



# Family Day

## Implementation Toolkit



LOCK  
YOUR  
MEDS.







**Did you know that kids who eat dinner with their parents at least four times weekly are less likely to drink and use drugs? Family Day promotes this simple act.**

## About Family Day:

National Family Day is on the Fourth Monday of September. It's a great opportunity for families to eat dinner together and protect kids from substance use and abuse. Parental engagement is the single most potent weapon in preventing substance abuse among youth. Family Day emphasizes regular family activities to encourage parent-child communication.


## What Is My Role?

Your job is to take the Family Day message to your school. You will educate your school families about one very simple way to be engaged: eating dinner together as a family regularly, which has been proven to help prevent underage drinking and drug use. You will encourage them to have dinner together on Family Day and continue to do so regularly. This kit includes everything you need to promote this campaign and get participation.

Enter & tell families at your school about the Family Day photo contest, which asks families to take a photo of the family eating dinner together and share it on social media. Post it on our Facebook page or send it in a Facebook message to us. Or post it on Twitter or Instagram using #FLFamilyDay. Three winners will be randomly selected to receive a \$100  **Publix Gift Card!**

## Why Your Participation Is So Important

By implementing this campaign, parents and their children will be brought together to strengthen the family bond, which helps prevent underage drinking and drug use. Informed Families will highlight your school's participation in our newsletter and on our website at [www.InformedFamilies.org](http://www.InformedFamilies.org). In addition, results of the campaign can be reported to you and your Principal.

Ambassadors who return a minimum of 100 completed and signed parent pledges by October 9th will be entered into a drawing to win one of five \$100  VISA gift cards.

## Questions? We're Here To Help.

### North Florida:

Carmela Bechtel  
[cbechtel@informedfamilies.org](mailto:cbechtel@informedfamilies.org)  
(850) 393 2145

### Central Florida:

Christine Stilwell  
[cstilwell@informedfamilies.org](mailto:cstilwell@informedfamilies.org)  
(321) 231 0587

### South Florida:

Dr. Valmarie Rhoden  
[vrhoden@informedfamilies.org](mailto:vrhoden@informedfamilies.org)  
(305) 856 4886



**First, get your materials:** After you place your online order, your materials will be mailed directly to you at your school.



**Next, schedule the campaign:** Set up a schedule for the morning announcement messages and Connect Ed messages. Decide what day the flyer will be sent home with the students. Schedule all other components of your campaign.



**Morning Announcements:** Read the Morning Announcement Script and edit, if necessary, to meet the specific needs of your school. Schedule the announcements to begin at the start of your campaign. Repeat the message 5 times leading up to Family Day.




**Connect Ed:** Read the Connect Ed Script and edit it, if necessary, to meet the specific needs of your school. Schedule the Connect Ed, or recorded parent message, the week before your campaign and again during your campaign. You may also use the same script for a parent email.



**Posters and Pledges:** Distribute the parent pledges to the students to take home or give directly to parents at PTA/PTSA meetings. Use the youth pledge poster as an engagement activity with your students - and hang it for all to see after it is signed by everyone.



**Returned pledges:** Designate a date by which pledges must be returned. Parent pledges should be returned to Informed Families upon completion of the campaign in the envelope provided in your toolkit. Ambassadors who return a minimum of 100 completed and signed parent pledges by October 9th will be entered into a drawing to win one of five \$100  VISA gift cards.



**Email to Teachers and Staff:** Educate teachers and staff about Family Day. Everyone can participate!



**Promote the Photo Contest:** Encourage Families to post a photo of eating dinner together on social media.



**Complete the online Campaign Review Form:** We want to promote the awesome job you did.



# OPEN ENDED QUESTIONS KEEP EVERYONE TALKING

Use One Or More Of These Conversation Starters Each Night.

- If you could pick a different name, what would it be and why?
- If you could live anywhere in the world, where would you live?
- If you could pick any job, what would it be?
- What was the best thing that happened to you today?
- What was the funniest thing you saw today?
- Where should we go on our next vacation?

Visit [ffamilyday.com](http://ffamilyday.com) to download a Chore Chart, Family Rules List and other great parent tools.

Family Chores Schedule						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:
Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:
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Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:	Assigned to: Task:
Notes:						

Family Rules	
Use this form to create and enforce rules for your family to follow. Post this sheet on your refrigerator or other common location where it can serve as a reminder for you and your children.	
Homework...	Curfew...
TV...	Chores...
Video games...	Other...
Computer...	Other...
Phone...	Other...





# ACTIVITY GUIDE

Family dinners can be a time of connection, communication and fun. It can also be an hour of stress if you are doing all the planning, cooking and cleaning yourself. So whether you have made a recent decision to engage in regular family dinners or have always had family dinners, read this message for helpful and new information, and turn dinner time into something everyone looks forward to.



