



The National Center on
Addiction and Substance Abuse

Family Day

Be Involved. Stay Involved.®



Family Day Community Group Kit:

Ideas, tips, and tools for your *Family Day* event!





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Introduction

Hosting a *Family Day* Event

There are many ways your community can get involved in *CASA Family Day*. A *Family Day* event can be as simple as a potluck dinner, barbeque or any other family friendly activity on or leading up to *Family Day*. We encourage you to do whatever works for your community as long as families are being brought together to connect and spend time with each other. The event can also be the perfect time to bring the community together to talk about adolescent substance use and how your community can deal with any issues you may be facing.





Event Discussion Guide

For Discussion:

This is a comprehensive list of questions you may want to discuss at your *Family Day* event. Feel free to pick the questions your group finds most interesting or relevant, and remember you can always continue the discussion among yourselves!

1. How do you give your child a clear message that nicotine, alcohol, marijuana, and abusable prescription drugs are dangerous and prohibited?
 - a. How often do you talk to your child about nicotine, alcohol, and other drugs?
 - b. Do you talk to your child about the consequences of using nicotine, alcohol, and other drugs?
2. Do you educate your child about the dangers of teen drinking, binge drinking, and drinking and driving?
 - a. Why do you think alcohol has become the most popular teen drug?
 - b. Do you let your child know that you are available to drive them home if they need a ride?
3. Do you see and talk to your child upon returning from a night out? If you sense something suspicious do you try smelling your child's breath when hugging them?
 - a. Do you check in with your child after they attend a party? What questions do you ask them?
 - b. Do you have a curfew for your child? What happens if they come home after curfew?
4. How do you dispel the myth that marijuana use is harmless?
 - a. Do you and your child discuss topics in the news about marijuana?
 - b. Do you explain to your teen how marijuana can affect their behavior?



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Event Discussion Guide (Continued)

5. How do you go about discussing the dangers of abusing prescription drugs, including overdose and addiction, with your child?
 - a. What would you do if your child told you that a friend of theirs is taking prescription drugs that are not prescribed to them?
 - b. Do you discuss stories about individuals who have overdosed or suffered from addiction with your child?

6. Do you keep track of prescription drugs in your home? How do you prevent prescription drugs in your home from falling into the hands of your child?
 - a. Do you lock your medicine cabinet at home? Why do you think this is important?
 - b. Do you participate when take-back programs are in your area to dispose of unwanted medicines?

7. Do you monitor your child's use of the Internet?
 - a. What rules do you have in your home when it comes to the Internet?
 - b. Do you educate yourself when it comes to different apps and new social sites?

8. How do you alert your teen to the dangers of steroid use?
 - a. If your child plays sports, how often do you check in with them to see if they're feeling pressured to try drugs to enhance their performance?
 - b. Do you talk to your child's coaches/mentors/teachers on a regular basis?

From [How to Raise a Drug-Free Kid: The Straight Dope for Parents](#)



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***Family Day* Event Ideas**

- Organize a block party in your community/on your street. Make sure there are plenty of activities kids can do with their parents.
- Host a potluck at your local church. Ask parents to get their kids involved when it comes to preparing the food.
- Find out if you can have a community picnic at your local park. Play games that require families to work together as a team.
- If you belong to a pool club ask other members if they'd be interested in celebrating *Family Day* with a pool party.
- Organize a community garage sale in your neighborhood. Encourage kids and parents to go through their old things together and help each other set up and come with prices for their items.
- See if your local movie theater will host a family night for your community.
- Contact a minor league baseball team in your area and see if they would be interested in celebrating with a *Family Day* game.
- Talk to local restaurant owners to see if they would be interested in being your venue for a lunch or dinner for your community group on or around *Family Day*. They may offer a discount or coupon to families.
- Organize a community baseball, soccer, or football game. Find a local field where you can bring the families in your community together for some friendly competition and physical activity.
- If your community has a local theater group, find out what family friendly shows they'll be doing around *Family Day*. They might be interested in putting on a special performance just for your community group.



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Family Day Social Media Messages

Suggested Tweets

Celebrate #CASAFamilyDay today by joining parents all across the country in taking the STAR Pledge: <http://casafamilyday.org/familyday/get-active/>

Happy #CASAFamilyDay! Learn more at: www.CASAFamilyDay.org

Suggested Facebook Posts

Image #1: Communication - talking, listening, guiding - is the core of parental engagement. #CASAFamilyDay

Text: Parents, YOU make the difference! Today is #CASAFamilyDay – Be Involved. Stay Involved. #FamilyDay is a national initiative created by The National Center on Addiction and Substance Abuse to promote simple acts of parental engagement as key ways to help prevent risky substance use in children and teens. To learn more visit: www.CASAFamilyDay.org

Image #2: The first step in building good communication is to start early #CASAFamilyDay

Text: Celebrate #CASAFamilyDay – Be Involved. Stay Involved. today by joining parents all across the country in taking the STAR Pledge: <http://casafamilyday.org/familyday/get-active/>

Image #1



Image #2



Please contact FamilyDay@centeronaddiction.org for jpegs of the images above.



