



# PARENTS USE YOUR POWER

Sept/Oct 2014

## RESOURCES

### FAQ's

## FACTS & STATS

# 80%

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

(Spring 2014 survey of 12,651 District 203 & 204 high school students)

## NEXT MONTH:

Building family strategies to keep teens safe



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# Helping parents and teens connect

The Power of Choice provides information and resources for you

The Power of Choice was initially created to help reduce the number of local youth who use alcohol, tobacco and other drugs. This has been accomplished by [using a social norms marketing campaign](#) which recognizes that most local teens are alcohol, tobacco and drug-free most of the time. [Data is compiled](#) through a survey that District 203 & 204 high school students have been taking every spring since 2003.

With the success of the campaign at the high school level (and additional funding from the Illinois Department of Human Services and the City of Naperville), we introduced a communication campaign last year at the [6-8th grade level](#) and started the *Parents Use Your Power* campaign. The parent campaign was a no-brainer in our minds as [research shows](#) that kids who learn about the risks of drugs and alcohol from their parents are up to 50% less likely to use than those who do not.

The *Parents Use Your Power* campaign was very successful in its first year, driving an abundance of traffic to the [www.powerofchoice.info](http://www.powerofchoice.info) website where parents learned about [available parent resources](#), [how to network with other parents](#), and [talking with your teen about drugs and alcohol](#), among [many other topics](#).

Topics for the upcoming school year include conversations with your teen, role models and building family strategies to keep teens safe. Be sure to check in every month for the current newsletter and updated information on the website.

### Parenting Power Tips:

- ◆ **Get to know parents of your teen's friends and communicate with them regularly.** This way you have a better idea of what is going on in your teen's world. Parent-to-parent communication is also a great way to make sure your teen is hanging out or staying over night where they say they are.
- ◆ **Establish the "3-W" Rule.** Your teen should always tell you *where* they are going, *who* they will be with and *when* they will return. This is not invasion of privacy but rather common courtesy. Besides, what's the harm if they are not doing anything wrong?
- ◆ **Respect privacy, but refuse to accept secretive behavior.** Your kids do have a right to talk with friends privately, to keep a diary, and to have uninterrupted time alone. But if your teen starts being evasive, get busy. Calmly, firmly, steadily insist that you have a right to know who their friends are and what they are doing together.
- ◆ **Act swiftly and certainly when something unacceptable happens.** If your teen is not following the rules at home, be consistently clear, kind, and definite in response to unacceptable behavior so they will see that you really won't tolerate it.

[Psych Central: Tips for Parents of Teens](#)

**PARENTS USE YOUR POWER**

Support in raising healthy drug-free teens

Resources • Newsletters • Parenting Tips

**ThePowerofChoice.info**

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 and Drug Treatment, Aurora Police Department and District 203 & 204 parents. Funded in part by IL Department of Human Services.

**Results from 2014 Drug Use and Perception Survey taken by 12,651 District 203 & 204 high school students:**

- ◆ 77% are alcohol-free
- ◆ 85% are marijuana-free
- ◆ 93% are tobacco-free
- ◆ 98% are heroin-free (30 day data)

**How can we be sure this data is accurate?**  
The Power of Choice website answers this question a few different ways in the [FAQ section](#).

Find out what we mean by the phrase:  
**Health is quiet.**

**You make a big difference!**  
**Comparing Stats: Then vs. Now**

**When I choose not to drink, it's because:**

I don't want to get in trouble with my parents.	2014: 80%	2003: 69%	▲11%
I don't want to disappoint my parents.	2014: 80%	2003: 67%	▲13%
I don't want to deal with the legal consequences if I get caught.	2014: 87%	2005: 72%	▲15%
I don't want to jeopardize my future plans.	2014: 87%	2005: 68%	▲19%

[See more data comparisons](#)

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