

KNOW THE POWER OF PARENTS.

Know the Power of Parents is a multi-pronged initiative aimed at empowering parents to exert effective influence over their children in a way that will positively impact teen substance use choices. Parents are the single most influential factor in whether or not teens use drugs or drink alcohol. These five key messages for parents are research-based and provide simple guidelines for preventing your child from engaging in risky substance use:

- 1. Honor and Model Healthy Choices:** Students who have seen their parents drunk are **5 times** more likely to drink themselves – model healthy behavior, and don't invite youth to adult parties.
- 2. Share Accurate Information:** Most students don't use alcohol or drugs, but the misperception that the majority of students use can influence your child to begin using. **7** out of **10** MHS students don't drink and **8** out of **10** don't use marijuana. Both alcohol and marijuana can affect teen development and learning, preventing full cognitive and emotional development at a critical time. Get the best information you can, including the latest brain development research findings, and share it with your child.
- 3. Set and enforce clear limits and curfews:** According to the results of the 2016 Minnesota Student Survey, Minnetonka students who believe their parents would find it "very wrong" for them to drink were **3 times less likely** to binge drink than those who believed their parents would find it "a little bit" or "not at all" wrong. Minnetonka students who report that their parents strongly disapprove of marijuana use are **6 times less likely** to use than those who believe their parents would simply "disapprove" or don't care.
- 4. Secure liquor, tobacco, commonly abused over-the-counter and prescription medications:** If kids can't get it, they can't use it.
- 5. Recognize and address early behavioral and/or learning issues:** Children and teens with untreated, undiagnosed ADHD, learning or mental health issues, are at higher risk for underage substance use. While these issues can be challenging, there are ways to help your child through parenting, at school, and clinically. The earlier intervention occurs, the more effective it can be.