

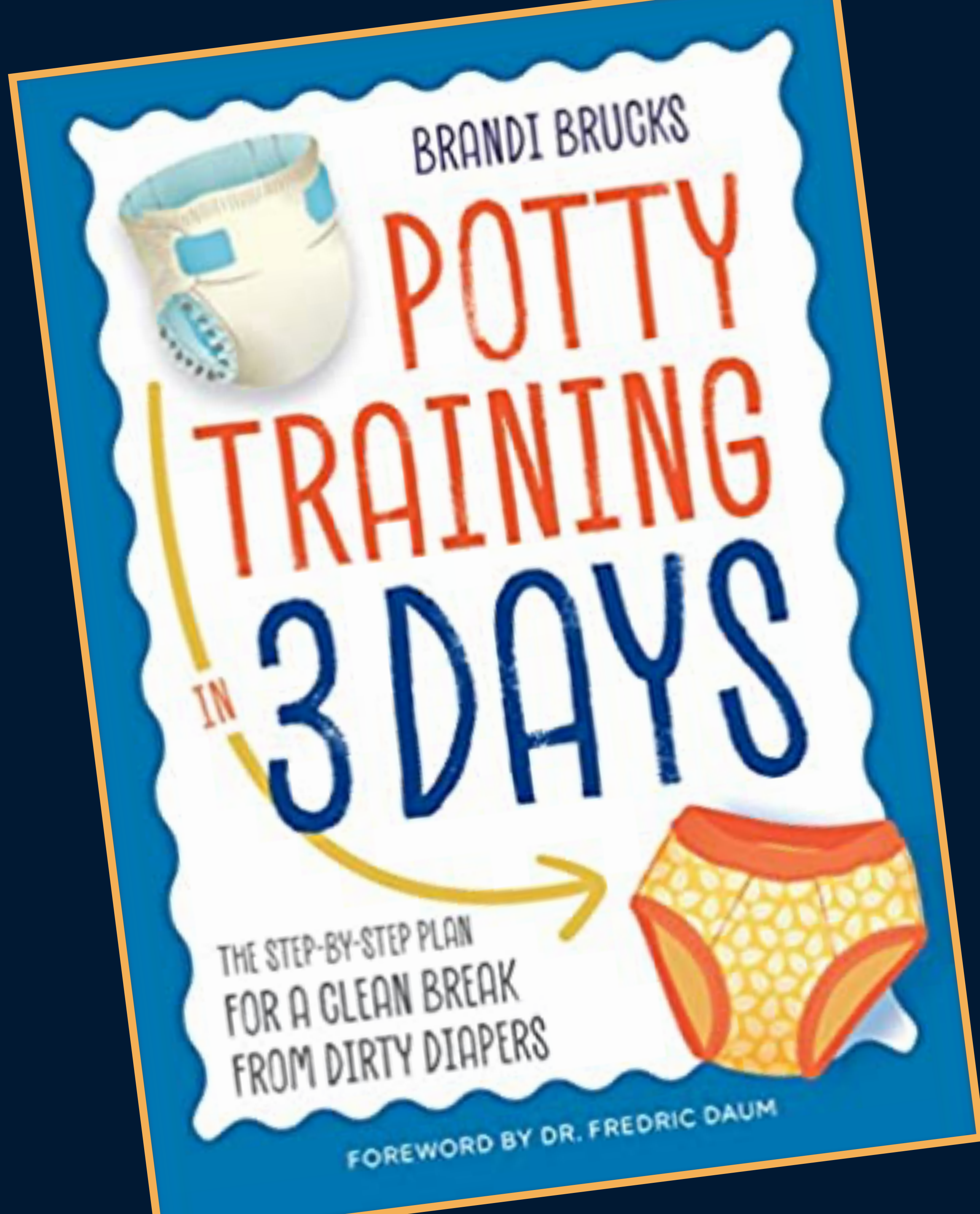
RAISING A DRUG-FREE TEEN

AN OPERATING MANUAL FOR
PERPLEXED PARENTS. WE EXPLAIN
WHEN, WHY, AND HOW TO DISCUSS
THE DIFFICULT SUBJECT OF
SUBSTANCE USE.

Presented by:
Andy Duran, CEO

lead

The logo for 'lead' features the word in a white, lowercase, sans-serif font. Below the text is a thick orange horizontal bar with a white, stylized 'L' shape cutout on the left side.



My Approach

**Not to tell you
how to parent...**

**But, to give you
relevant info
that will help
you to parent.**

lead



We send the wrong message - contrary to social norms.

The image features a dense field of blue human icons of various sizes and orientations, representing a crowd. A prominent white speech bubble is centered in the middle of the crowd, containing the text "Mr. Duran is here today...". The background is solid black, and the icons are scattered throughout, creating a sense of a large gathering.

Mr. Duran is here today...

Group #1

Outside influence doesn't matter. Minds made up.

We listen to the smaller - but louder - groups.

Conflicted and unclear. Will follow community "norms"

Group #2

Angry with Group #1

Group #1

Outside influence doesn't matter. Minds made up.

Group #3

Quiet Majority.
Conflicted and unclear. Will follow community "norms"

Group #2

Angry with Group #1

< Back (711)

Mom!!!

Details



We (sometimes) overreact in our own homes

Explain what these are
and why they are in your
car NOW



Explain what these are
and why they are in your
car NOW

< Back (711)

Mom!!!

Details





**Let's turn
back the
clock...**



We (often) do not frame the conversation correctly



JUST SAY NO

1

The End

It's that easy.

right?