Family Day Sample Language

Option 1

Celebrate *CASA Family Day*, Monday, September 26th.
Be Involved. Stay Involved.
Learn more at www.CASAFamilyDay.org

Option 2

CASA Family Day - Be Involved. Stay Involved.®

Whether driving the kids to soccer practice, enjoying family dinner, or tucking little ones into bed, it's important to remember that those every day activities have a lasting effect on your children. Each of these moments offers an opportunity to connect, share and really listen to what's on their mind.

As children age, it is vital to keep those lines of communication open, especially as they start feeling increased pressure to start engaging in risky behavior including smoking, drinking or using drugs. Adolescence is the critical period for the initiation of risky substance use and its consequences. Nine out of 10 Americans who meet the medical criteria for addiction started smoking, drinking, or using other drugs before age 18. Addiction is a disease that in most cases begins in adolescence so preventing or delaying teens from using alcohol, tobacco or other drugs for as long as possible is crucial to their health and safety.

Family Day – Be Involved. Stay Involved.® is The National Center on Addiction and Substance Abuse's national initiative to promote simple acts of parental engagement as key ways to help prevent risky substance use in children and teens. *Family Day* will be celebrated across the country on September 26, 2016. To learn more about *Family Day* and to join parents all across America in taking the *Family Day* STAR Pledge, log on to www.CASAFamilyDay.org.

Option 3

Be a *Family Day* STAR!

Celebrate *CASA Family Day – Be Involved. Stay Involved.®* on Monday, September 26th by joining parents all across the country in logging onto www.CASAFamilyDay.org to take the *Family Day* STAR Pledge to commit to:

- Spend time with your kids
- Talk to them about their friends, interests and the dangers of nicotine, alcohol, and other drugs.
- Answer their questions and listen to what they say
- Recognize that YOU have the power to keep your kids substance-free!



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Family Day Sample Press Release

Contact: [INSERT CONTACT PERSON]

FOR IMMEDIATE RELEASE

September XX, 2016

**[INSERT ORGANIZATION'S NAME] JOINS THE NATIONAL CENTER ON
ADDICTION AND SUBSTANCE ABUSE IN CELEBRATING
FAMILY DAY—BE INVOLVED. STAY INVOLVED.®
TO HELP KEEP CHILDREN AND TEENS SUBSTANCE FREE**

[INSERT DATELINE] – [INSERT ORGANIZATION'S NAME] is joining forces with The National Center on Addiction and Substance Abuse to celebrate *Family Day – Be Involved. Stay Involved®* on September 26, 2016.

CASA *Family Day* is a national initiative to promote simple acts of parental engagement as key ways to help prevent risky substance use in children and teens. Research shows that children with hands-on parents are far less likely to smoke, drink or use other drugs.

“[INSERT QUOTE FROM MEMBER OF THE ORGANIZATION ABOUT THE IMPORTANCE OF PARENTAL ENGAGEMENT AND ENCOURAGING PARENTS TO TAKE THE FAMILY DAY STAR PLEDGE AT www.CASAFamilyDay.org]”

“Every child deserves to grow up healthy and happy with an adolescence that is free from addiction. Parents, one of the best ways you can help keep your kids substance free is to be engaged in their lives – that includes being there for them at dinner,” says Jeffrey B. Lane, The National Center on Addiction and Substance Abuse’s Chairman. “The conversations that take place during family dinners give you a window into what your kids are going through and helps you keep the lines of communication open with them.”

[INSERT INFORMATION ABOUT YOUR FAMILY DAY ACTIVITIES]

Remember, parental engagement matters!

(Continued on Page 7)



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Adolescence is the critical period for the initiation of risky substance use and its consequences.

- Nine out of 10 Americans who meet the medical criteria for addiction started smoking, drinking, or using other drugs before age 18.
- Addiction is a disease that in most cases begins in adolescence so preventing or delaying teens from using nicotine, alcohol, or other drugs for as long as possible is crucial to their health and safety.
- Preventing or delaying teens from using alcohol, nicotine or other drugs for as long as possible is crucial to their health and safety.

