



MADD's Parent Initiative: Power of Parents, It's Your Influence®



Executive Summary

Did You Know?

- 👉 1 in 3 8th graders drinks alcohol.
- 👉 1 in 5 teens binge drink.
- 👉 Only 1 in 100 parents believe his or her child binge drinks.
- 👉 Teen alcohol use kills about 6,000 people each year, more than all illegal drugs combined.

About MADD

Founded by a mother who lost her daughter in a crash, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to protect families from drunk driving and underage drinking. With the help of those who want a safer future, MADD's Campaign to Eliminate Drunk Driving® will end this danger on American roads. And, Power of Parents, It's Your Influence® offers research-proven strategies to help parents keep their children safe from the dangers of underage drinking. One of the largest victim services organizations in the U.S., MADD also supports drunk driving victims and survivors - serving one person every 10 minutes - at no charge. To learn more about MADD, please visit madd.org or call 1-800-GET-MADD. If you are a victim/survivor, call 1-877-MADD-HELP.

Parent Initiative

In response to scientific evidence that parental influence can reduce underage drinking, MADD began a parent initiative: Power of Parents, It's Your Influence®. The parent initiative includes two components:

1. An interactive Parent Website (thepowerofparents.org): the site was launched in 2008 and contains information on underage drinking prevention that is based on peer-reviewed research. Parents can find tips to help keep their teens and community safe and have the opportunity to submit questions to research experts in the alcohol prevention field.
2. Community-Based Program (Parent Handbook): MADD has partnered with Dr. Turrisi and adapted his handbook model to reach parents of high school students. The parent handbook will be available free to communities through the website and through 30-minute Parent Workshops facilitated by trained MADD staff and volunteers.

Why parents?

Research shows that parents are the leading influence on kids' decisions about drinking alcohol.

As a marketing arm to Power of Parents, It's Your Influence®, MADD has designated April 21st as a national day to encourage parents to be intentional about communicating with their kids about alcohol and underage drinking. The month of April is a key time of the year—before prom, graduation, and summer break—when these conversations are very needed and when parents request help from organizations, such as MADD, to provide them with credible resources to engage teens in a potentially life-saving conversation. Annually, April 21st (21 emphasizes the minimum drinking age laws), will be a day where schools and community partners can come together to equip parents with the tools they need to have the crucial conversation about alcohol with their kids. More details about this national day coming soon.

Goals

The goals of MADD's parent initiative are to influence parenting behavior to prevent underage drinking, build capacity by reaching more adults, and maintain the 21 minimum drinking age law in all 50 states. Future additions include programs for parents of Elementary, Middle, and College students as well as school-based awareness efforts that support the parent program. Through community partners and field offices, this community-based program and website provide ongoing opportunity to fulfill MADD's mission to stop drunk driving, support victims of this violent crime, and prevent underage drinking.

Research-Based

A GfK Roper Youth Report showed that 74% of kids (8-17) said their parents are the leading influence on their decisions about drinking. Doing interventions as a family can reduce underage drinking and drunkenness by 30-60%. And when parents and kids are better connected, kids are less likely to drink or use other drugs. *Parental influence is the most important factor in helping keep teens safe.*

Dr. Robert Turrisi, Pennsylvania State University, developed and evaluated a handbook for parents of college students that successfully reduced underage drinking and the behaviors associated with it among college freshman. MADD has partnered with Dr. Turrisi and adapted his handbook model to reach parents of high school students. Once the program has been piloted, a full evaluation of the program's effectiveness will provide a best practices of conditions for program implementation.

Mom-Approved

The Parent Handbook was reviewed by parent focus groups and is supported by National PTA.

Partner with Us

Community support and partnership is vital to reaching as many parents as possible in order to collectively prevent underage drinking in our community. Consider the ways in which your time, resources, and ideas will double our efforts in this fight to save lives. Methods for partnering with MADD in the Power of Parent's, It's Your Influence® parent initiative include but are not limited to:

1. Provide the facilities for a 30-minute parent workshop with adequate seating for 20-30 adults
2. Promote and advertise a parent workshop(s) to your community or customer base
3. Provide refreshments, door prizes, or a donation for a workshop and the parent program

Local Sponsorship/Partnership Benefits

Important reasons for you to partner with MADD:

1. MADD has 99% name recognition with the American public, 89% favorable, and 62% very favorable. (Public Opinion Strategies, 2006)
2. MADD has been called one of the three most credible organizations in the United States. (The Chronicle of Philanthropy, 1994)
3. MADD was deemed one of the 100 best charities. (Worth magazine, 2002)

Sponsors/Partners will receive:

- Logo/Name recognition on local MADD website
- Recognition in local MADD newsletters
- Recognition in media releases
- Recognition in printed materials
- Free company advertisement at MADD events, such as Walks
- Free Parent Workshops hosted at your location for your employees