

find out more: varsanetwork.org/bestsummer



Make sure all our teens summer safely

VISIT THE VARSA WEBSITE FOR *summer safely* TIPS

You can trust your teen
*and still expect to know where they are,
who they're with, & what their plans are.*

It's healthy parenting, and most of us want to know!*

*Data from 2014 Community Attitudes Survey indicates 70% of parents set clear boundaries with their teens.

We would like to thank Washington State Department of Social & Health Services, Division of Behavioral Health and Recovery, and the King County Mental Health, Chemical Abuse and Dependency Services Division. The Community Prevention and Wellness Initiative grant brings support and funding to specifically address our youth substance use issues.



Pushing families to the website for more information

Specially created campaign graphic

Positive Social Norms: Focus on Health Youth

Pushing families to the website for more information

“Most of Us”: Using the data to support the claim
Citing where statistics came from

Clearly building community partnerships

Make sure all our teens summer safely

Summer is a time to let go of the stresses and structure of school, and celebrate the completion of another year. Some students are preparing for big changes; going to college, looking for a job, moving into high school or middle school. Others are simply glad the academic year is over and they can cut loose and have some fun. It's also a time for informal get-togethers, parties, and other gatherings - and it becomes harder to keep track of what is going on. Visit the VARSA website and find resources, FAQs, easy tips, and talking points on how to keep you, your friends, and your family safe - **after all, every summer should be the Best Summer Ever!**

Congratulations, Graduating Class of 2015

VISIT THE VARSA WEBSITE FOR *summer safely* TIPS: VARSANETWORK.ORG/BESTSUMMER

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Ads in Local and High School newspapers

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On screen advertising in the local Movie Theater

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VARSA
ENGAGE. EDUCATE. EMPOWER.

King County
Alcohol and Other Drug
Prevention Program

WASHINGTON STATE
Department of Social
& Health Services
Transforming lives

VASHON ISLAND
SCHOOL DISTRICT

The DOVE Project

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Just say know
*know where they are, what your
teens are doing, & who they are with.*

It's healthy parenting, and most of us want to know!*

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Posters and flyers all around the Island

The image shows a screenshot of the VARSA website homepage. The browser address bar displays 'www.varsanetwork.org'. The website header includes the VARSA logo with the tagline 'ENGAGE. EDUCATE. EMPOWER.' and a navigation menu with links for 'ABOUT US', 'GET INVOLVED', 'BLOG', 'GET HELP', 'RESOURCES', 'TRAINING', 'EVENTS', and 'GET IN TOUCH'. A search icon is also present. Below the navigation is a dark bar with contact information: '(206) 567-2647' and 'info@varsanetwork.com', along with social media icons for Facebook, Twitter, Google+, Instagram, Tumblr, and YouTube. The main content area features a large banner with a sunset background and silhouettes of people. The banner text reads 'the best SUMMER ever' in a stylized font, followed by 'Make sure all our teens summer safely' and a 'Find out More' button. Below the banner is a dark grey box with the text: 'Working to reduce and prevent underage drug and alcohol use by engaging, educating and empowering all sectors of our community.'

Easy access to online resources for a spectrum of prevention issues. Aimed at parents and teens.



Family Expectations About Drugs & Alcohol

1. Talk to your child ahead of time about family expectations around drugs and alcohol
2. Make a plan
3. Consequences for breaking the family's rules
4. Talk to other parents
5. Practice refusal skills
6. Create opportunities to have fun without drugs and alcohol

1. Talk to your teen ahead of time about your family's expectations around drugs and alcohol

Despite appearances, teenagers say that parents are the most important influence when it comes to drugs and alcohol. That's why it's important to talk — and listen — to your teen. A lot.

- Use **blocks of time** such as after dinner, before bedtime, before school or on the drive to or from school and extracurricular activities to talk about drugs and why they're harmful.
- Take advantage of everyday **"teachable moments."** Teachable moments refer to using every day events in your life to point out things you'd like your child to know about.
- **Point out alcohol, tobacco, and drug-related situations** going on in your own neighborhood. If you and your child are at the park and see a group of kids drinking or smoking, use the moment to talk about the negative effects of alcohol and tobacco.
- Use **newspaper headlines or TV news stories as a conversation starter.** The daily news is filled with stories that detail the consequences of alcohol and drug abuse. Talk to your child about the mother who used drugs and was arrested. Who will take care of her baby now? Did she make a good decision when she used drugs?
- **Watch TV with your kids, and ask them what they think.** Do the shows and advertising make drug use look acceptable and routine? Or do they show its downside? How did that program make your child feel about drugs? Write a letter with your child to companies or TV networks about the messages they put out about drugs. Also remember that anti-drug advertising — such as that from the Partnership for Drug-Free Kids is a great kickoff to discussion.
- When discussing outside events — something on TV or in pop culture — **ask open-ended questions**, suggests Dr. Drew, physician, board certified internist and addiction medicine specialist. "What do you think about that?" is a great way to start. It takes the heat off them — and then you have an opportunity to share with them your values, your ideas and educate."
- **Share stories of people in recovery** and stories of those lost to drugs and alcohol. Ask your teen their thoughts and feelings after reading the stories.
- View the Partnership for Drug-Free Kids's Drug Guide (<http://www.drugfree.org/drug-guide>) to learn more about the top drugs in your teen's world. Then ask your teen about these drugs — has he heard of them? What does she know about them? Does anyone in her school use these drugs? Any of her friends? Has she ever been offered a drink or weed?

Make sure all our teens summer safely



Simple, downloadable PDF online resources for a spectrum of prevention issues. Aimed at parents and teens.



200 Yard signs all around the Island



GOT AN OPINION? **SHARE IT**

Do you believe substance abuse and mental health issues negatively affect our community?

How much do you think our teens are affected by drug and alcohol use?

What do you think should happen to an adult who provides alcohol or marijuana to a youth?

TAKE THE SURVEY



We would like to thank Washington State Department of Social & Health Services' Division of Behavioral Health and Recovery, and the King County Mental Health, Chemical Abuse and Dependency Services Division's Alcohol and Other Drug Program. The Community Prevention and Wellness Initiative grant brings support and funding to specifically address our youth substance use issues.

WHAT DO **YOU** THINK?

Every two years Vashon Islanders are asked to participate in the **COMMUNITY ATTITUDES SURVEY**

It is completely anonymous. The information gathered will be used to help VARSA's strategic planning process.

TAKE THE SURVEY
ENGLISH OR EN ESPAÑOL
www.varsanetwork.org

For more information visit o
www.varsanetwo



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In English or En Español:
www.varsanetwork.org/survey



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Upcoming branding for Community Survey