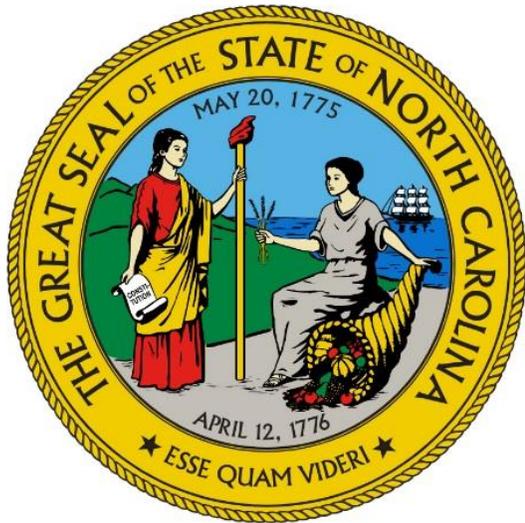


NC Department of Health and Human Services

Alcohol Awareness Month

Ways to Support and Assist with Prevention



April 20, 2023

Know Hope North Carolina

There is always hope.
Don't let it ever wash away!

H O P E

Just For Today Know Hope

Stephen Curtis Hoyle 12/29/87 – 01/26/12

Michael Neil Hoyle 09/16/91 – 2/14/16



“Remembering those we have lost, supporting those in recovery and bringing HOPE to those still struggling”

“We help people overcome substance use and mental health disorders. We seek to eliminate stigma. We embrace all pathways to recovery and healing with dignity and respect for everyone. We Connect. We Educate. We Advocate.



**Know Hope
North
Carolina**

Addiction, Grief
or Recovery Support

knowhopenorthcarolina.com



ADCNC

Alcohol / Drug Council
of North Carolina

alcoholdrughelp.org

Mission

- Provide Awareness and Education
- Remove stigma of mental health issues
- Remove stigma of overdose and substance use disorder
- Advocate for more rehab programs and mental health support
- Provide Resources and Support
- Remember and Honor our loved ones who lost their battle

Advocacy

- International Overdose Awareness Day – *August 31*
- Vigils
- Banners and Billboards
- Referrals to Treatment and Support Groups

Dealing with Grief

Support Groups

- North Carolina Victims Assistance Network (NCVAN)
- Eastern Federal District Attorneys Office (HEAT)
- Grief Recovery After a Substance Passing (GRASP)

Grasphelp.org

Annual International Overdose Awareness Day - Raleigh August 31st

THIS IS MORE
IMPORTANT
THAN EVER

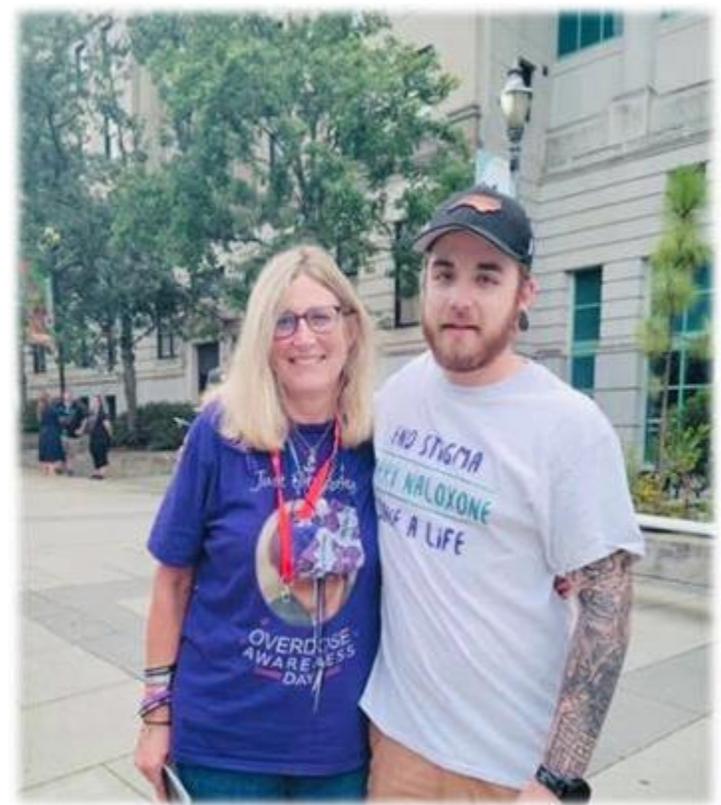
#iOAD2022

 International Overdose
Awareness Day
31 August

Help end overdose today



Annual International Overdose Awareness Day Raleigh Rally August 31st



Good Samaritan Law

DON'T RUN
CALL 911
Would you let your friend die?

Carry Narcan
“Overdose Does Not Have To
Be The End”

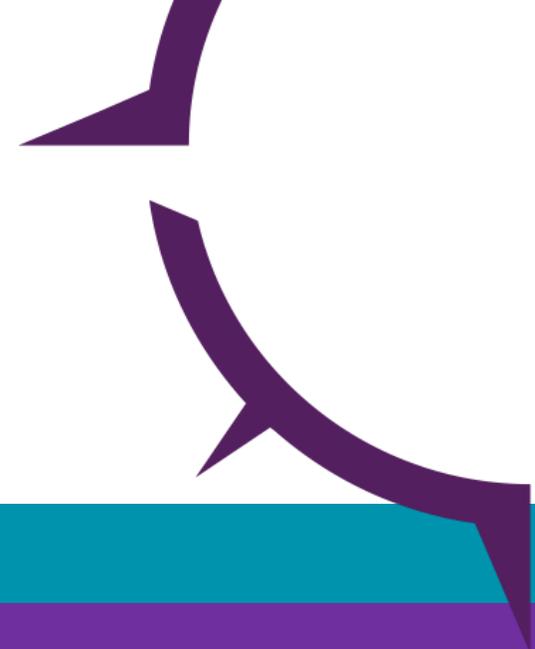
NALOXONE SAVES

A harm reduction resource for North Carolina



Alcohol / Drug Council
of North Carolina

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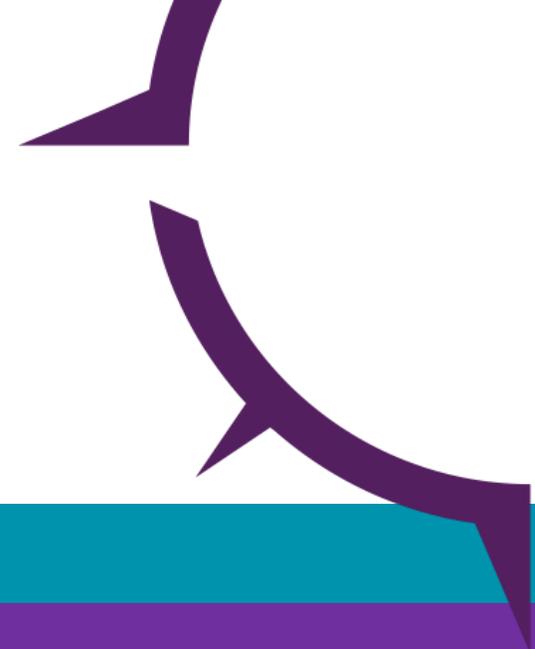
Know Hope North Carolina

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Alcohol / Drug Council
of North Carolina