THIS IS YOUR BRAIN ON DRUGS

ANY QUESTIONS?



HOW TO GET YOUR
KIDS TO WEAR A
HELMET

Change Seats



Change

Didn't think you were serious

I know who I'm sitting with

I don't want to leave my stuff behind

I got here early

I'm comfortable

Where am I supposed to go?

Don't Know Why or How?



Change

We must be willing to look at our own behavior as parents.

We must ask WHY?

We must explain HOW!





with* teens*

How to talk to your kids about drinking

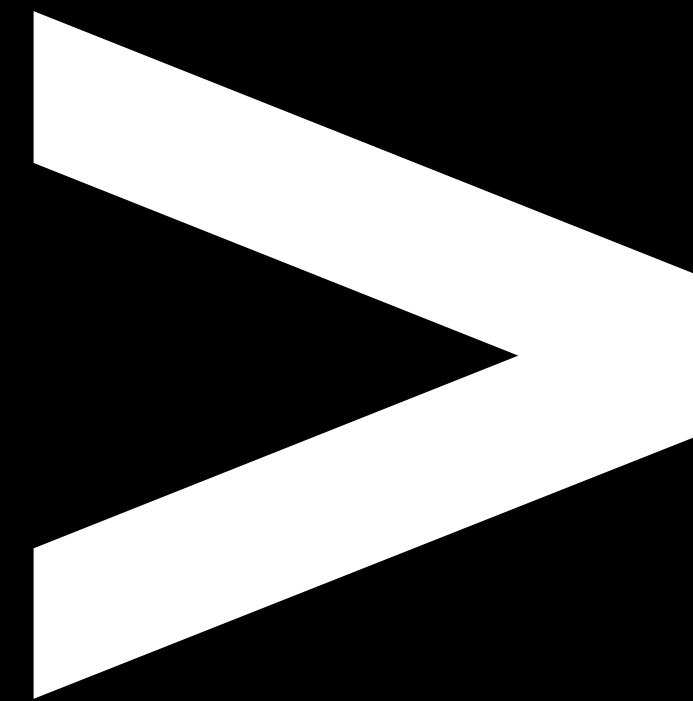
(equally invested)

(soon to be adults)