[INSERT ORGANIZATION'S NAME] is committed to strengthening families and believes that celebrating *Family Day* is an important first step in helping to keeping America's children and teens free of addiction.

For additional information about *Family Day*, visit www.CASAFamilyDay.org



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Get Involved as a Community Group

Below are just some of the ways you can celebrate *Family Day*:

- Follow us on [Facebook](#) and [Twitter](#), and join the conversation!
- Promote *Family Day* through your social media channels. See our sample posts on page 4.
- Encourage parents to pledge to be a *Family Day* [STAR](#). You can use our *Family Day* STAR pledge form to collect STAR pledges at your events. [Click here](#) to download your form today.
- Print items from our *Family Day* Activity Kit and use them at your event. Encourage parents and kids to do the activities together.
- Write about *Family Day* in your newsletter or website. For a sample blurb, click [here](#).
- Download *Family Day* brochures for your community group by clicking [here](#).
- If you are a faith-based organization, you could write about *Family Day* in your publications or in a sermon. To read sample language for your bulletin, [click here](#).
- Create a *Family Day* Contest. Here are some activity ideas:
 - Drawing contests – Who can make the best dinner placemat or creative *Family Day* posters.
 - Photo contest – Submit photos of your family activities and shots of fun indoor or outdoor family activities.
 - Essay contest themes – “My favorite family memory or tradition is...,” “How I celebrated *Family Day*” or “Why family dinners are important to me.”
 - Recipe contest – Collect homemade recipes and have a friendly bake-off or taste testing contest. Entries can be used to create your group’s *Family Day* cookbook. Host a *Family Day* event such as a potluck dinner, a field day or other family friendly activity on or leading up to *Family Day*.



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- Host a *Family Day* event such as a potluck dinner, barbeque or other family friendly activity on or leading up to *Family Day*.
- Ask local businesses to partner with you to offer *Family Day* discounts or to offer gift certificates or prizes for your contests.
- Link to www.CASAFamilyDay.org from your site.
- Review the [Family Day Participant Guidelines](#) to help make your celebration a success.
- Provide a guest blog for *Family Day*.
- Purchase copies of the new and revised version of [How to Raise a Drug-Free Kid: The Straight Dope for Parents](#) by Joseph A. Califano, Jr., Founder and Chairman Emeritus of The National Center on Addiction and Substance Abuse to distribute to guests at your event. See page 10 for our order form.
- Email photos of your *Family Day* event to familyday@centeronaddiction.org so we can show parents across the country how you celebrated!



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Talking Points on Substance Use for Parents

Here are some facts to keep in mind when talking to your kids about drugs:

- Addiction is a complex brain disease with roots in adolescent use. Talk to your child about how nicotine, alcohol and other drugs can impair brain function.
- Teens are exposed to an excessive amount of promotion for alcoholic products like beer, wine, vodka, and sweetened or flavored alcoholic drinks daily. Talk with your child about what they see on TV, hear on the radio or read in magazines. Provide your child with the right messages to replace the wrong ones.
- Peer pressure may play a role in a child's decision to use nicotine, alcohol and other drugs. Talk to your child about the importance of being their own person and making their own decisions.
- Tell your child the truth—that drugs, including nicotine and alcohol, may make them feel good for a while, but that feeling is brief and no one can know the true potency or lifetime effects of these substances.
- Try to impress on your child the long-term consequences nicotine, alcohol, and other drugs may have on something they enjoy doing, such as sports, math or writing.
- Easy availability promotes use. Ask your child if they've seen peers using drugs at school or if they were offered nicotine, alcohol, and other drugs at a party with friends. Talk about what they should do in those situations.
- Explain the rules in your home to your child. Also talk about what consequences will be enforced if they don't follow those rules.



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Talking Points on Substance Use for Parents (Continued)

- Talk to your child about positive adult role models. Identify members in your community for your child that they can talk to if they have a question about substance use.
- When you talk to your child about not smoking, drinking, or using other drugs, tell them if a family member has suffered from addiction. Let your child know that positive lifestyle choices will help them avoid drugs use.
- If your child is approaching the age when they will learn how to drive talk about the dangers of drinking and driving. Let me them know that this behavior puts them and others at risk.

Adapted from "*Just Say Know: Talking With Your Kids About Drugs And Alcohol*" - Cynthia Kuhn, [How to Raise a Drug-Free Kid: The Straight Dope for Parents](#), and The National Center on Addiction and Substance Abuse's report: [Adolescent Substance Use: America's #1 Public Health Problem](#)