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Know Hope NC Banners

S



Alcohol / Drug Council
of North Carolina

Know Hope North Carolina Banner 1

Know Hope North Carolina



Know Hope North Carolina Banner 2

Know Hope North Carolina



Know Hope NC Billboards

N

E



Alcohol / Drug Council
of North Carolina

Know Hope North Carolina Billboard 1

Know Hope
North
Carolina



Addiction, Grief
or Recovery Support



Know Hope North Carolina Billboard 2

Know Hope North Carolina



Addiction, Grief
or Recovery Support

JOHN DUBEL	KANI CLAY	LARA SUMMERS	MARK PARRISH	MICHAEL RAGONE	SHAUN KAY	TYLER WOODY	BRANDON CARTWRIGHT MARIAH RICKS	TIFFANY DUNCAN	BRANDON TISCHNER	AUSTIN JARRETT	OSCAR EATON	WANDA LYNN MCDOWELL	CODY WAYNE PRIDGEN	AARON BORTON	MATTHEW HUGGINS	LAYTON HOLLADAY	LACEY THORNE	TREVOR NELSON	MARTIN ELLINGTON
JOSEPH FOOTE	MATTHEW CALLIS	LAUREN MCBANE HUBBARD	MARK WERHAM	NATHANIEL BRESHERS	SHELDON OXLEY	PHILIP TUBARO	JEREM MICHAEL CRAFT	JOHN CHAPMAN JR	ZACHARY SCOTT COTHERN	KENNETH WALKER	BLAKE TURNER	NICK MARGOLIS	MICHAEL SCOTT PHILLIPS	SETH BROOKS	LAUREN WHITLEY	DANNY SCHNEIDER	MADDE MARNI	WILL HAYES	MICHAEL THOMAS WITCHEK
JOSHUA BUSS	KATHRYN MOSES	TERESA WOODS	MATTHEW FOTHERGILL	NICK MUSGROVE	THOMAS SPRADLEY	GREG BOWLER	JAME WATTS	CALIN BENDER	BRIDGETT HOLLOWAY	RYAN MOONEY	CHRISTIAN ANDREW WILSON SR	HUNTER INMAN	WENDY HEATHER JOHNSTON	JOHN MAIER	BRANDON MARK BETHUNE	WILLIAM PATRICK MCCORMICK II	MEGAN DAVIES	JOSH BAREFOOT	AUSTIN CARTER
JOSHUA HOLLAND	WILLIAM NELSON HEATH, JR	LUCAS CRAWFORD	MATTHEW EYSTER	PATRICK BAYNOR	TIM PARIHAM	TYLER WADE	CHASE WILSON	CALLIE HARPER	WADE RAYNOR	LISA TARR	MATTHEW UMSTEAD	DANIEL TOMLIN	CORY HARBUSH	TREVOR BURLING	JORDAN CUDE	ETHAN LUCAS	SAMANTHA RUSSELL	SAM ZLESKY	ANGIE LEIGH MILLER
JOSHUA GLASER	KEVIN BRYANT	SETH MORGAN	MEGAN OLDHAM	PRES SHANKS	TOM WARD	WALTER MOULDEN	BRANDON STORM	CHRIS MANDANG	STERLING BRYANT	ADAM EATON	OWEN D. LIVINGS	KENNY OWENS JR	COLBY McMILLAN	JOEL DAVID LAWS	DAIRA OXENDINE	PATRICK PENDLEY	BRIAN COX	NATHAN STANLAND	MATT TYNDALL

Know Hope North Carolina Billboard 3

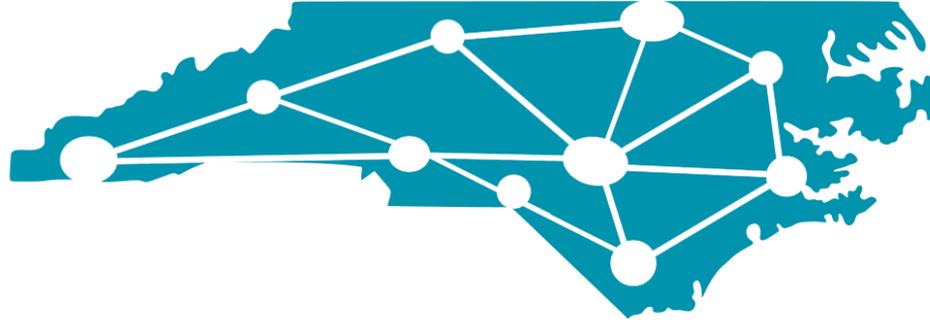
Know Hope North Carolina



Addiction, Grief
or Recovery Support



Alcohol / Drug Council
of North Carolina



Know Hope NC Billboards Locations

Know Hope North Carolina Billboard 1 Goldsboro Hwy 70



Alcohol / Drug Council
of North Carolina

Know Hope North Carolina Billboard 2 Goldsboro Hwy 70



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Alcohol / Drug Council
of North Carolina

Know Hope North Carolina Billboard 3 Kinston Hwy 70



Alcohol / Drug Council
of North Carolina

Know Hope North Carolina Digital Billboards

Local Media Outdoor PSA

Hope Mills & Jacksonville

(thank you, Will Melvin!)

We Will Always Remember



Alcohol / Drug Council
of North Carolina



Know Hope North Carolina Holiday Billboards(8) Wilmington, NC (November 2021, 2022)

(thank you Rusty Jarrett!)
We Will Always Remember

**Know Hope
North
Carolina**



Addiction, Grief
or Recovery Support



**Know Hope
North
Carolina**

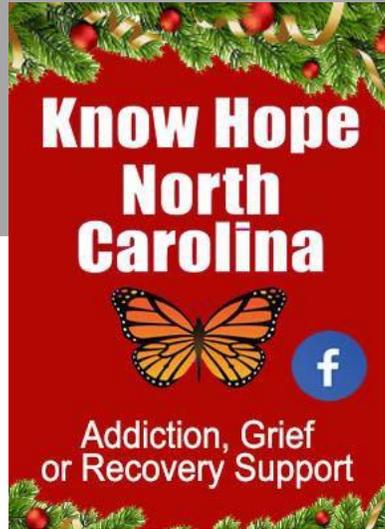


Addiction, Grief
or Recovery Support



Know Hope North Carolina Billboards (8) Wilmington, NC (December, 2021 & 2022)

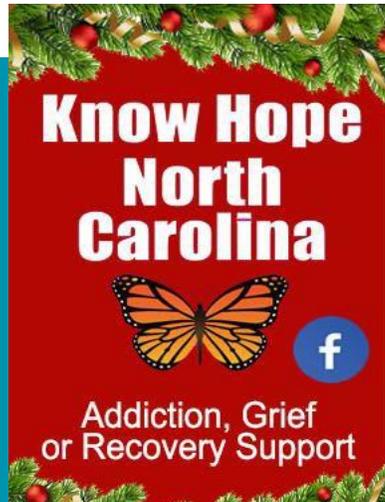
(thank you Rusty Jarrett!)
We Will Always Remember



**Know Hope
North
Carolina**



Addiction, Grief
or Recovery Support



**Know Hope
North
Carolina**



Addiction, Grief
or Recovery Support



Know Hope North Carolina Billboards (8) Wilmington, NC (November/December 2022)



ROTATE EVERY 56 SECONDS

PANEL	LOCATION
8018	1439 S. College Rd. and Oleander Dr. at Trader Joe's
8019	1439 S. College Rd. and Oleander Dr. at Trader Joe's
8021	5216 Oleander Dr. 350' W/O Hawthorne Dr. E/F
8025	US 17/74/76 @ the Cape Fear Memorial Bridge E/F
8029	5407 Market St. @ the College Rd. Overpass N/F
18004	3608 Oleander Dr. @ the Independence Mall W/F
18005	325 S. College Rd. @ Best Buy N/F
18020	5216 Oleander Dr. 350' W/O Hawthorne Dr. W/F



Know Hope North Carolina Billboards (2) Wilmington, NC (February 6 – March 5, 2023)

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North
Carolina**



Addiction, Grief
or Recovery Support



**Know Hope
North
Carolina**



Addiction, Grief
or Recovery Support



**Know Hope
North
Carolina**



Addiction, Grief
or Recovery Support



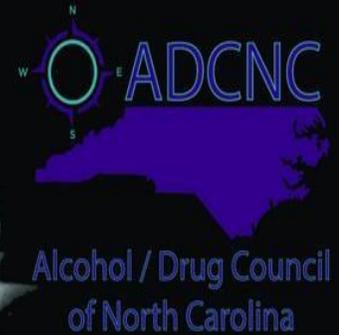
Alcohol Drug Council of North Carolina Conference Wilmington, NC