Dinner time should be “electronic free.” This means: no cell phones, computers, electronic games, TV or hand-held devices (Moms and Dads, this applies to you too!)

During dinner, sit together at the table or take dinner outside when the weather permits, or have “picnics” on the family room floor. Dinner time should be a positive experience. Discussions about discipline, broken rules and arguments should take place at a different place and time.




When age appropriate, let kids help with the meal preparation, setting and clearing the table and washing the dishes. Express appreciation for their help and let them know that as “part of a family,” everyone contributes.

Have a special night, such as “Sundaes on Sunday,” “Sandwich Night” or “New Recipe Night.” Have fun and change things around! Remember: it’s the time together that counts - don’t worry about making an elaborate or “perfect” meal.



Make or buy a “You are special today” dinner plate. When a family member has achieved a goal, been acknowledged or awarded or recognized, use the special plate that night at dinner.

Take a photo of your family eating dinner together and share on social media for a chance to win one of three \$100 Publix Gift Cards.

 **informedfamilies**  
Post on our page or  
send it in a message to us!

 **@informedfamily**  
Include in your post:  
#FLFamilyDay

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#FLFamilyDay






## CONNECT ED MESSAGE TO PARENTS

Good evening parents. This is \_\_\_\_\_ calling  
from \_\_\_\_\_ .

We want you to join us and Stand Up for Sitting Down to dinner!  
Did you know that kids who eat dinner with their families four times  
a week or more are five times less likely to engage in risky  
behaviors? Dinner makes a difference! This simple act can protect  
your kids from drug abuse!

On the Fourth Monday of September, we ask you to join millions of  
families across the U.S. to: Stand Up for Sitting Down to dinner.  
Enjoy a meal together with your family and talk to one another. If  
you already have family dinners together, great! Keep up the good  
work. If not, you can start now!

Ask your child to show you the flyer he/she received from Informed  
Families at school about Family Day. Visit the Informed Families  
website to get a list of fun activities and ideas for family dinner time.  
Check out their Family Day Photo Contest. Post a picture of your  
family eating dinner together for a chance to win a \$100  Publix  
Gift Card. Stand Up for Sitting Down To Dinner!

Visit [www.flfamilyday.com](http://www.flfamilyday.com) to get involved, see simple recipes, fun  
activities and learn more about the photo contest.

Thank you and have a wonderful evening.



## MORNING ANNOUNCEMENT SCRIPT

Hello students: Want to do something fun? When you go home today, tell your parent or guardian about the importance of eating family meals together. The Fourth Monday of September is a special day to have a fun family dinner with you and your family. It's also a day to set a goal to eat together as a family in the future. Children who eat dinner with their families at least four times a week are less likely to use drugs, drink alcohol, or smoke cigarettes. We are asking all students to share this information with their family and to plan a fun family dinner on Family Day.

Want to win a \$100 Publix Gift Card? Take a photo of your family eating dinner together and share it on social media. Post it on our Facebook page or send it in a Facebook message to us. Or post it on Twitter or Instagram using #FLFamilyDay. Three winners will be randomly selected to receive a \$100  Publix Gift Card.

**Note:** Tell the students when the flyer will be sent home with them. The flyer should be given to the parents/guardians.



# GET YOUR STUDENTS INVOLVED

## Student Activities for Celebrating Family Day

### IDEAS FOR FUN STUDENT ACTIVITIES

#### Art Project

- Create a Family Crest that represents your family's values, favorite colors, animal spirit and favorite thing to do together.
- Create a Family Tree and see how far down the roots go.

#### English Project

- Write an essay on the most important family meal of your life and why.
- Write an essay on which person in history you'd like to have a meal with and why. Include details on what you'd talk about and what you'd eat.

#### Journalism Project

- Interview fellow students about their favorite family dinner moment.

#### Drama Project

- Create short skits on funny moments heard at the dinner table.


#### Math/Science Project

- What is the calorie count of your favorite meal? What foods could be substituted from each category in the Food Pyramid to reduce the calories by 20%.
- Explain the science on why dark-green leafy vegetables and foods high in antioxidants are good for nutrition. List some common choices for these foods that are often served in your home.

#### Photography/History Project

- Develop a photo project showing images of family dinners with a creative spin on historical periods, fashion, or technology.

### Family Dinners Are The Original Social Network!

Have students share photos of their family eating dinner together on Social Media using #FLFamilyDay for a chance to win a \$100  Publix Gift Card.



## FAMILY DAY

# PARENT PLEDGE



### I Support Family Day - I Pledge To:

- Eat dinner with my family on Family Day. Studies have shown that more frequent family dinners can lead to less risky behavior down the road.
- Have dinner together four or more times per week to protect my children.
- Visit [www.ffamilyday.com](http://www.ffamilyday.com) to learn more and spread the message to family and friends.

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Mobile Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ School \_\_\_\_\_

☐ Please add me to the Informed Families email list to receive free parenting and prevention information.

