



Elementary School Implementation Toolkit

About the Safe Homes Smart Parents® (SHSP) Campaign

SHSP is an Informed Families campaign to prevent underage drinking and drug use during Spring celebrations (prom, graduation, end of the school year), when tragedies frequently occur. The campaign educates students and parents about the dangers of substance abuse and asks parents to pledge that alcohol, drugs and tobacco will not be permitted at parties held in their homes. **Elementary School is the best time to start laying the groundwork for safe, healthy and drug free kids.**

What is My Role?

Your job is to take the Safe Homes Smart Parents® (SHSP) message to your school by reaching out to students and parents with the Safe Homes Smart Parents message.

Why Your Participation Is So Important

By implementing this campaign, parents and their kids are informed about the dangers of underage drinking and drug use and what they can do to prevent it. Your promotion of this important campaign can mean the difference in the life of a child who may otherwise be affected by underage drinking and drug abuse. Informed Families will highlight your school's participation in our newsletter and on our website at www.InformedFamilies.org. In addition, results of the campaign can be reported to you and your Principal.

Let's Get Started

First, get your materials and schedule your campaign: After you place your online order, your materials will be mailed directly to you. Alert your office staff that you are expecting a box from Informed Families. Set up a schedule for your school's SHSP campaign, including events, materials distribution and student activities.

ConnectEd Message: Read the Connect Ed Script and edit it, if necessary, to meet your school's specific needs. You may also use the same script for a parent email.

Posters, Pledges, Flyers, Video: Distribute the parent pledges and flyers 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. Share the SHSP video on your website and email to parents and staff.

Make It Visible: Educate and involve your community by highlighting the campaign on your school marquee or fence.

Returned pledges: Designate a date by which pledges must be returned. Return parent pledges to Informed Families by April 30 in the envelope provided in your toolkit. *Ambassadors who return a minimum of 100 completed and signed pledges by April 30 will be entered into a drawing to win one of five \$50 Amazon gift cards.*

Complete the Online Campaign Survey: We want to promote the awesome job you did and our funding depends on it.

Complete the Campaign Survey by April 30.

Questions? We're Here To Help.

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PARENT NEWSLETTER ENTRY



SAFE HOMES SMART PARENTS®

Safe Homes Smart Parents® is a campaign, created by Informed Families, to prevent underage drinking and drug use among pre-teens and teenagers by setting boundaries, monitoring behavior and providing tips for safe parties. **However, Elementary School is the best time** to start laying the groundwork for safe, healthy and drug free kids.

HERE ARE FIVE THINGS YOU CAN DO NOW TO HELP YOUR KIDS STAY SAFE, HEALTHY AND DRUG FREE!

- 1 **Set the ground rules.** Make sure your kids know what is acceptable and unacceptable behavior.
- 2 **Be consistent** with your rules and consequences for breaking the rules.
- 3 **Get to know the parents** of your child's friends. Set common boundaries and work together to monitor behavior.
- 4 **Talk to your kids** regularly about the dangers of alcohol and drug use. Use teachable moments in everyday life to further drive home the message.
- 5 **Lead by example.** Consider your own relationship with alcohol and/or drugs - and work to model healthy behavior.

**VISIT WWW.INFORMEDFAMILIES.ORG/SHSP
TO TAKE THE SAFE HOMES SMART PARENTS PLEDGE.**



Share the SHSP campaign message on social media using #SHSP for a chance to win one of three \$100 Publix Gift Cards.



Safe Homes Smart Parents® ConnectEd Message Script

Hello parents, this is _____ calling from _____ school and I have a very important message to deliver. Over the next few days, we will be conducting an underage drinking and drug prevention campaign at our school called Safe Homes Smart Parents®.

Prom, graduation parties and summer vacation are all coming soon. We want to share ways that parents can help keep kids safe and healthy during this time. Elementary school is the best time to start laying the groundwork for safe, healthy and drug free coalitions.

Then, help protect kids from risky and potentially harmful behaviors by doing the following:

- 1 **Talk with your kids.** Ask them for the Safe Homes Smart Parents® pledge card and flyer they received at school. Read and sign the pledge card and discuss the dangers of drug and alcohol use with your kids. Set clear boundaries and discuss consequences.
- 2 Take the **Parent Report Card** challenge at www.informedfamilies.org/shsp. Find out how you score and get some tips.
- 3 **Take a stand.** Discuss this topic with other parents at your child's school, youth group, sports teams and clubs. If all parents stand united against underage drinking and drug abuse, we create a safer and healthier world for our kids to grow up in.

We also encourage you to enter the Safe Homes Smart Parents contest. Share the SHSP campaign message on social media using #SHSP for a chance to win one of three \$100 Publix Gift Cards.

Visit www.informedfamilies.org/shsp for more information and tips for keeping your kids safe during springtime celebrations.

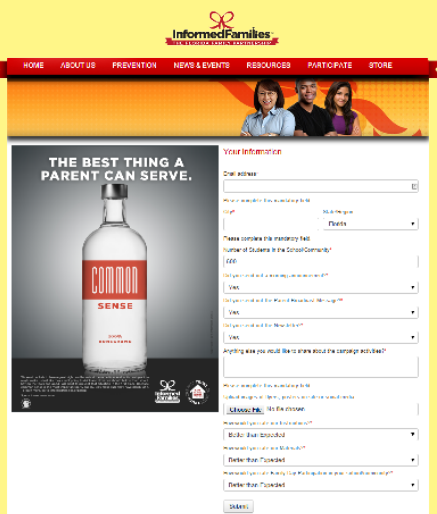
Thank you and have a wonderful evening.



Campaign Checklist

Use this checklist to make sure you complete all your Safe Homes Smart Parents (SHSP) activities.

- | | |
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| <input type="checkbox"/> Ordered SHSP materials | <input type="checkbox"/> Shared the Safe Homes Smart Parents video via email and at events with parents, teachers and staff and asked them to share it widely |
| <input type="checkbox"/> Scheduled the Campaign | |
| <input type="checkbox"/> Made the Campaign visible to the surrounding community. | <input type="checkbox"/> Distributed SHSP flyers and pledges |
| <input type="checkbox"/> Featured SHSP on the school website | <input type="checkbox"/> Engaged students in signing the SHSP poster |
| <input type="checkbox"/> Delivered Connect Ed / Parent Broadcast Message | <input type="checkbox"/> Promoted the SHSP Photo contest |
| <input type="checkbox"/> Ran Newsletter article about SHSP | <input type="checkbox"/> Returned signed Parent Pledges to Informed Families in the envelope provided |
| <input type="checkbox"/> Completed Campaign Review form (by April 30) | |



Campaign Survey

Good work deserves to be recognized! We want to honor your hard work and efforts to spread the Safe Homes Smart Parents message in your school and community. Our Campaign Survey is quick and easy to complete. Submit the survey by April 30.

Visit informedfamilies.org/campaigns/survey to complete your Campaign Survey.

Your next campaign is Family Day (September 23, 2019). Stay tuned for more details about this year's campaign.

Family Days