2023
**OUTER
BANKS
CONFERENCE**

STRATEGIC TRANSFORMATION

**MARCH 2-3, HOLIDAY INN RESORT LUMINA
WRIGHTSVILLE BEACH**

WWW.ALCOHOLDRUGHELP.ORG

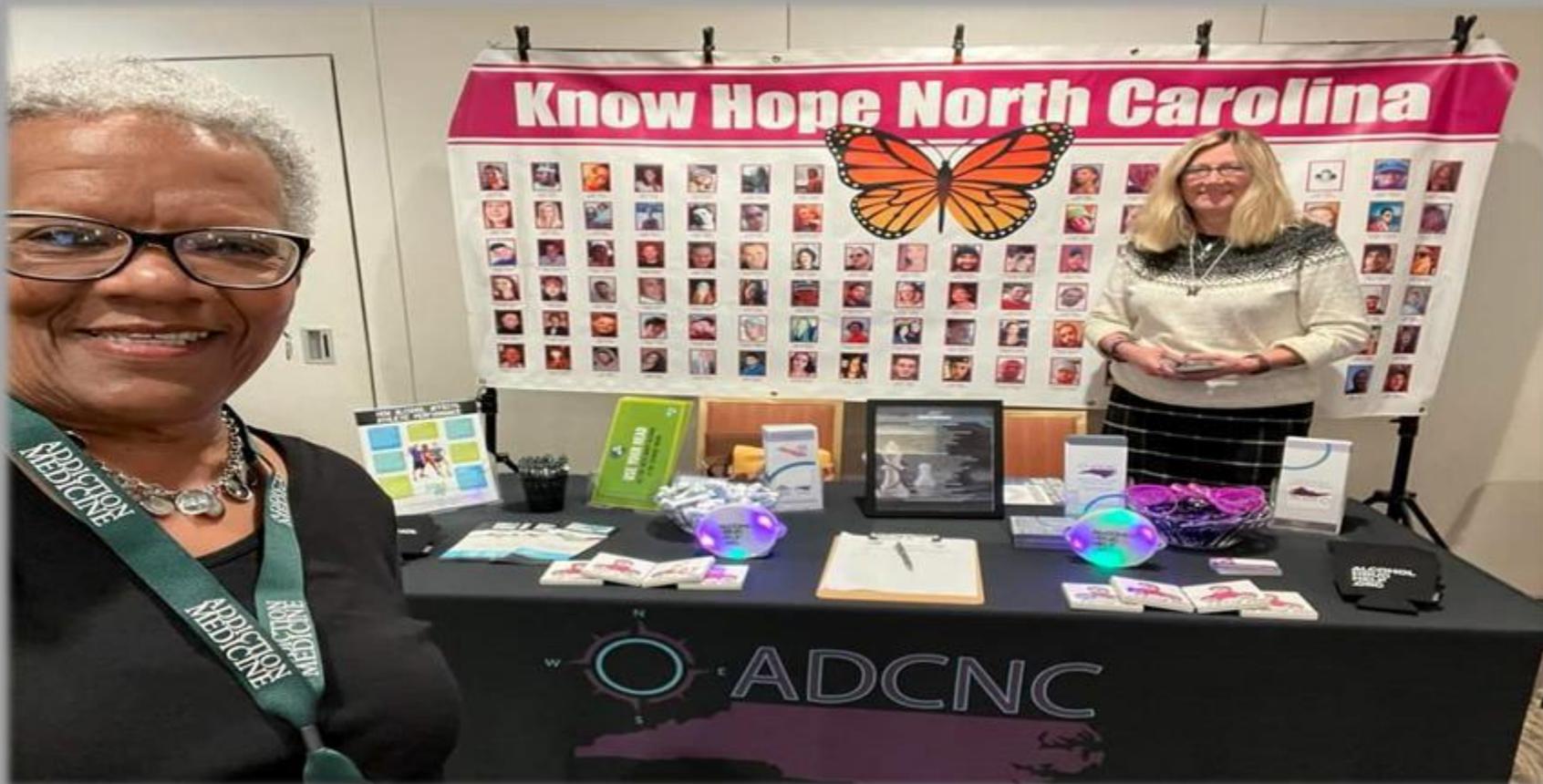


Annual Opportunity for networking

Know Hope NC & Alcohol Drug Council of North Carolina Wilmington, NC Billboards March 2023



Alcohol Drug Council of North Carolina Governors Institute Addiction Medicine Conference Asheville, NC March 23 - 24, 2023



An aerial photograph of a beach at sunset. The ocean waves are breaking onto the shore, creating white foam. The sand is wet and reflects the golden light of the setting sun. The overall mood is serene and inspiring.

Once you choose hope,
anything's possible.

Christopher Reeve



Alcohol / Drug Council
of North Carolina

We Connect. We Educate. We Advocate.



alcoholdrughelp.org

The Alcohol / Drug Council of North Carolina is partially supported by the Division of Mental Health, Developmental Disabilities and Substance Abuse Services through a Substance Abuse and Mental Health Services Administration Grant.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Mental Health,
Developmental Disabilities
and Substance Abuse Services

Our Mission

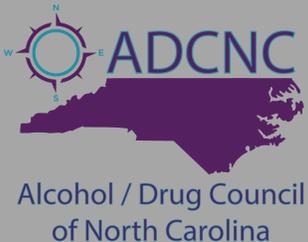
We help people overcome substance use and mental health disorders.

We seek to eliminate stigma.

We embrace all pathways to recovery and healing with dignity and respect for everyone.

N

E



WHY we do what we do:

To save lives because people matter..

People need assistance to navigate the fragmented system.

Stigma and shame prevent people from accessing help

People need an ear.



Alcohol / Drug Council
of North Carolina

HOW we do what we do:

Information to Support Services for Substance Use & Mental Health Disorders

- Email
 - Website Chat
 - Live Call Center
 - Mobile Text Messaging
 - Social Media Instant Messaging
 - Online Resource Directory Portal
- Perinatal Substance Use Project
 - NC Army & Air National Guard Voucher Program
 - Talk It Out NC (ABC Commission) talkitoutnc.com



START THE CONVERSATION. STOP UNDERAGE DRINKING.

We realize our mission by:

Providing advocacy and community education via:

- Conferences
- Stakeholder Engagements
- Social Media
- Community Trainings

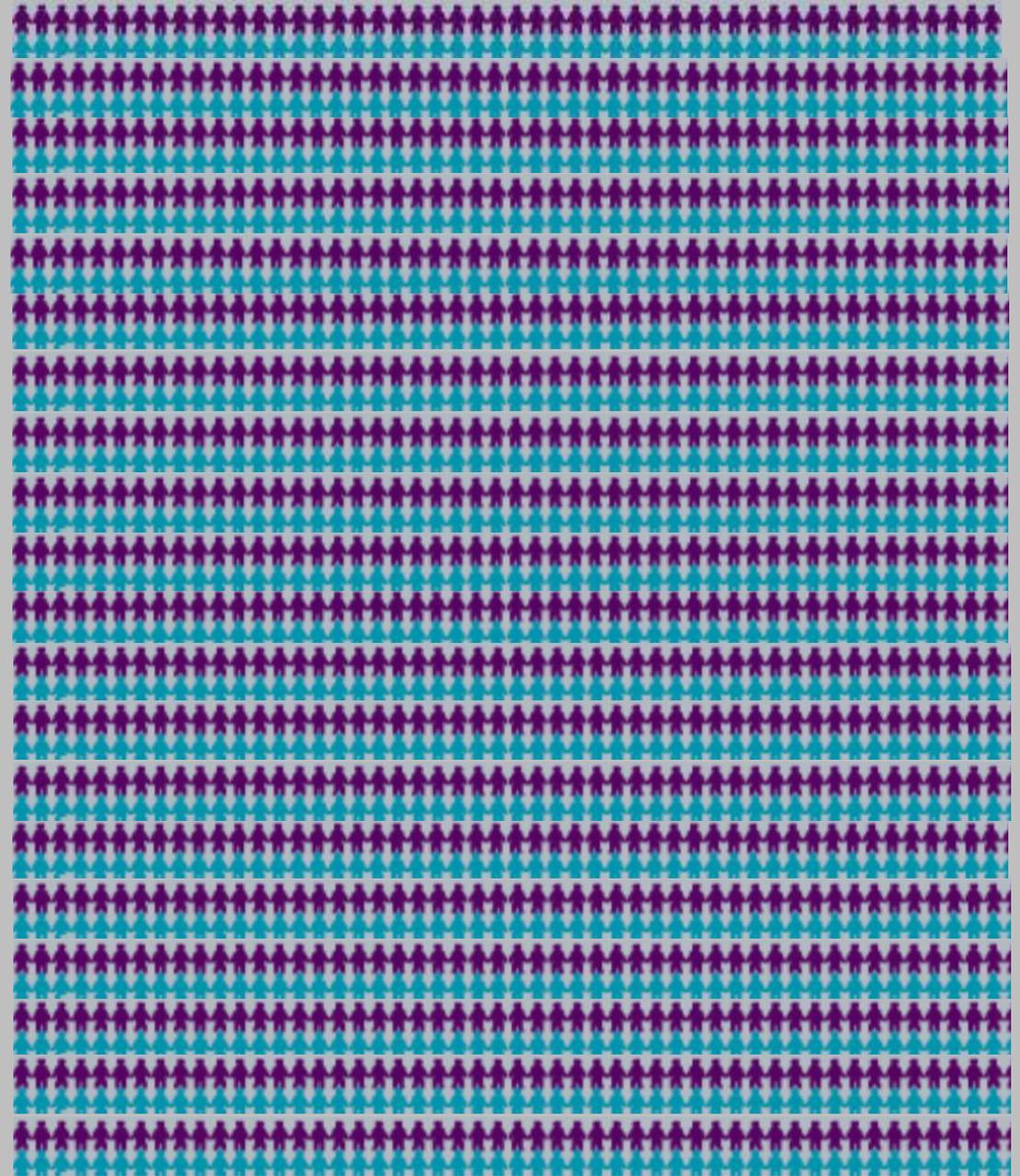


Alcohol / Drug Council
of North Carolina

Connecting
over
1,300
NC
Citizens
monthly



Alcohol / Drug Council
of North Carolina





Alcohol / Drug Council
of North Carolina

Our Guiding Principles

We value PEOPLE, TEAM, and COMMUNITY.

- We collaborate
- We respect one another
- We seek to understand one another before we seek to be understood
- We challenge one another to be better
- We seek to build bridges even in disagreement
- We are introspective and reflective
- We see, acknowledge, and value differences
- We ask for feedback
- We can lead and follow
- We have fun together

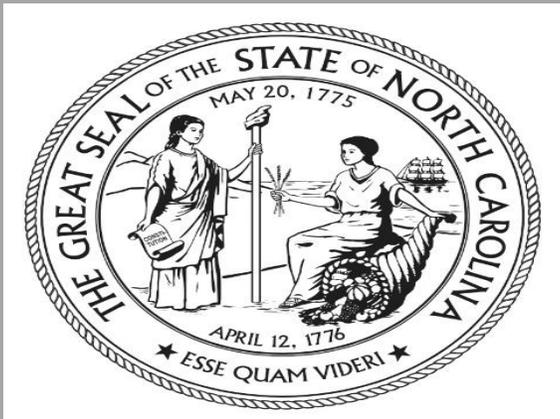
We value EXCELLENCE.