10 Guiding Principles

1

60, one-minute conversations



1, sixty-minute conversation

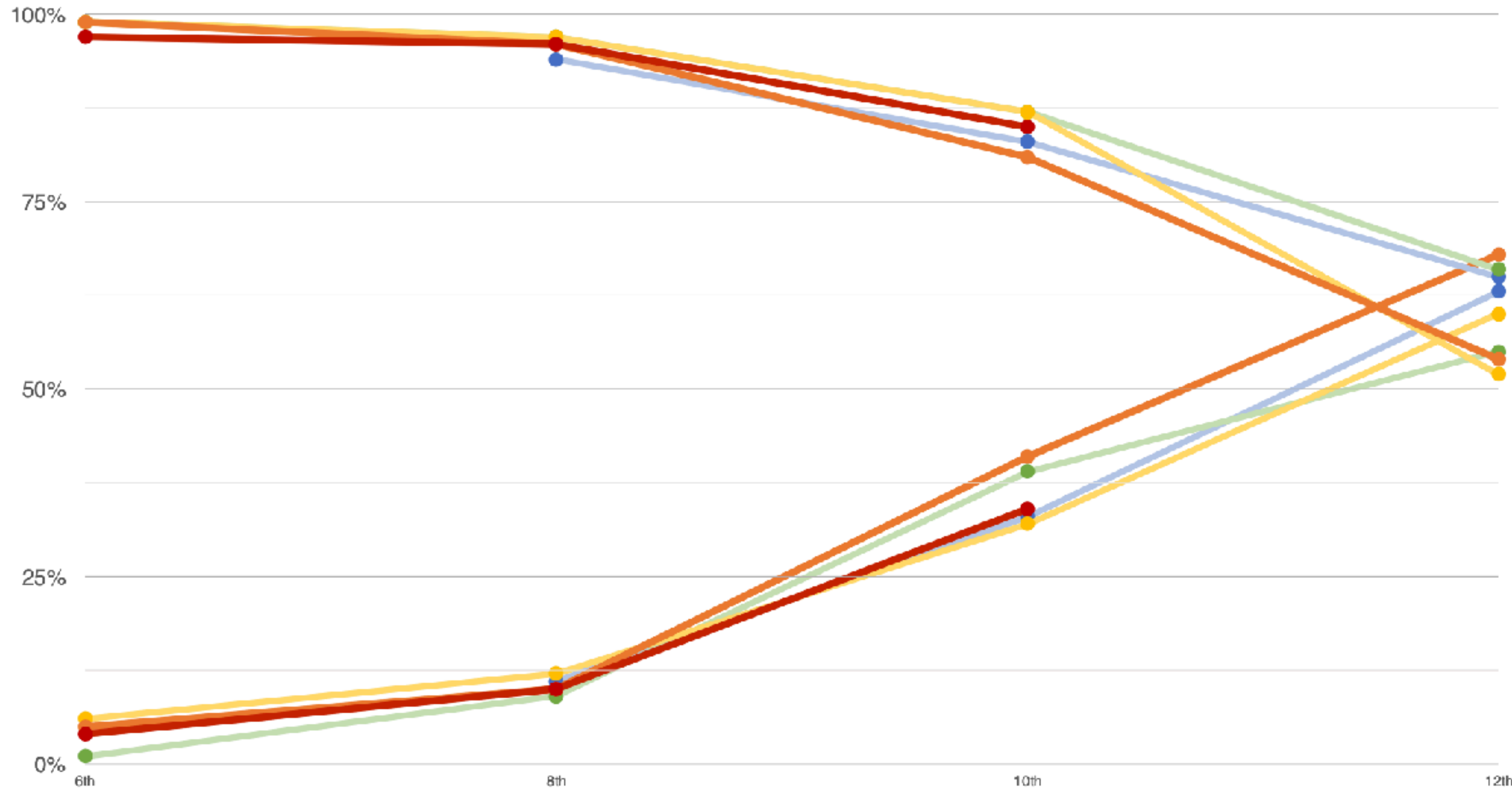


KNOW YOUR INFLUENCE

What is the #1 reason teens who don't drink or use drugs say that they have chosen to make the drug-free choice?

YOU!

