



HOW CAN YOUR COMMUNITY WIN THE BATTLE AGAINST UNDERAGE DRINKING AND DRUG USE?

It's one of the biggest concerns for parents, school administrators and teachers, community leaders and concerned adults: how can we influence underage minors NOT use to alcohol or drugs. One community in Northern Colorado has made great strides, and your community can do the same, with a little help from Weld County Prevention Partners.

WHAT IS WELD COUNTY PREVENTION PARTNERS?

Weld County Prevention Partners is a coalition of concerned parents, community leaders, educators and teens. It provides resources and funding to collect confidential data from students in middle school and high school about social perceptions, drug and alcohol use and life choices.



WELD COUNTY
PREVENTion
partners
LET THEM KNOW YOUR LIMITS



THIS DATA CAN BE USED TO IDENTIFY AREAS OF CONCERN AND CREATE PROGRAMS TO HELP YOUTH MAKE HEALTHIER LIFE CHOICES.

WHAT MADE A DIFFERENCE IN WINDSOR, CO.

SCHOOL ADMINISTRATORS AND PARENTS ALLOWED STUDENTS TO PARTICIPATE IN THE CONFIDENTIAL HEALTHY KIDS COLORADO SURVEY, ADMINISTERED AT SCHOOL

This standardized survey included 140 questions about a wide variety of subjects that affect our children. These included identifying attitudes about alcohol and drug use, mental health, nutrition, school environments and more. The answers were used to understand challenges that are facing our children and where they need help—as well as letting us know what's good in their lives. In addition:

- A Social Norm campaign was developed by Windsor High School Students to challenge the negative perception about WHS students and underage drinking. Over the course of one year, the "DEFY" campaign helped lower the perception of underage alcohol consumption by students by 5%. (to find out more about this exciting, student-driven campaign and how your school can utilize it, please call (970)313-1159.
- Substance abuse prevention handbooks were distributed to parents of Windsor High School and Middle School Parents.
- A Parents Guide to Prevention was distributed to parents of middle school students in Windsor.
- Positive Behavioral Support was provided to Windsor high school and middle school students.
- Community leaders wrote informative guest editorials that appeared in all local newspapers.
- Funding was provided for prevention education in Windsor high school and middle school health classes.
- A student assistance program was introduced in Windsor high school and middle school.
- A program promoting Character Building was introduced in the middle and high schools.
- Alternative social activities were promoted and provided to middle and high school students.
- Information about the dangers of underage drinking and drug use was distributed at community parades and festivals.
- A website, forum and facebook site were developed with helpful information about underage drinking and drug use for parents and students.

WHAT WELD COUNTY PREVENTION PARTNERS CAN DO TO HELP YOUR COMMUNITY.

It all starts when parents and school administrators allow students to take the confidential Healthy Kids Colorado Survey. The survey lasts about 45 minutes and can be administered by and is paid for by Weld County Prevention Partners. This allows us to gather important data that can help us understand the challenges facing our children, including actual information about drugs and alcohol. We can then establish benchmarks, develop programs to educate students about the risks of underage alcohol and drug use and can measure the effectiveness of the campaign. In addition:

- Schools can plan and evaluate their own reports and give feedback to parents and funders.
- Funds become available to support programs at your high school and middle school that educate youth about the dangers of underage alcohol and drug use.
- Funds become available to support programs to educate parents about underage alcohol and drug use, as well as providing helpful information about providing "safe" homes and communities.
- WCPP can provide support for concerned adults to establish programs, provide alcohol-free activities for youth and more.

BE A PART OF THE SOLUTION

We need parents, community leaders, students and concerned adults to get involved. You can serve on a committee, participate in community brainstorming sessions, attend a focus group, help plan a special event or provide support in many other ways. To find out more, call (970) 313-1159 or email nomie.ketterling@northrange.org.

IMPORTANT DATES TO REMEMBER

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