- We do our best and challenge ourselves to learn new skills as needed
- We understand that things change so we are willing, flexible, and forward-thinking.
- We take initiative for identifying problems and solutions
- We see challenges and conflicts as opportunities
- We each hold ourselves and one another accountable for results
- We have a strong work ethic... We get the job done
- We always seek ways to improve
- We don't maintain. We multiply.
- We acknowledge pink elephants

We value INTEGRITY.

- We are honest with ourselves and with one another
- We do the right thing
- We create transparency with our systems and processes
- We are candid / We talk straight
- We take responsibility for our actions and inactions. Our successes and failures...
- We hold ourselves to high ethical and moral standards
- We are good stewards of our resources (time, money, energy, etc.)

NC National Guard SBIRT Voucher Program



Brenda Guarda
Director,
NC ARNG Voucher
Program

800.688.4232
alcoholdrughelp.org

Alcohol Drug Council Of North Carolina
 ADCNC
 @ADCNC3
 bmonforti@alcoholdrughelp.org
 (919) 270-4574

information and referral text support :
(919) 908-3196



“The Primary goals of this program are to improve service member’s access to quality drug assessments in order to help military organizations determine a soldier’s fitness for duty and to coordinate the assessments and additional services as needed.”

North Carolina Institute of Medicine. *Honoring Their Service: A Report of the North Carolina Institute of Medicine Task Force on Behavioral Health Services for the Military and Their Families*. Morrisville, NC: North Carolina Institute of Medicine; 2011



NC Army National Guard Voucher Program

Provides critical SBIRT consistent with parameters outlined in SAMHSA TIP 34 to specialized population of NCNG service members at risk for substance related disorders (SAMHSA Strategic Initiative 3 and NC DHHS Excels Goal)

Train specialized statewide network of culturally competent Licensed Clinical Addiction Specialists (LCAS) to conduct time sensitive, standardized assessment using evidence-based tool, Behavioral Health Index - Multimedia Version (BHI-MV).



Domains from the ASI-MV:

- Medical
- Employment
- Alcohol
- Drug
- Legal
- Family
- Psychological

Additional content BHI-MV

- Eating Disorders
- Trauma
- Self-harm
- Violence
- Tobacco
- Gambling
- Military Status
- Snap Survey

W

BHI-MV and ASI-MV makes it easy for clinicians to gather data for:

- Diagnosis documentation
- Treatment planning
- Referrals
- Outcome measurement
- Quality assurance

Proven reliable and valid in clinical studies, BHI-MV and ASI-MV saves time and money while ensuring quality and standardization of care, giving the data outcomes necessary to gain insight into the unique needs, trends, and outcomes of NCNG client population.

Perinatal Substance Use Project

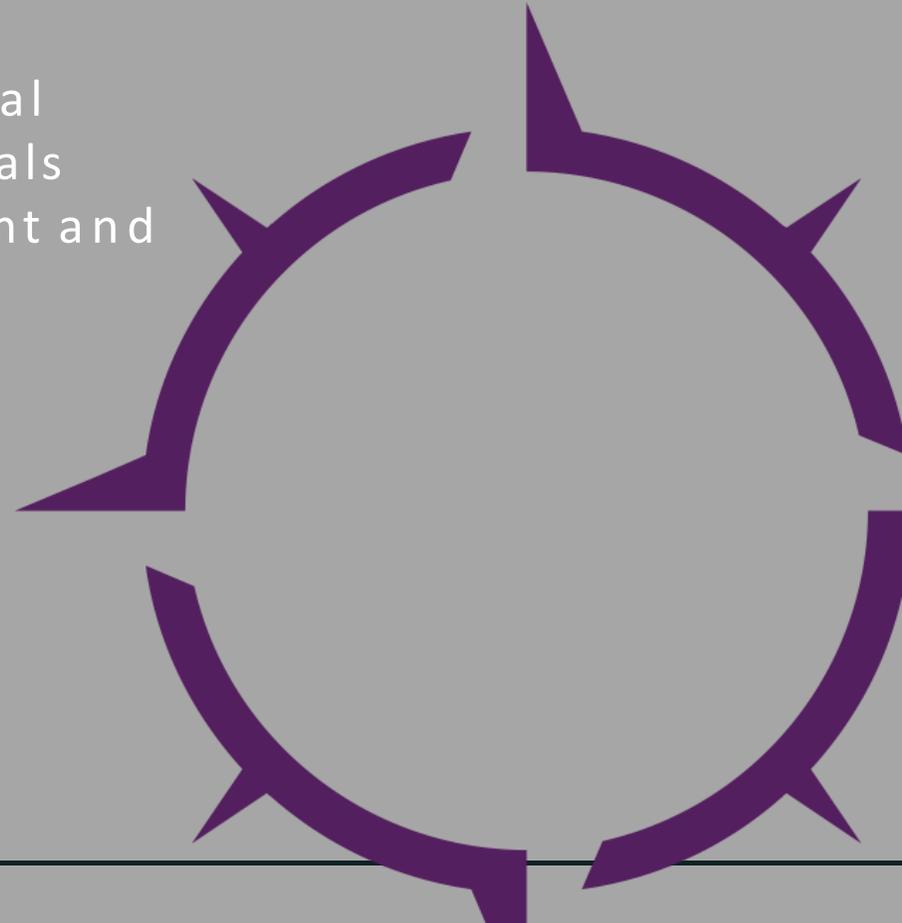
- Provides screening, information and referrals for pregnant and parenting women with dependent children
- Provides consultation, training and technical assistance for the public and for professionals regarding perinatal substance use, treatment and resources
- Weekly Bed Availability List - 800-688-4232
- jjones@alcoholdrughelp.org



Alcohol / Drug Council
of North Carolina

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N



Specialized Residential Substance Use Disorder Services for Women and their Children

Buncombe County
Mary Benson House
Asheville, NC 28801
828-252-5280

Johnston County
The Cambridge Place
Smithfield, NC 27577
919-938-2272

Mecklenburg County
CASCADE
Charlotte, NC 28211
704-336-4844

Moore County
Crystal Lake
Lakeview, NC 28350
910-245-4339

New Hanover County
Kelly House
Wilmington, NC 28403
910-251-8944

Orange County
Day Break @ Horizons
Chapel Hill, NC 27514
919-960-3775

Orange County
Sunrise@ Horizons
Carrboro, NC 27515
919-960-3775

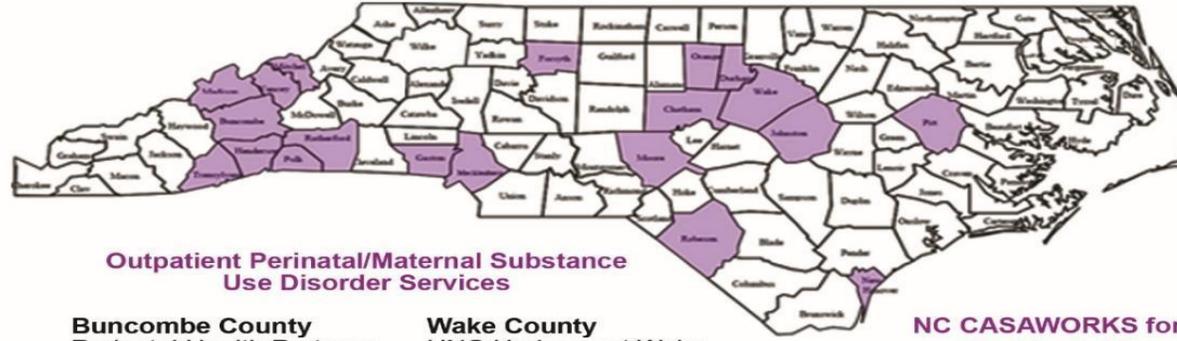
Pitt County
Eastern Region Women's and Infant's Project
Walter B. Jones ADATC
Greenville, NC 27834
252-830-3426

Pitt County
The Village
Winterville, NC 28590
252-752-5555

Robeson County
Grace Court
Lumberton, NC 28348
910-618-9869

Robeson County
Our House
Pembroke, NC 28372
910-521-1464

Wake County
SouthLight Residential
Program for Women
& Children
Garner, NC 27529
919-557-6967



Outpatient Perinatal/Maternal Substance Use Disorder Services

Buncombe County
Perinatal Health Partners,
Adult & Adolescent
Asheville, NC 28801
1-877-628-2562
(also covering Madison,
Mitchell, Polk, Rutherford,
and Transylvania counties)

Columbus County
Coastal Horizons Center
110 Premier Plaza
Whiteville, NC 28472
919-524-8183

Durham County
CASCADE
Durham, NC 27707
919-490-6900

Forsyth County
Women's and Infant's
Services for Health (WISH)
Winston Salem, NC 27101
336-397-7500

Mecklenburg County
CASCADE
Charlotte, NC 28211
704-336-4844

Orange County
UNC Horizons Program
Carrboro, NC 27510
919-966-9803

Randolph County
Daymark Recovery Services
Asheboro, NC 27203
336-633-7000

Wake County
UNC Horizons at Wake
Raleigh, NC 27610
919-250-3834

Wilkes County
Daymark Recovery
Services
1904 West Park Drive
North Wilkesboro,
NC 28659
336-818-2740

NC CASAWORKS for Families Residential Programs

Durham County
CASCADE at Durham CASAWORKS
Durham, NC 27707
919-490-6900

Johnston County
Cambridge Place CASAWORKS
Smithfield, NC 27577
919-938-2272

Mecklenburg County
CASCADE CASAWORKS
Charlotte, NC 28211
704-336-4844

Moore County
Crystal Lake CASAWORKS
Lakeview, NC 28350
910-245-4339

Orange County
Sunrise @ Horizons CASAWORKS
Carrboro, NC 27510
919-960-3775

Pitt County
The Village CASAWORKS
Winterville, NC 28590
252-752-5555

Wake County
SouthLight Residential Program for Women &
Children CASAWORKS
Garner, NC 27529
919-557-6967

Why It Is Important to Be Gender Responsive

Gender-responsive services create an environment that reflects the understanding of the reality of women's lives and addresses women's issues.

