



# COMMUNITY ENGAGEMENT STRATEGIES

## Reaching **PARENTS** where they **LIVE, WORK & SHOP**

To maximize the impact of the *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* message, examine your community to determine the most effective ways to get the message disseminated.

The suggestions below, organized by sector, are examples of successful engagement strategies employed by communities throughout the United States.

The red and italicized items are resources from the *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* Member Center or supplemental materials designed to enhance implementation of the program.

### Schools

- Place program information in a school ***Newsletter Article*** from the principal or superintendent
- When sending prom and/or graduation information to parents, include a ***Fact Card***
- In conjunction with law enforcement, mail a letter to parents co-signed by the principal and a law enforcement official, such as Sheriff or Chief of Police
- Distribute ***Parents: Know the Facts*** to parents and other adults during school functions
- Attach the program ***Fact Card*** to graduation tickets
- Distribute and collect the ***Parent Pledge Card*** and display in areas highly visible to parents, such as the school entrance
- Place a 'thermometer' in a public space showing the number of parents who have signed the ***Parent Pledge Card***
- Place ***Parent Party Tips*** in school event programs such as choir, band or play performances
- Stamp the the back of all envelopes to parents with the ***Two Color Self-Inking Stamp***
- Place information, such as the ***Parent Party Tips*** and ***Ohio Liquor Control Law*** on school websites
- Send ***Text Tips*** for parents to pass on to their students during key times, such as homecoming and graduation night
- Incorporate the ***Underage Drinking Facts*** and ***Message from the Honorary Chair*** into pre-season parent/athlete sports meetings
- Collaborate with PTO/PTA to conduct a ***Parent Survey on Underage Alcohol Use***
- Ask teachers (Health, English, Social Studies, etc.) to implement the ***Parent/Student Engagement Assignment***

### Parents

- Distribute ready-to-use parent handouts, such as ***Parents: Know the Facts*** and ***Parent Party Tips***
- Hold 'Parent Chats' where parents can meet at another parent's home to discuss underage drinking
- Involve parents to assist with the ***Parent Pledge Card***
- Recruit volunteers to place ***Yard Signs*** throughout the community
- Send ***Text Tips*** to students on prom and graduation nights reminding them to be safe

## Law Enforcement

- Print law enforcement telephone number on materials, such as *Parent Party Tips* to report parties
- Send a joint letter with high school administration to students attending school events, such as prom
- Place *Window Clings* on all cruisers
- Inform the public that there will be an increase in monitoring for teen house parties
- Increase monitoring of teen house parties during prom and graduation weekends
- Post logo and law enforcement telephone number on billboards or bus stop shelters
- Share *Law Enforcement Resources* with law enforcement personnel

## Business

- Place *Table Tents* at front desks or in hotel rooms
- Display *Posters* for employees and customers
- Add *Parents: Know the Facts/Parent Party Tips* with employee paychecks
- Insert *Fact Cards* in grocery bags
- Place *Window Clings* on beer coolers at grocery and convenience stores
- Put *Stickers* on delivery boxes of pizza shops, florists, bakers, drycleaners, etc.
- Set *Table Tents* on restaurant tables or print logo for placemats
- For fast-food restaurants:
  - Put *Stickers* on all to-go bags,
  - Place *Fact Cards* on trays for guests dining in and
  - Have staff wear *Buttons*

## Media

- At key times throughout the year, send a press release to media outlets and use *Underage Drinking is Unsafe, Unhealthy & Unacceptable* and *Parents Help Your Teens Enjoy Prom & Grad*
- Place an advertisement with information from the *Underage Drinking Facts* in media areas such as the newspaper, radio and TV
- Host a TV/Radio talk show to discuss the importance of the program using the *Key Program Messages* and *Media Tips*
- Write an *Op Editorial* about the importance of program
- Encourage TV stations to show the *Big Mistake* PSA
- Run the *Public Service Announcements* on radio
- Place a preview slide with program information and *Program Logo - Color* before movies at theaters
- Post information, such as *Parent Party Tips* and *Parents: Know the Facts* on websites and social media sites

## Youth

- Involve youth in the program through student written and narrated radio *Public Service Announcements*
- Encourage students to collaborate with English, Civics, or Health teachers to implement the *Parent/Student Engagement Assignment*
- Empower students to post the message of ‘don’t be a party to teenage drinking’ on *Social Media* outlets

## Government

- Have an elected official sign a community *Proclamation* about the program
- Work to strengthen state or local social host laws (*Ohio Social Host Toolkit*)
- Place the *Wallpaper for Computer Monitor* on all Library computers
- Include the *Fact Card* when materials are borrowed from the library
- Incorporate prosecutors in a town hall meeting
- Have elected officials speak to teens and parents about making healthy choices (the focus should be positive and should not include scare tactics)

## Medical

- Have the *Public Service Announcement* playing on waiting room T.V.s
- Post program materials, such as the *Table Tents* at the receptionist's counter
- Have the program *Fact Cards* on waiting room tables
- Hang the *Poster* in exam rooms

## Social Services

- Display materials, such as *Fact Cards* and *Posters* at health fairs and information nights
- Place information and links on agency websites
- Discuss healthy choices during trainings
- Help project organizers distribute or place *Yard Signs*
- Present program information at membership meetings

## Other

- Present the *PowerPoint: Community Presentation* at places where parents will attend
- Distribute materials, such as *Fact Cards* and *Window Clings* at all community festivals
- Display *Banner* at community parades
- Ask for senior citizens to help distribute or place *Yard Signs* and other materials
- Work with faith-based groups to insert program information, such as *Legal, Health & Safety Issues* into church bulletins