Perception of Parental Disapproval: ALCOHOL

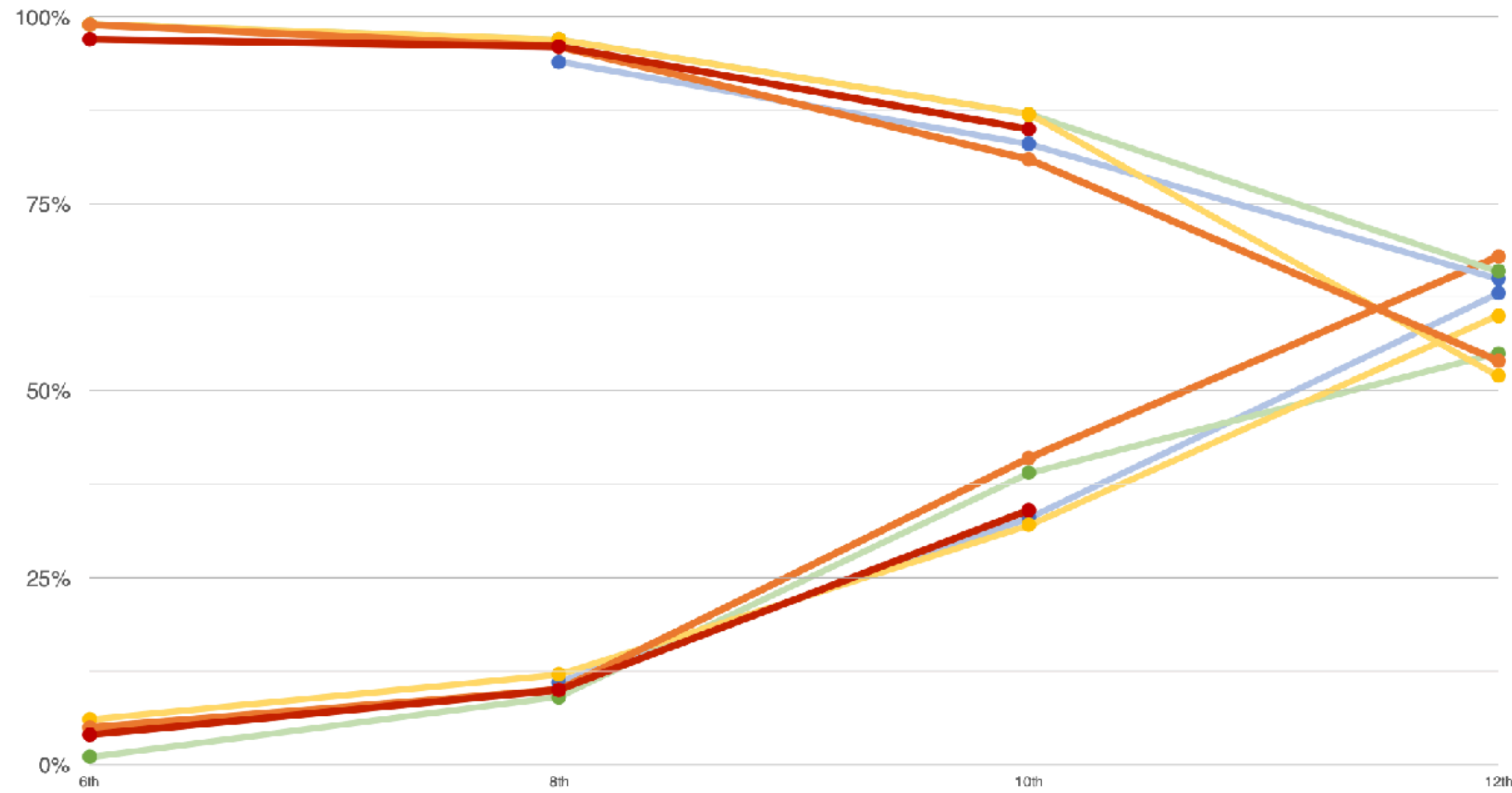


Combine: Parental Disapproval/Past 30 Day Alcohol Use

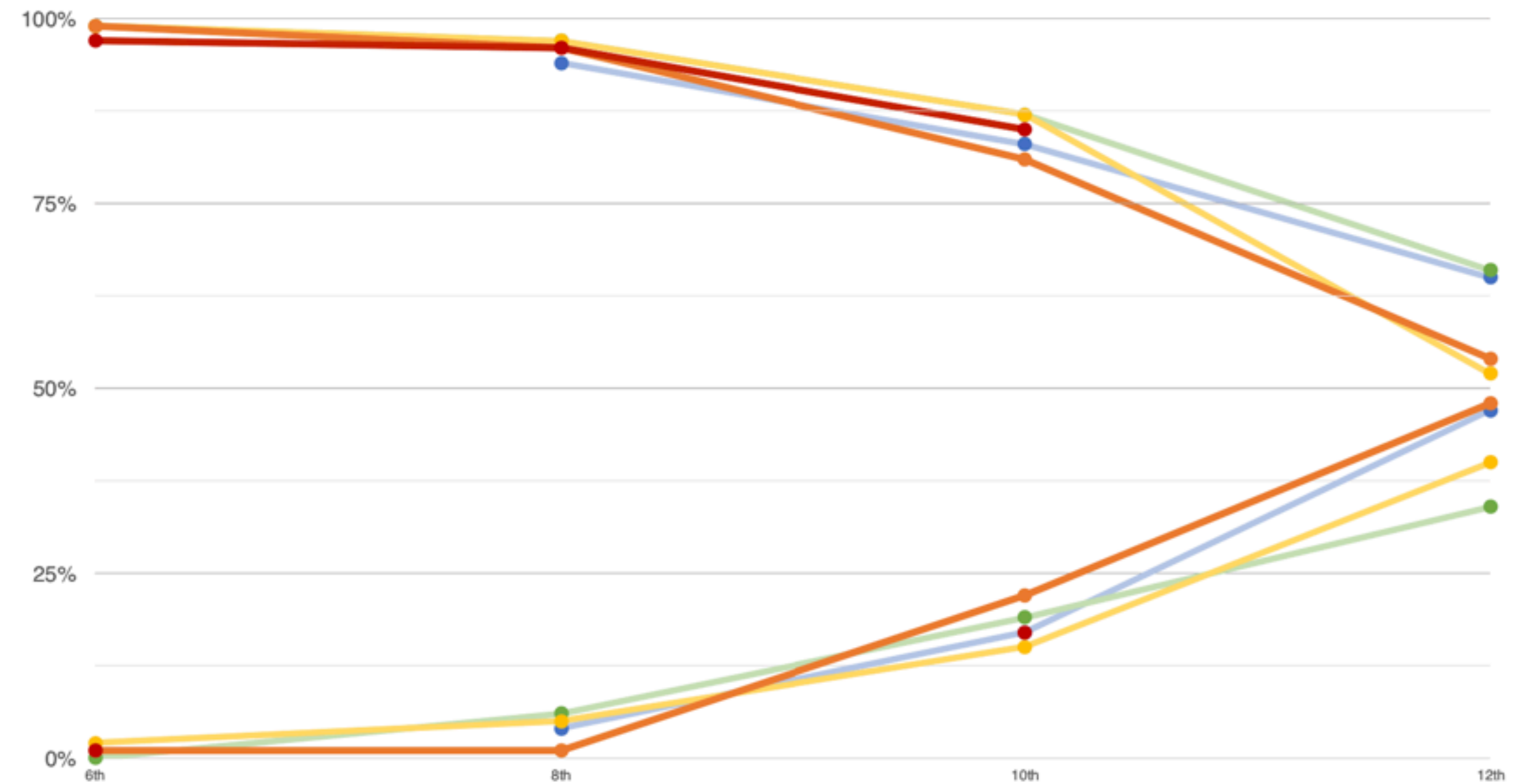


Parents Have a Significant Impact

Perception of Parental Disapproval: ALCOHOL



Combine: Parental Disapproval/Past 30 Day Alcohol Use



Combine: Parental Disapproval/Binge Drinking



Parents Have a Significant Impact

In Lake County...

Welcome to
Libertyville High School



*Home of the
Wildcats!*

50% less likely to drink

50% less likely to drink

Welcome to
Libertyville High School



*Home of the
Wildcats!*

**if they report that *YOU!* “disapprove”
or “strongly disapprove.”**

PARENTS ARE THE #1 INFLUENCE

Youth 13-17 report that their parents have the strongest influence on their decisions to drink or not drink alcohol.

PARENT INFLUENCE INCREASED

55%
in 1991



to
65%
in 2021



7 OUT OF
10 TEENS

Cite Their **Parents** As The Leading Influence
In Their Decisions Regarding **Alcohol**





William DeJong, School of Public Health
Boston University
Renowned Alcohol Policy Expert

“ One of the things we know is that **parents who allow their kids to drink at home actually stimulate the kids to drink more** overall than parents who don't encourage their kids to drink at home. Those kids **drink higher amounts and more frequently**. They **experience more negative alcohol-related consequences**. Rather than the kids getting the message that there's a way to drink responsibly, they take away the message that **Mom and Dad don't care if I drink**, so when they're out in social setting, they're **more inclined to drink more.**”





UNIVERSITY OF
OXFORD

age
21

vs.

age
18



UNIVERSITY OF
OXFORD

5,266 U.S. College Freshmen

35.3% Male

64.7% Female

**Legal drinking &
purchase age**

21

3,193 UK College Freshmen

46.1% Male

53.9% Female

**Legal drinking &
purchase age**

18



UNIVERSITY OF
OXFORD

Freshman Binge Drinking

US

34.2%

UK

47.5%



Stanford University

**Students who reported drinking
before their freshman
year at Stanford...**



Drank considerably more often

More episodes of heavy drinking

Students in Affluent and High Achieving Communities:

