

Parents are the #1 influence in the lives of their children.

Believe it or not, kids still listen to their parents. In fact, kids usually listen to their parents more than anybody else, including their friends. Research has continually shown that kids rank their parents to have the most influence on their decision of whether or not to drink alcohol.

Through ongoing conversations, healthy role-modeling, monitoring, support and engagement, parents can reduce the likelihood that their child will drink alcohol underage.

Many of the factors that impact a child's likelihood of initiating underage drinking also impact their likelihood of developing depression, anxiety or other behavioral health issues. Even with the primary focus of underage drinking, the principles of Parents LEAD can support parents in preventing other behavioral health issues for their children as well.

35% of ND high school students report current alcohol use

Past 30-days: YRBS, 2013

The majority of ND high school students **68%** think binge drinking once or twice a week does NOT pose a great risk

YRBS, 2013

15% of ND high school students had their first drink of alcohol before age 13

YRBS, 2013



NDSU EXTENSION SERVICE



PARENTS LEAD.ORG



There is an effective solution to underage drinking.
You.



PARENTS LEAD.ORG

Recognizing the power of a parent to influence a child's life, ParentsLEAD.org provides tools, activities and resources to support parents in taking the lead to prevent underage drinking.

Parents LEAD encourages parents to:

- Initiate and/or continue conversations with their children, especially about underage drinking
- Role-model positive and healthy behaviors
- Monitor their children's whereabouts
- Provide ongoing support and engagement

Key features of ParentsLEAD.org

- Browse the age-specific resources, whether you have a toddler or a college-age child
- Sign up for monthly emails with content specific to your child's age
- Print off the conversation starters and put them in your car, wallet, or at the dinner table to support those important everyday conversations
- Follow the Parents LEAD Facebook and Twitter accounts to get parenting tips and updates

70% of youth report parents are the leading influence in their decision to not drink alcohol.

The Foundation for Advancing Alcohol Responsibility, February 2013



PARENTS LEAD

FOR PROFESSIONALS

Easy-to-access documents are available at any professional's fingertips through Parents LEAD for Professionals. Specifically designed for professionals who work with parents and families (social workers, educators, counselors, etc.), this component of the Parents LEAD program provides up-to-date resources to utilize daily.

Key features of Parents LEAD for Professionals

- Printable handouts and resources: www.parentslead.org/professional
 - Developmental assets
 - Stages of change
 - Risk and protective factors
 - Signs & symptoms of substance use
 - Classroom/group activities
- Sign-up to receive email alerts when a new handout or resource is posted to the website

To promote Parents LEAD in your community, access easy-to-use marketing materials at www.parentslead.org/marketing-tools.