Post a photo of your family eating dinner together on social media for a chance to win one of three \$100 Publix gift cards.  
Learn more at [ffamilyday.com](http://ffamilyday.com)



Special Thanks To Our Funder:



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## STAND UP FOR SITTING DOWN TO DINNER

Start a tradition of eating dinner together.

Did you know... kids and teens who have frequent family dinners are less likely to drink, smoke or do drugs? They are also less likely to try drugs in the future. On the Fourth Monday of September, we ask you to join millions of families across the U.S. to Stand Up for Sitting down to dinner. Enjoy a meal together with your family and talk to each other, electronics-free.

Family Day – A Day To Eat Dinner With Your Children® is a national campaign to promote frequent family dinners to prevent risky behavior in kids.

Visit [www.flfamilyday.com](http://www.flfamilyday.com) for recipes, activities and to learn more about the Family Day Photo Contest. Post a photo of your family eating dinner together on social media for a chance to a \$100  Publix Gift Card.

Visit [www.flfamilyday.com](http://www.flfamilyday.com) to get great ideas for fun activities and easy recipes to make your Family Day celebration the start of a great new family tradition! Plan to eat dinner as a family on Family Day. If you already have family dinners together, great! Keep up the good work. If not, you can start now and Stand Up for Sitting Down to Dinner!





## DEAR AMBASSADOR,

Do you want to...

- ★ Give kids a sense of purpose?
- ★ Create a healthy school environment?
- ★ Raise \$7,000+ for your school through educating in a fun and simple way?

## You Are Invited To Participate In The Informed Families Red Ribbon Walk & Wrap™

The Red Ribbon Walk & Wrap is a walkathon during which participants wrap the school's fence (or perimeter) in Red Ribbon as a powerful, visible symbol of safe, healthy and drug-free living for kids.

Sign your school up on [www.crowdrise.com/walkandwrap](http://www.crowdrise.com/walkandwrap) and then raise a mile of "feet" online at your school's page.

Money raised by your school will be split (50/50) between your school and Informed Families (to fund prevention programs at your school and others).



## Sign Up !

1. Go to [www.crowdrise.com/walkandwrap](http://www.crowdrise.com/walkandwrap).
2. Click on "Set Up Your Fundraiser," and then "Start Your Own Fundraiser"
3. Set up your school's Red Ribbon Walk & Wrap page.
4. We'll send you a toolkit with everything you need to be a huge success!



Questions? Contact us at (888) 474-0008 or [info@informedfamilies.org](mailto:info@informedfamilies.org).

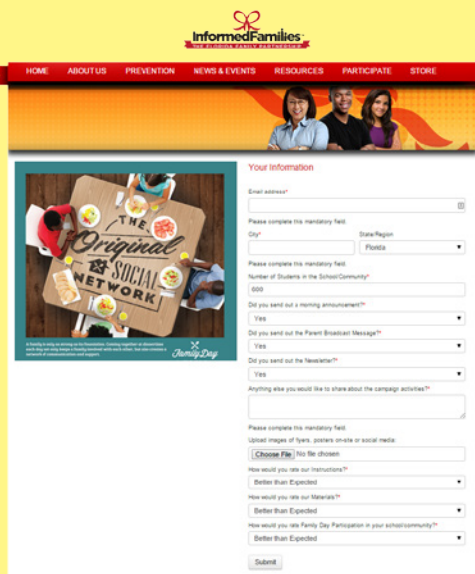
Take one **small** step for kids, one **GIANT** leap for our future



# Family Day Campaign Checklist

Use this checklist to make sure you complete all your Family Day activities.

- |  |  |
|--|--|
| <input type="checkbox"/> Ordered Family Day Materials                    | <input type="checkbox"/> Distributed Family Day flyers and pledges                                     |
| <input type="checkbox"/> Scheduled the Campaign                          | <input type="checkbox"/> Engaged students in signing the Family Day poster                             |
| <input type="checkbox"/> Delivered Morning Announcements                 | <input type="checkbox"/> Sent email about Family Day to teachers and staff                             |
| <input type="checkbox"/> Delivered Connect Ed / Parent Broadcast Message | <input type="checkbox"/> Promoted the Family Day Photo Contest   |
| <input type="checkbox"/> Ran Newsletter article about Family Day         | <input type="checkbox"/> Returned signed Parent Pledges to Informed Families in the envelope provided. |



## Campaign Report

Good work deserves to be recognized! We want to honor your hard work and efforts to spread the Family Day message in your school and community. Our Campaign Report is quick and easy to complete.

Visit [informedfamilies.org/family-day/report](http://informedfamilies.org/family-day/report) to complete your Campaign Report.

Your next campaign is Red Ribbon (October 23-31). This year's theme is Respect Yourself. Be Drug Free™. Stay tuned for more details about Red Ribbon!