Gender-responsive services help improve the effectiveness of services for women and girls.



Alcohol / Drug Council
of North Carolina

Source: Substance Abuse and Mental Health Services Administration (2017)

Addressing the Gender-Specific Treatment Needs of Women

NC Perinatal & Maternal Substance Use Initiative

Family centered, trauma informed services for pregnant and parenting women with a primary substance use disorder and their children

12 residential programs and 9 comprehensive outpatient programs

Residential programs are Cross Area Service Programs (CASPs)

Services include screening, assessment, case management, substance use disorder and co-occurring services, parenting education/skills and referrals and coordination with primary and preventative health care.

The children also benefit from the services provided by the local health departments (pediatric care, CMARC [previously known as CC4C]), early intervention programs, behavioral health services, and substance use prevention services.



Alcohol / Drug Council
of North Carolina

NC CASAWORKS for Families Residential Initiative

The CASAWORKS for Families model was developed by the Center for the Study of Addiction and Substance Abuse (CASA) at Columbia University in response to the impact of welfare reform on families who are substance use involved.

The model philosophy is built on the best way to help families receiving TANF become economically self-sufficient by providing integrated and concurrent gender-specific substance use disorder treatment and job readiness, training, coaching and employment programming.

7 comprehensive residential programs for women with a primary substance use disorder and their children

Programs are Cross Area Service Programs (CASPs)



Resources in North Carolina



MotherTo Baby NC
Phone: 800.532.6302
mothertobaby.org



**Alcohol / Drug Council
of North Carolina**
Phone: 800.688.4232
alcoholdrughelp.org



**Pregnancy and Opioid Exposure:
Guidance for North Carolina**
ncpoep.org

It Works: Examples from the Field, NC Perinatal/Maternal and CASAWORKS Initiatives

High engagement in prenatal care

Healthy newborn birth weights for pregnant women who enter treatment prior to delivery

Lower recidivism with child welfare among families engaging with treatment services

Fewer number of days in out-of-home foster care placement for children of parents involved with child welfare as compared to parents with substance use problems not engaged in the services

Successful engagement with pediatric care for families involved with services

Increased affectional bonds and reduced conflict among families engaged in parenting programs, and

Successful engagement in the work force



Alcohol / Drug Council
of North Carolina

References

**Substance Abuse and Mental Health Services Administration. (2017)
Addressing the Gender-Specific Treatment Needs of Women.**

Social Media & Underage Drinking What Can Adults Do?



Presented by:

Rodney Poole

ABC Education Outreach



START THE CONVERSATION. STOP UNDERAGE DRINKING.



NC ABC Commission's
Education & Outreach Division
Talk it Out Campaign



START THE CONVERSATION.
STOP UNDERAGE DRINKING.

TalkitOutNC.org



- A Statewide Multi-Media **Awareness and Engagement Campaign**
- Aimed at Parents of Adolescents & **other influential Adults**
- Goal: **Change the Culture** Around Underage Drinking

Prevention is a culture

**13 Years of school based
substance misuse prevention**

**10 countries and 1000's
of students, parents and
teachers educated**



Nyquil Chicken Challenge



Thumbnail posted on YouTube by @Know Your Tiktok



Milk Crate Challenge



news FEED

Thumbnail posted on YouTube by @Clever News

TALK
OUT

Tic Tok is the social media choice of teens

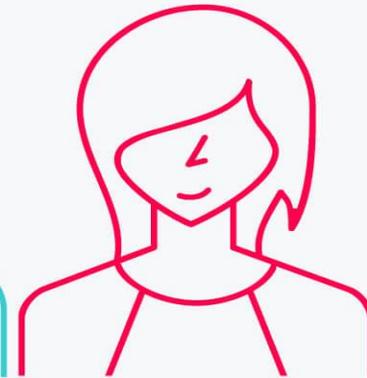


TikTok App Conquers the Teens of the World

41%

of Tik Tok
users are aged
**between 16
and 24.**

(Globalwebindex, 2019)



Data sold to advertisers





START THE CONVERSATION. STOP UNDERAGE DRINKING.

UNDERAGE
DRINKING IN
NC

Numbers to Know

What % of NC Youth ...

say alcohol
is a problem

87%

say it's a
big problem

58%

know someone around their
age who has tried alcohol

64%

say parents talking
more with them
would help stop
underage drinking

84%

say they think most
people their age are
embarrassed/afraid to
talk to their parents
about alcohol

55%

average age of
first experience
with alcohol

14

What % of NC Parents ...

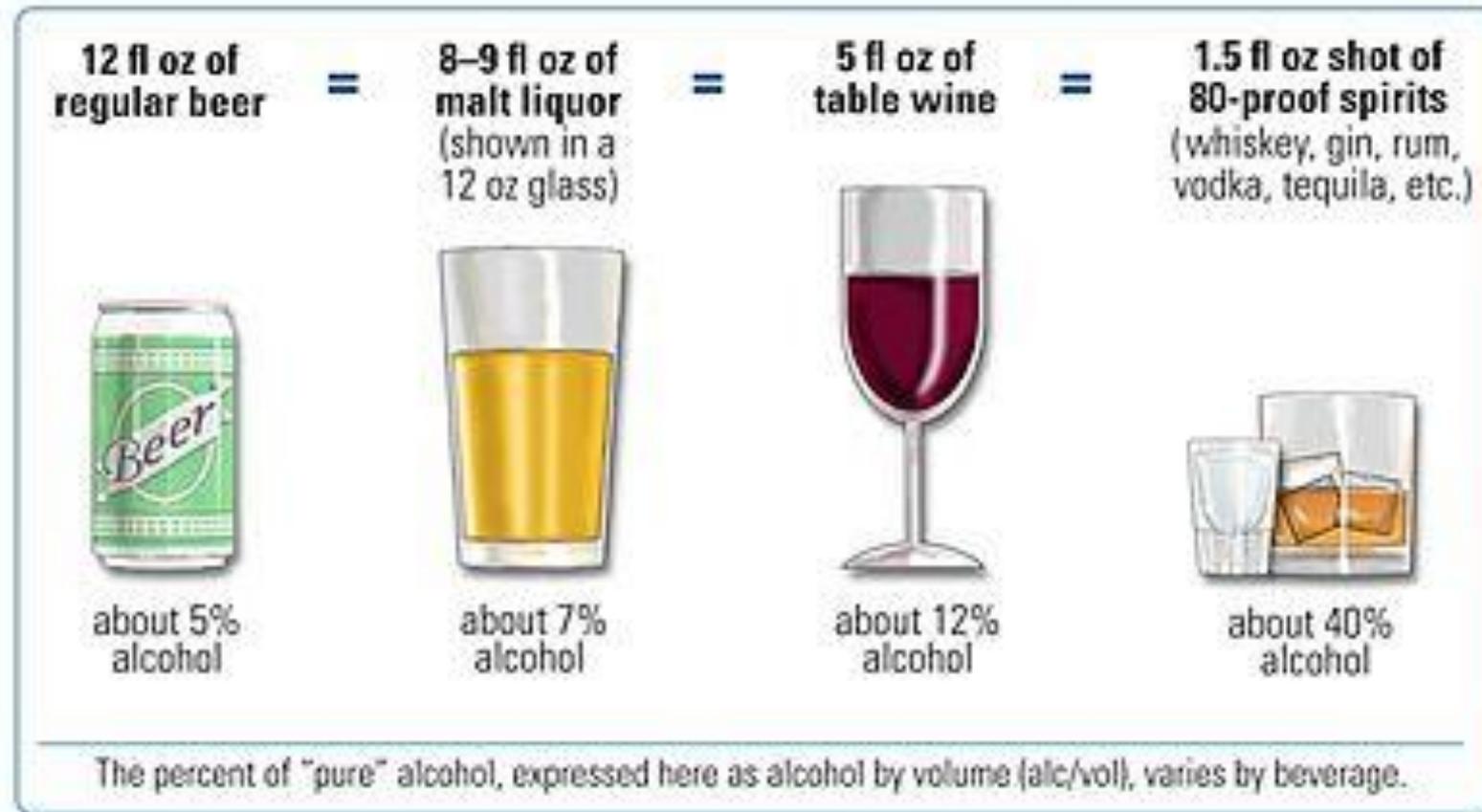
perceive alcohol
as serious problem

37%

feel they are not fully prepared with
information to address topic with children

62%

U.S. Standard Measure of Alcohol



Underage drinking



START THE CONVERSATION. STOP UNDERAGE DRINKING.

