementary, middle and high school kids from alcohol in the media.



Parents LEAD @PARENTSLEAD - Oct 6
Take our quiz to find out your parenting style. The answer may surprise you! bit.ly/1E8DRT3



View more photos and videos

Alcohol in the media: how to protect your kids
Advice from Common Sense Media editors: It's in ads, movies, games, and TV, but alcohol marketing can be limited. See our conversation starters.

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Expanding to Behavioral Health

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Expanding to Behavioral Health

BEHAVIORAL HEALTH:
A state of mental/emotional being and/or choices and actions that affect wellness



By 2020, mental health and substance use disorders will surpass all physical diseases as a major cause of disability worldwide

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Expanding to Behavioral Health

Existing research and data suggest that there are number of **common or shared risk and protective factors** throughout life that impact both substance abuse and mental health outcomes.



Expanding to Behavioral Health

Upcoming Parents LEAD content:

- Bullying
- Military Families
- Native American Culture
- Mental Health Promotion
- Suicide Prevention
- Grandparents
- Fathers



Other Suggestions?



NORTH DAKOTA
PREVENTION
RESOURCE & MEDIA CENTER

Contact the ND PRMC to request materials:

- 701-328-8919
- ndprmc@nd.gov
- www.nd.gov/dhs/prevention

PARENTS LEAD!!

Screening, Brief Intervention & Referral to Treatment (SBIRT)

- Focus of many ND partners
- Increase access, availability, prevention & treatment of substance abuse
- SBIRT is an evidence based intervention
- Identify, reduce and prevent problematic use, abuse & dependence on alcohol & illicit drugs
- <http://www.integration.samhsa.gov/clinical-practice/SBIRT>


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Task Force on Substance Exposed Newborns

- 2015 – Senate bill 2367
- Research impact of substance abuse and neonatal withdrawal syndrome
- Evaluate effective strategies for prevention & treatment
- Provide policy recommendations

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Contact Info



State of North Dakota
Department of Human Services
Mental Health and Substance Abuse Services

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The Behavioral Health Division was formerly known as the Division of Mental Health & Substance Abuse

Why We Do the Work We Do



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