Tracy Lipsig Kite, LCSW



**Elevated SA rates
at “high achieving”
schools**



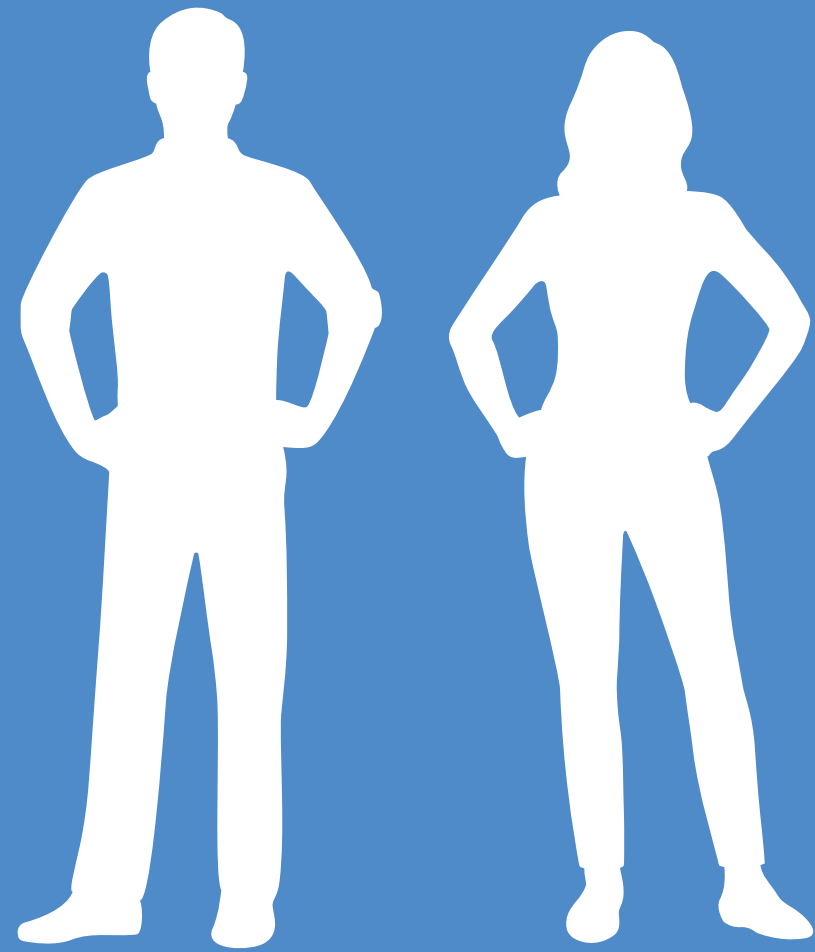
**Increased likelihood of
intoxication and use of
illicit drugs**



**Lifetime diagnosis of
Substance Use Disorder
2-3 times higher than
national average**

Did Rules Set by Parents Early On have an Influence on Young Adult Substance Use?

Tracy Lipsig Kite, LCSW



Stringent attitude and expectations were a protective influence on substance use in adulthood.



Students whose parents endorsed “harm-reduction” messages consumed 150% more alcohol than students who received **NO MESSAGE**

Did Rules Set by Parents Early On have an Influence on Young Adult Substance Use?



“Rather than the kids getting the message that there’s a way to drink responsibly, they take away the message that **Mom and Dad don’t care if I drink, so when they’re out in social setting, they’re more inclined to drink more.”**

- DeJong

Why?

They genuinely care
what **YOU** think

3 **SET THE RIGHT EXPECTATIONS**

What is it that we are asking our kids to do?



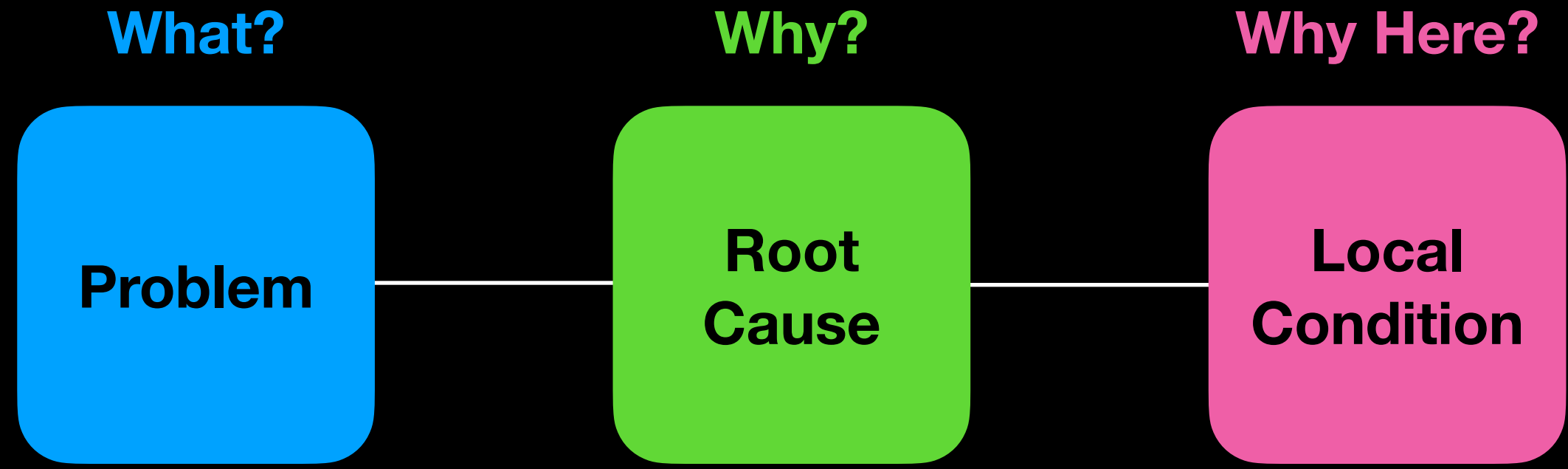
A teal classic car is shown from a side-front perspective. The car is parked in front of a brick wall. A white text box with green text is overlaid on the image. The text reads "Be really clear." and "Set the right expectations."