Teens who use alcohol or other drugs are more likely to experience:

-  Dropping out of school
-  Poor academics
-  Unintentional bodily harm
-  Decreased life satisfaction
-  Engage in risky sexual behaviors
-  Legal problems, violent behaviors, and other crimes
-  Poor physical health and lasting health effects
-  Develop alcohol or drug dependence later in life
-  Be involved in substance-related traffic accidents
-  Poor mental health, depression, and anxiety
-  Job difficulties
-  Relationship distress
-  Financial issues
-  Attempt suicide
-  Less career success



What the brain learns about alcohol...

- Alcohol triggers dopamine release
- Cues are associated with alcohol —social and psychological dependence
- Cues trigger dopamine release
- Promote alcohol-seeking



Alcohol makes
your brain want
to drink more

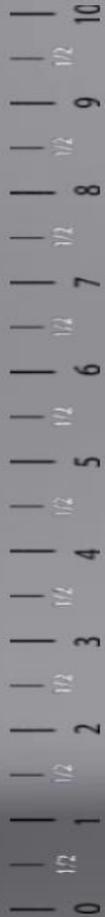
Current drinking trend



Division of Student Life
Massachusetts Institute of Technology



Alcohol and
Other Drug Services



ACTUAL SIZE



BORG

BLACKOUT RAGE GALLON

**BORGS CAN CONTAIN
ONE 750ML BOTTLE
OF HARD ALCOHOL
= 17 SHOTS**

FACTS YOU NEED TO KNOW:

- DILUTING ALCOHOL WITH WATER AND ADDING ELECTROLYTES WILL NOT PREVENT ALCOHOL POISONING
- ADDING CAFFEINE MAKES IT HARD TO KNOW WHEN YOU'VE HAD ENOUGH
- KNOW THE SIGNS OF ALCOHOL POISONING AND CALL MIT POLICE AT (617) 253-1212 FOR HELP

To learn safer alternatives visit
studentlife.mit.edu/aods/alcohol-info/borgs

Drinking Levels



Moderate Drinking



≤ 1/Day



≤ 2/Day

Binge Drinking



4+/Occasion



5+/Occasion

**High Intensity
Drinking**



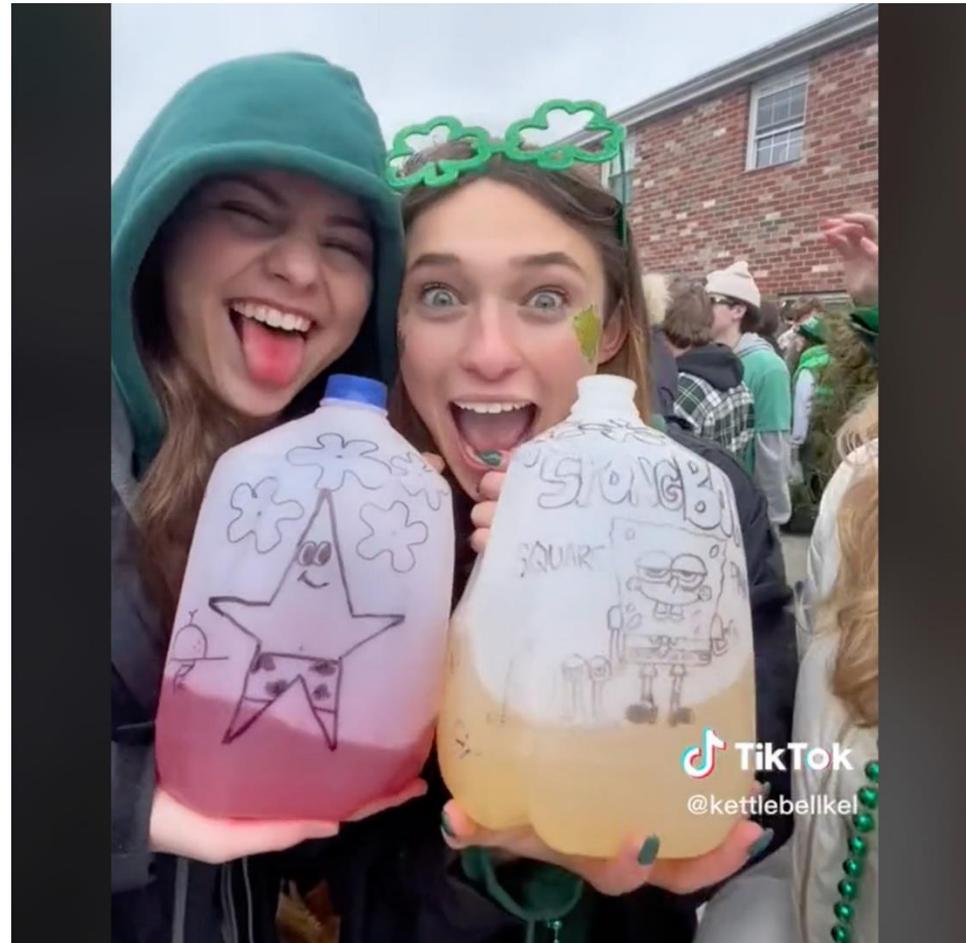
8+/Occasion



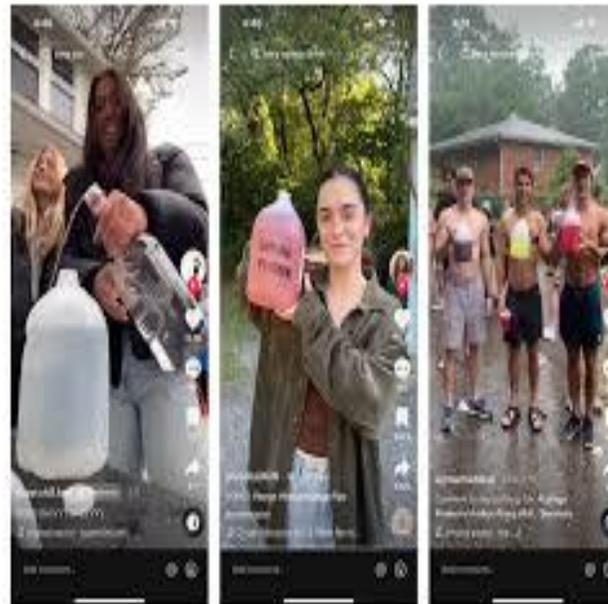
10+/Occasion



Black Out Rage Gallon Challenge



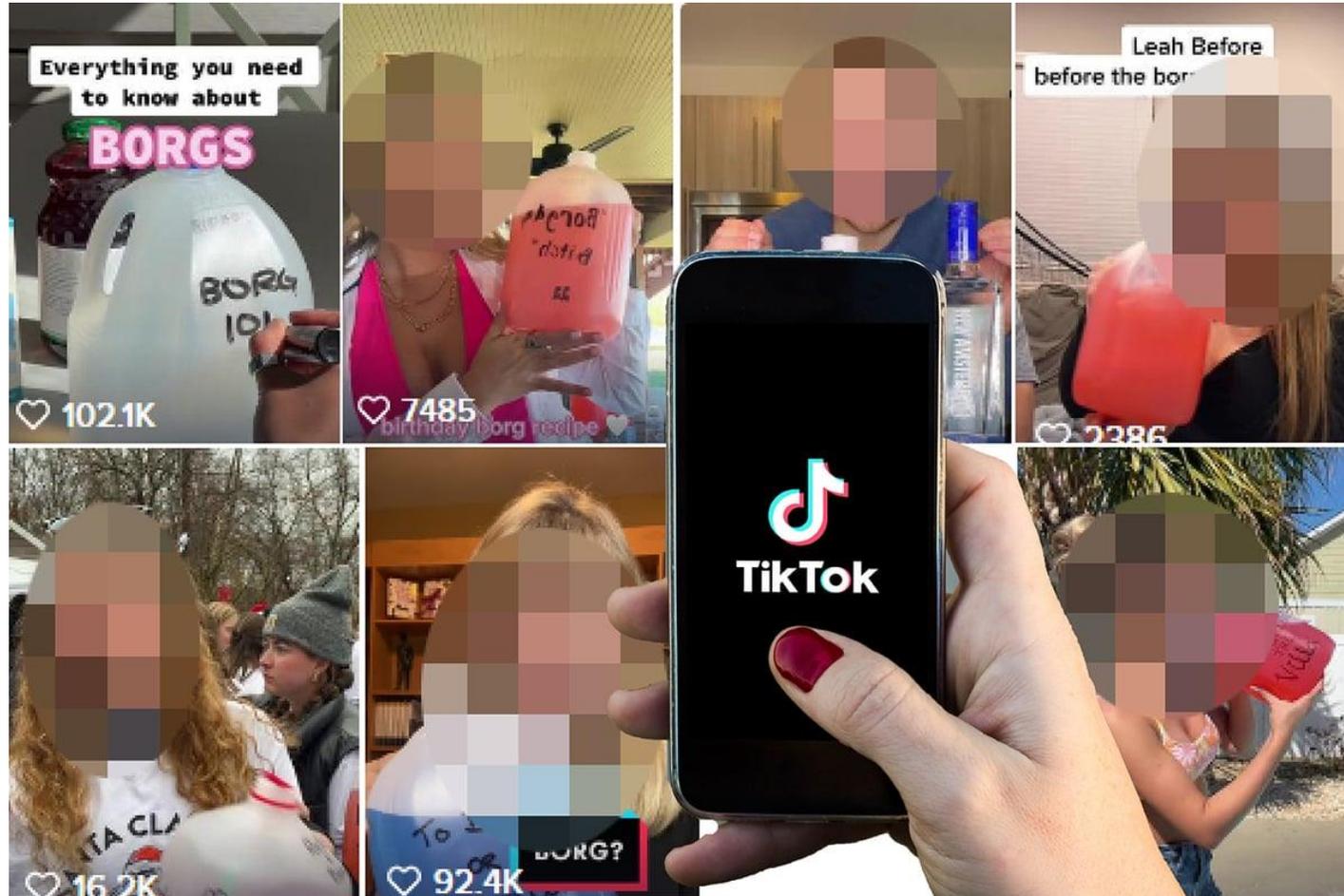
START THE CONVERSATION. STOP UNDERAGE DRINKING.



