

Parent Up

Common Theme Campaign Update- 01/08/10

Just a reminder that the *Parent Up*, Common Theme Campaign will be launched with a direct mailing to parents of middle school students the first week of March. You will be getting a toolkit and media kit from SP!KE for the Middle School Campaign at the beginning of February. The toolkit will include suggestions of ways to use existing events to spread the work, ideas for collaboration with other organizations as well as other useful tools for reaching parents of middle school students. You will also be getting a toolkit and media kit from SP!KE for the High School Campaign at the end of February.

At the last SPF-SIG meeting (Nov 20th), I presented the tasks that we were recommending you participate in as part of the Common Theme Campaign. I want to clarify the tasks that you are **required** to do and the tasks that are optional. Please remember that your participation in the CTC is part of your grant requirements [see bottom of page 3 of 18 (#2) of your grant].

Middle School Campaign

Required Tasks:

1. Meet with key community leaders such as principals, coaches, parent organization leaders and business people to discuss the upcoming campaigns (also talk about the high school campaign at the same time), share materials with them and engage them in planning ways to get the messages out into the community.
2. Host or participate in a minimum of 2 events where the coalitions are likely have access to the parents of students (primarily middle school) to raise awareness around the messages, hand out materials and encourage parents to visit the website or call 211. Events might include parent/teacher conference night, school athletic events, PTA meetings, community gatherings, Rotary meetings, etc. A toolkit containing lots of ideas will be provided the beginning of February.
3. Work with local media to get coverage for the campaign. A kick-off press release, a press release template, a campaign information sheet and recommendations on how to work with the media will be provided in the toolkit.

Recommended and Optional:

1. Partner with your local schools to invite parents to participate in an electronic survey. More details to come.
2. Partner with your local middle school(s) to mail postcards (We will provide postage-paid postcards or reimburse for postage) to all parents. **Please contact me by 01/29/10 with the number of postcards you will need.**
3. Host or encourage the hosting of neighborhood discussions about underage drinking among parents of middle schoolers. Suggestions for organizing these discussions as well as a discussion guide will be provided in the toolkit.

High School Campaign

Required Tasks:

1. Meet with key community leaders such as principals, coaches, parent organization leaders and business people, etc. to discuss the upcoming campaigns (at the same meeting where you discuss the middle school campaign), share materials with them and engage them in planning ways to get the messages out into the community.
2. Host or participate in a minimum of 2 existing events to raise awareness around the messages, hand out materials and encourage parents to visit the website or call 211. Events might include parent/teacher conference night, school athletic events, PTA meetings, community gatherings, Rotary meetings, etc. – events where the coalitions are likely have access to the parents of students (primarily high school). A toolkit containing lots of ideas and a PowerPoint presentation about underage drinking will be provided in February.
3. Attempt to get articles about underage drinking published in school newsletters, church bulletins and local papers, etc.
4. Work with local media to get coverage for the campaign. A kick-off press release, a press release template, a campaign information sheet and recommendations on how to work with the media will be provided.

Recommended and Optional Tasks

1. Partner with your local high school(s) to mail postcards (we will provide postage-paid postcards or reimburse for postage) to all parents.
2. Consider customizing one of the Parent Pledge templates. Use a variety of methods to outreach to parents – send it home from school, put it on school websites, have volunteer parents recruit other parents to sign it, get the local paper to cover it and approach parents at community events. Consider publishing a list of signers.
3. Use radio templates with local media at your discretion.

Stay tuned for more information!

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