Be really clear.

Set the right expectations.

4

UNDERSTAND THE ROOT CAUSES



Behavior = Desire + Belief





GIVE THEM AN EXIT STRATEGY

... and practice!

Why would YOU refuse?

What is your family's plan?

6

**ANALYZE YOUR OWN
THOUGHTS and ATTITUDES**

6. ANALYZE YOUR OWN THOUGHTS and ATTITUDES

What do I say to other parents who host at their house?

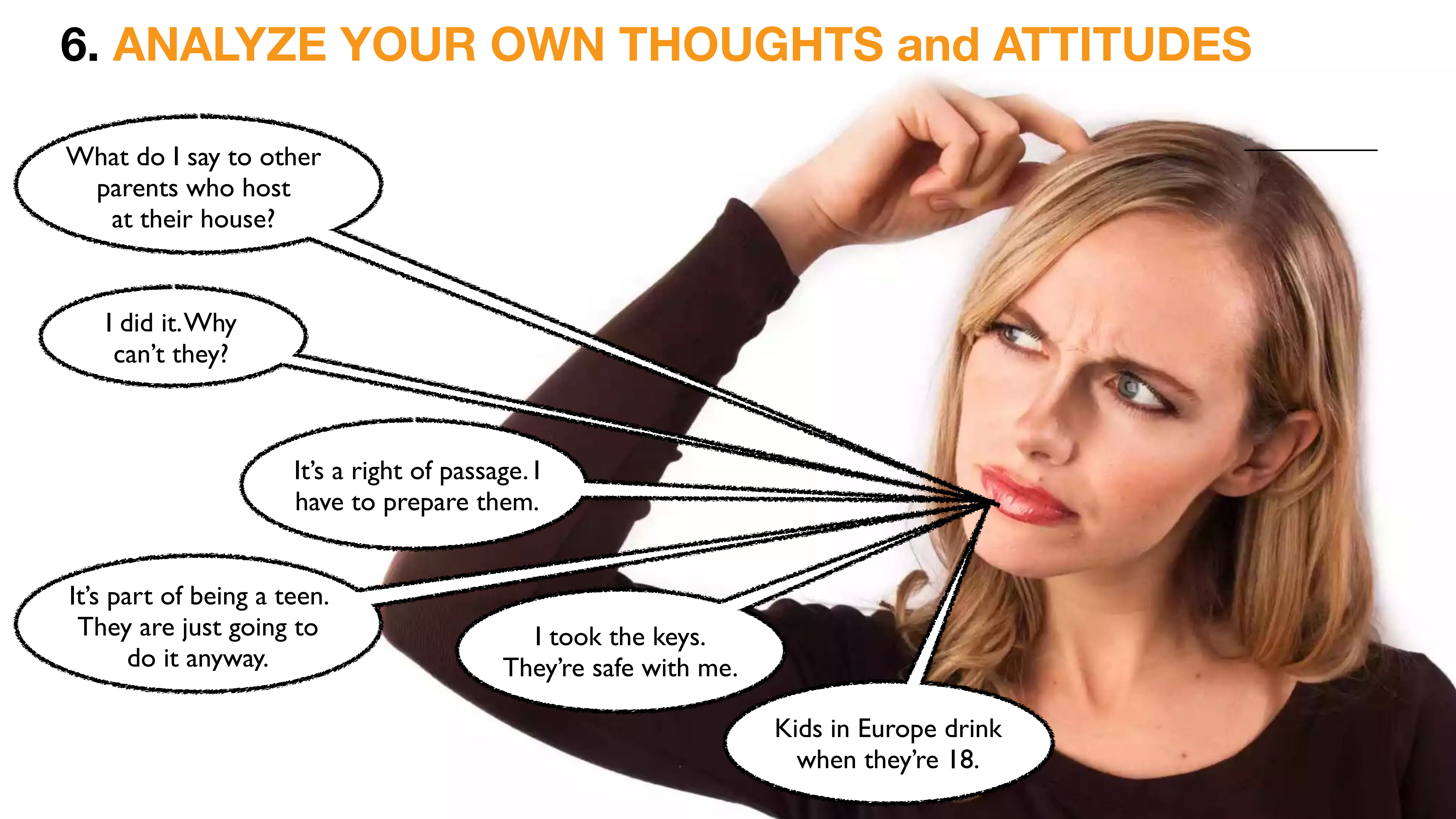
I did it. Why can't they?

It's a right of passage. I have to prepare them.

It's part of being a teen. They are just going to do it anyway.

I took the keys. They're safe with me.

Kids in Europe drink when they're 18.



We have to change our own language and behavior

“ It’s been a long day.
I need a glass of wine!”