TALK *it* OUT

START THE CONVERSATION. STOP UNDERAGE DRINKING.

80 million views!!!



Unregulated content!!



Selfie Time!!!



START THE CONVERSATION. STOP UNDERAGE DRINKING.

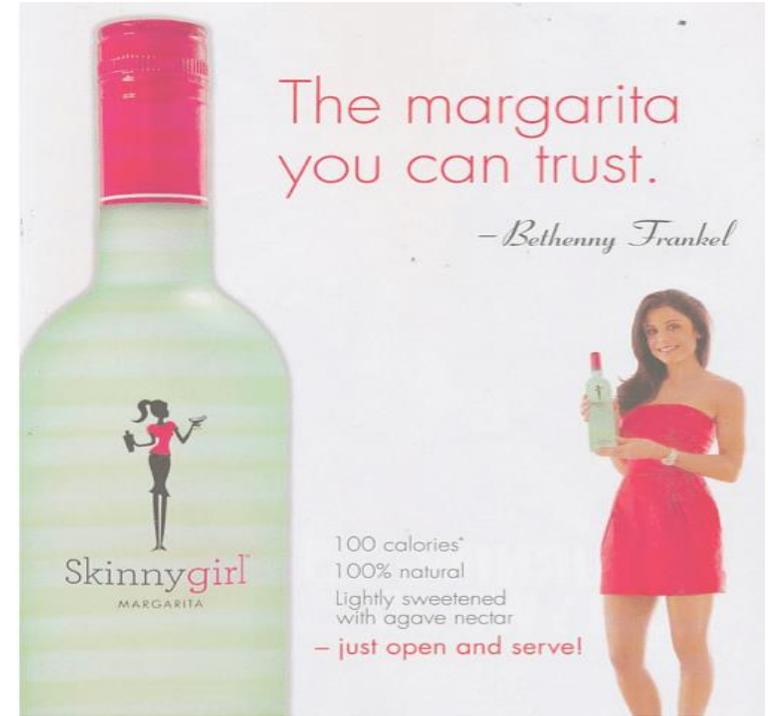
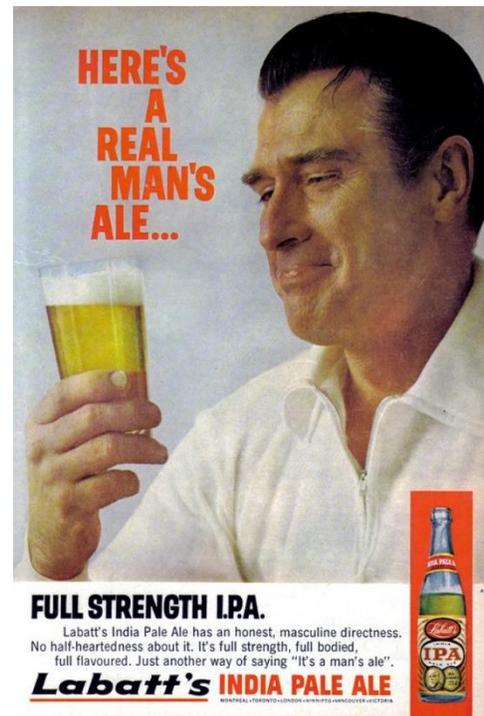
FREE ADVERTISING



START THE CONVERSATION. STOP UNDERAGE DRINKING.



Targeted Ads

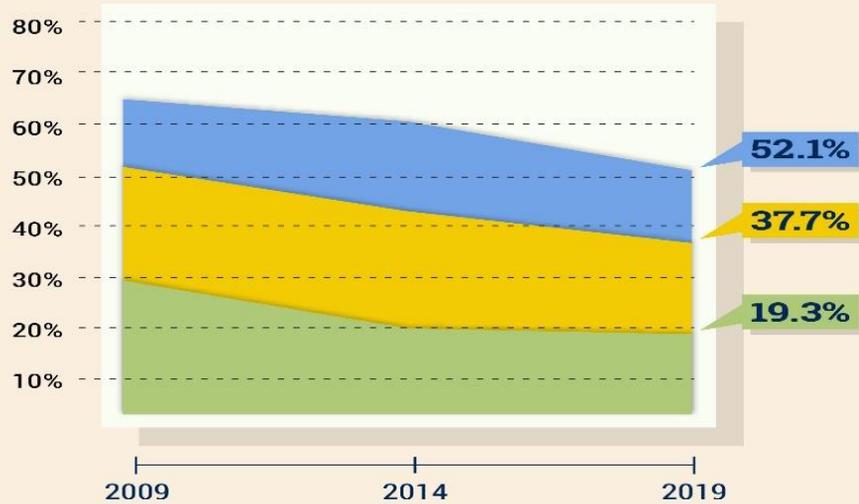


Alcohol use continues to decline

ALCOHOL USE CONTINUES ITS DECLINE

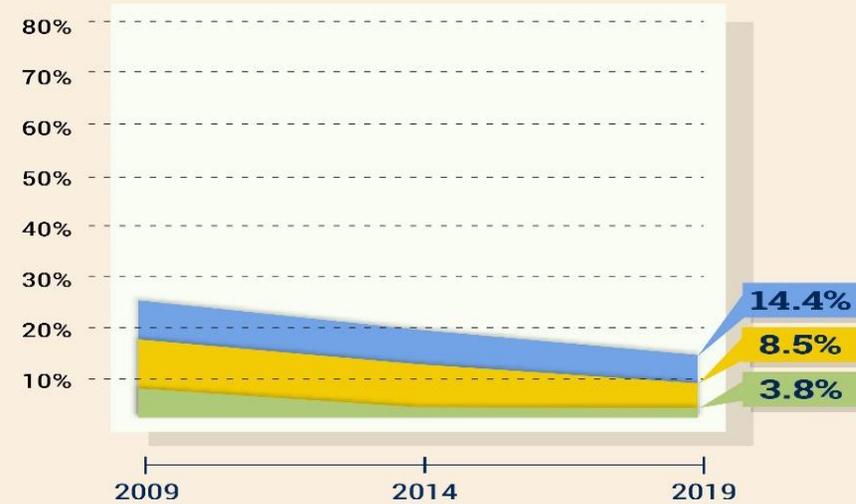
PAST YEAR ALCOHOL USE

Significant long-term decrease in all grades



BINGE DRINKING*

Significant long-term decrease in all grades



8th graders 10th graders 12th graders

*5 or more drinks in a row in the past two weeks



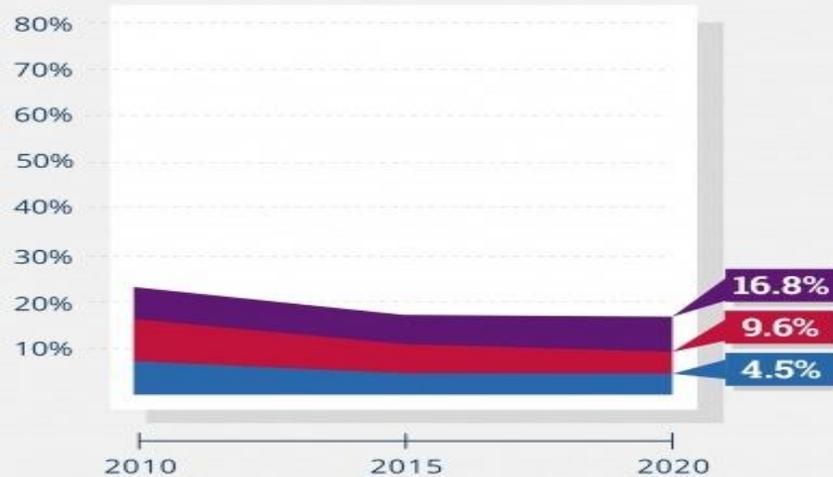
DRUGABUSE.GOV

Not everyone is binge drinking

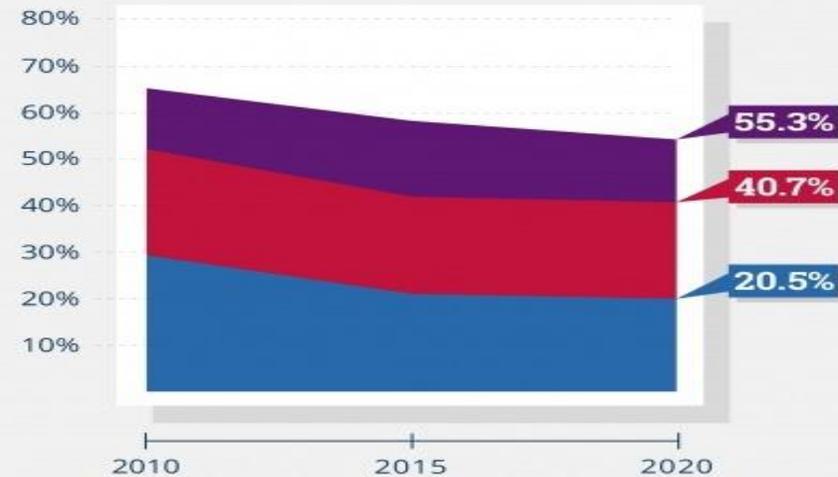
Gradual Decline in Alcohol Use Slows

Long-term trend of decreasing alcohol use among all grades levels off.

Binge Drinking*



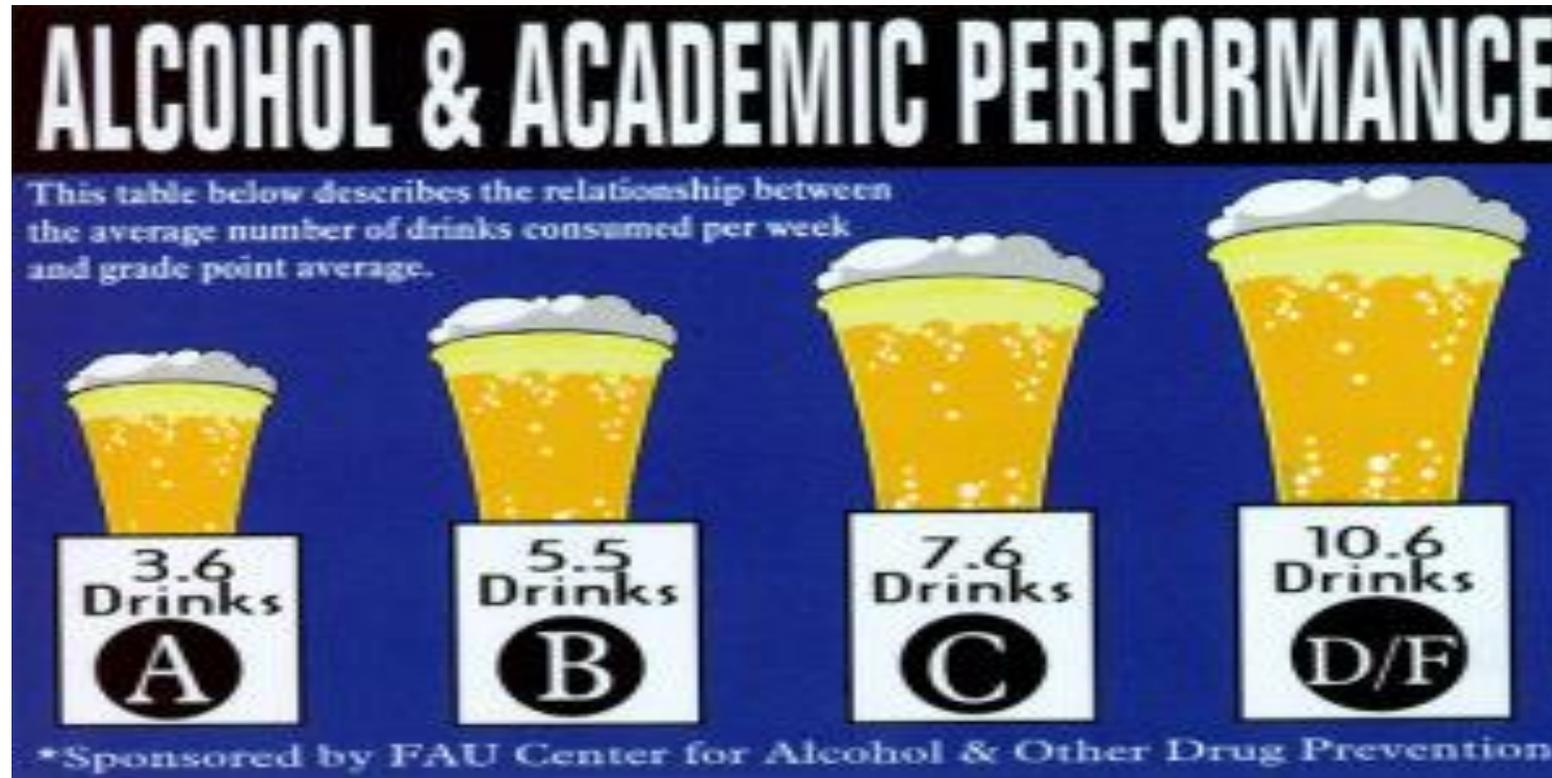
Past-Year Alcohol Use



*5 or more drinks in a row
in the past two weeks



Alcohol effects on grades



TOGETHER, We Have Made Great Progress!

- The numbers for underage drinking are getting better...
- It has taken all of us, each in our own way, to make a difference...and we must continue!
- It is important that we continue to learn how we can continue to make an impact!



What adults can do?

- **Establish screen-free times**
- **Set boundaries**
- **Talk with your kids about alcohol and social media**
- **Listen to your kids thoughts about alcohol and social media**



Suggestions:

Model healthy behaviors surrounding alcohol and social media

Be present

Learn and keep up to date with current popular apps

Limit night time social media use - Kids need sleep

Encourage real life social experiences and physical activity

Assist with building self-esteem and self worth



Take the Pledge

PARENTS

BE THE PARENT
YOUR CHILD NEEDS

I PLEDGE TO TALK  OUT

START THE CONVERSATION. STOP UNDERAGE DRINKING.

- I will set a healthy example regarding alcohol.
- I promise not to punish my teen for calling me if they feel unsafe.
- I agree to opt-in to receive tips, information, and updates from Talk it Out.
- I will initiate conversations about the dangers of underage drinking with my teen.

_____ Signed

Pledge to teach your children about underage drinking. The Talk it Out Pledge Card is a great reminder to talk with your teen about the dangers of alcohol and help them when they come to you. It's also a way to get periodic information on how to keep your child safe and away from drinking. Thank you for your pledge.



START THE CONVERSATION. STOP UNDERAGE DRINKING.

TEENS

PLAY IT SAFE WHEN IT
COMES TO DRINKING

I PLEDGE TO TALK  OUT

START THE CONVERSATION. STOP UNDERAGE DRINKING.

- I won't drive or let anyone drive me if they have been drinking.
- I will call for help if I am in an uncomfortable situation - no questions asked.
- I agree to opt-in to receive tips, information, and updates from Talk it Out.
- I will have regular conversations with my parent about not drinking.

_____ Signed

Alcohol is never an answer. In fact, it's often a problem. Pledge to be safe around alcohol and with the Talk It Out Pledge Card. It's important and it might just save your life. You'll also get periodic texts from coaches, celebrities and other kids with tips on how to stay safe. Thank you for your pledge.

Resources

- **Talk It Out NC**
- www.TalkItOutNC.org

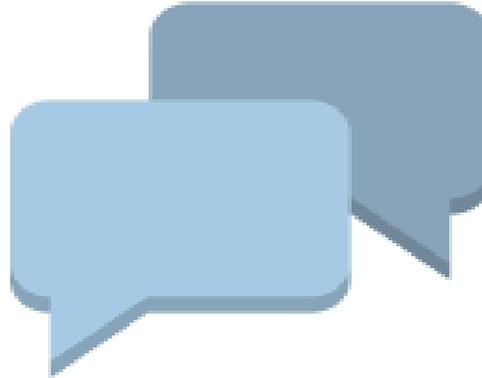
- **National Institute on Alcohol Abuse and Alcoholism**
- www.niaaa.nih.gov

- **Partnership for Drug-Free Kids**
- www.drugfree.org

- **Email me at:**
- rodney.poole@abc.nc.gov



Questions and Answers



Comments, questions and feedback are welcome at:

- BHIDD.HelpCenter@dhhs.nc.gov

Previous awareness events and trainings can be found on the Community Engagement and Training webpage:
<https://www.ncdhhs.gov/divisions/mental-health-developmental-disabilities-and-substance-abuse/councils-and-committees/community-engagement-and-training>