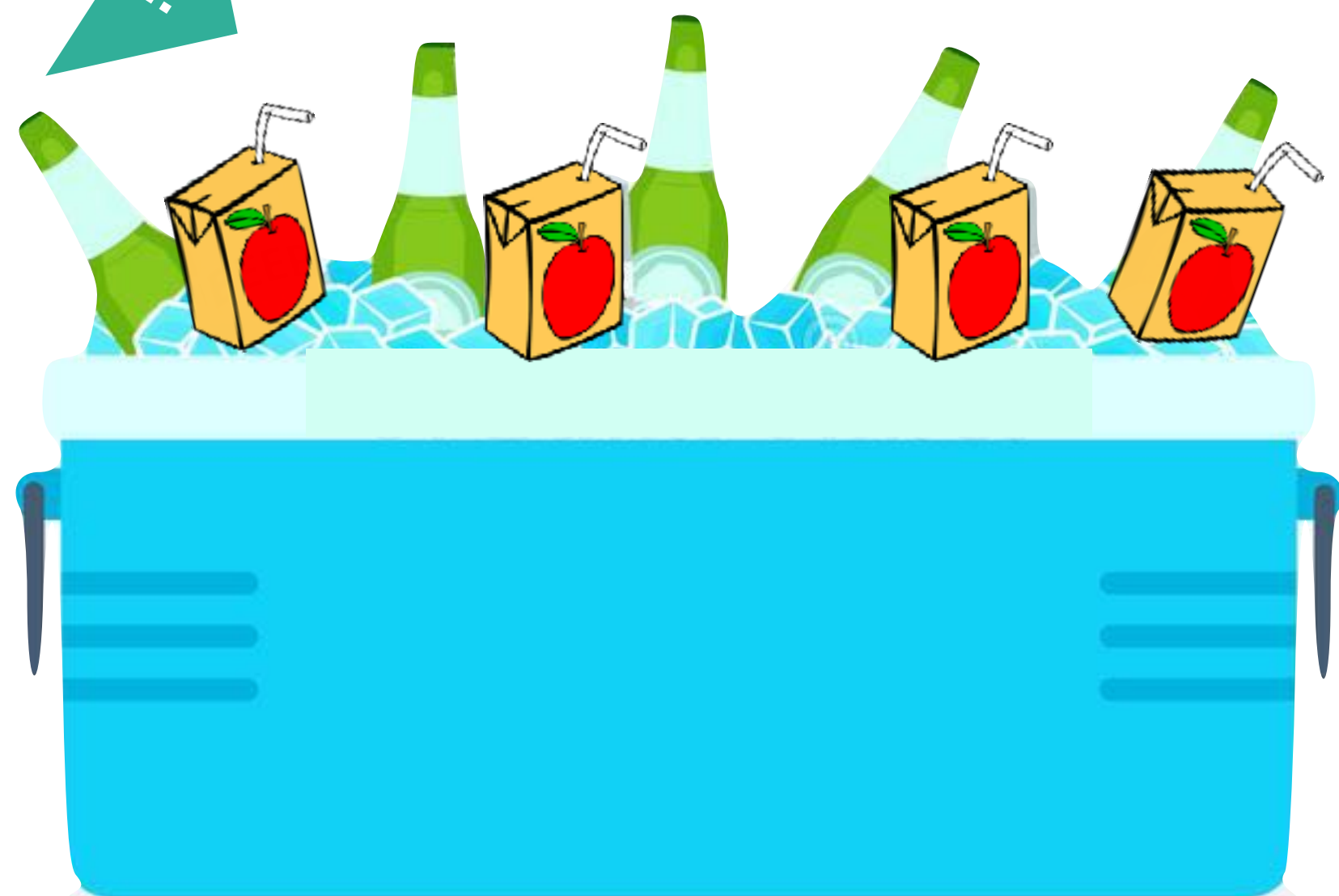
We have to change our own language and behavior

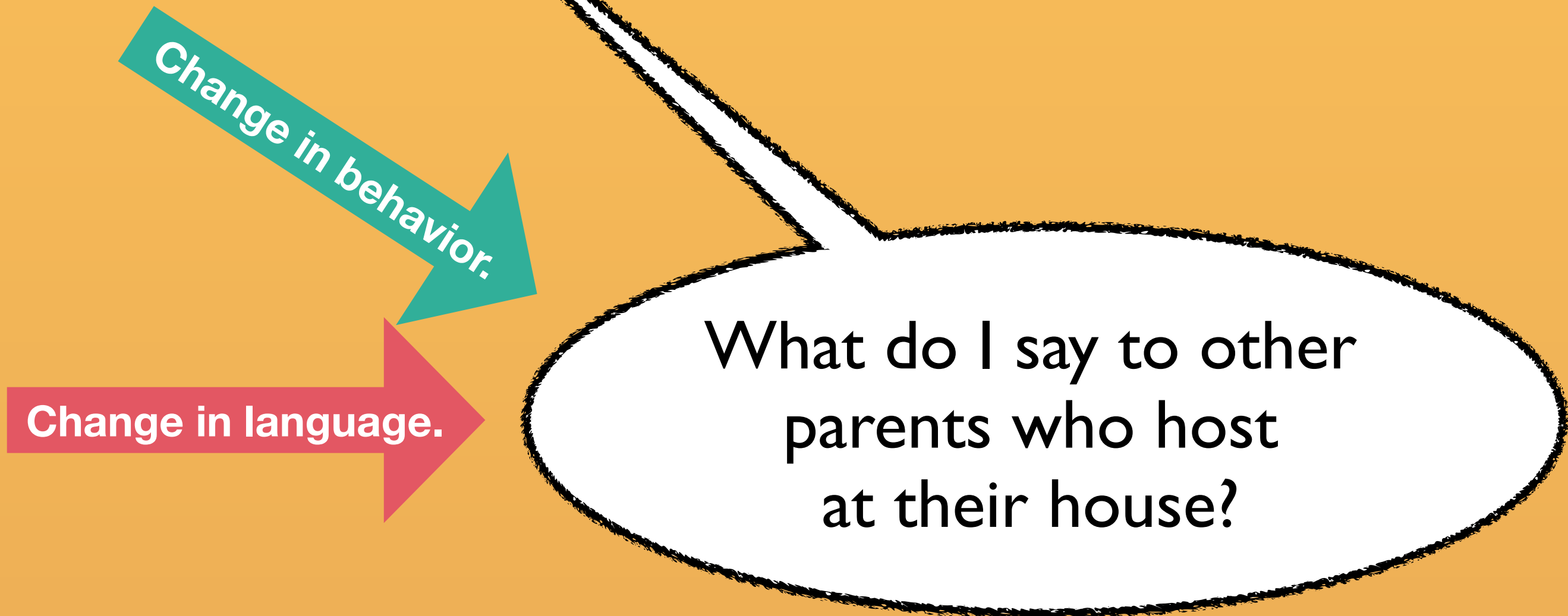
Change in language.

“It’s been a long day.
I need a glass of wine!”



Change in behavior.





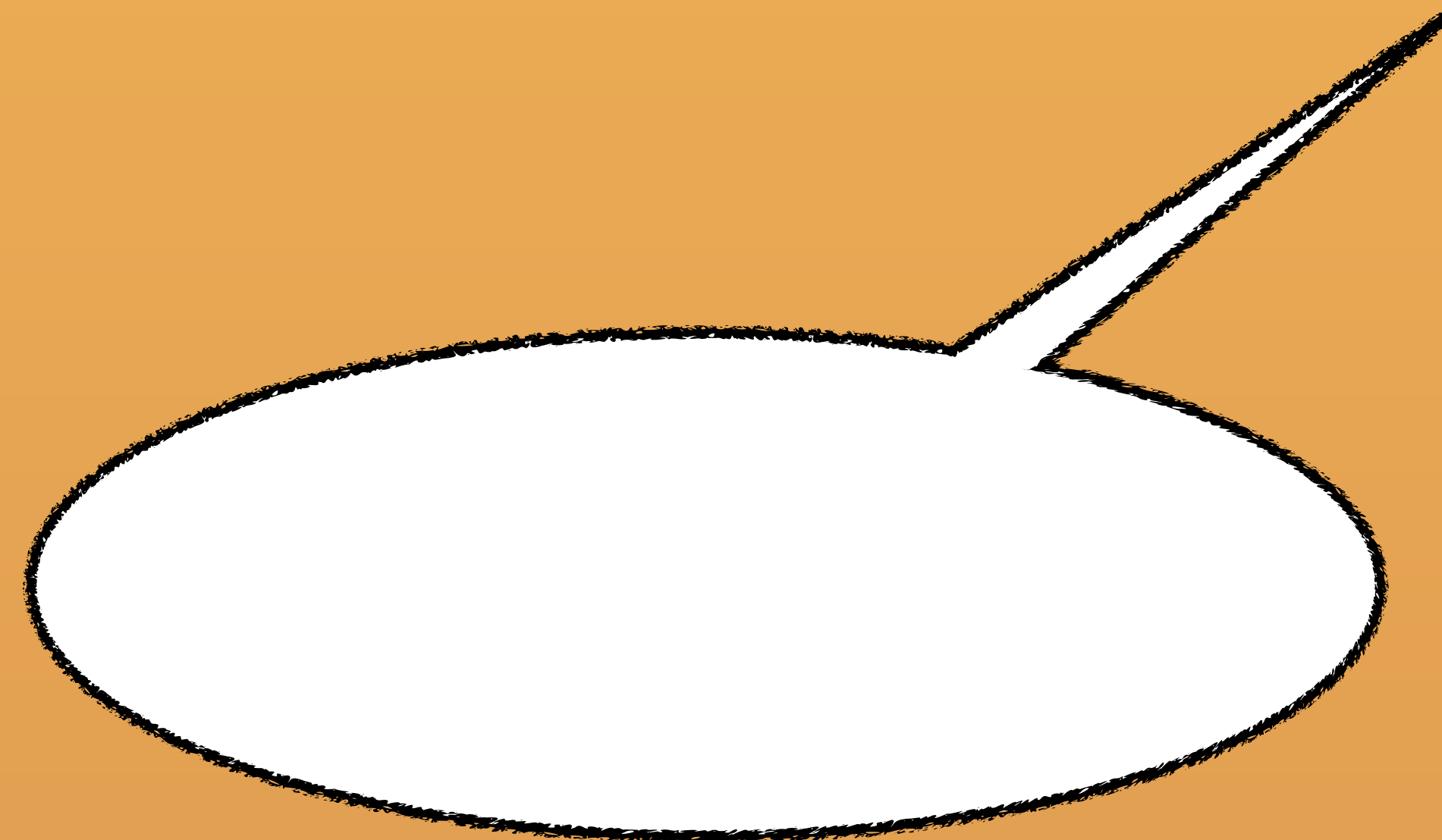
Change in behavior.

Change in language.

What do I say to other
parents who host
at their house?


I turned out okay.

Did you?



Don't drink...

... but if you do, don't drive



I took the keys.
They're safe with me.



Change in language.

I took the keys.
They're safe with me.

Change in language.

**Don't
drink.**

**Don't
drink
and
drive.**

HIGHLIGHT THE UPSIDE OF MAKING A POSITIVE CHOICE

Consider helping them to understand what “to do” rather than what “not to do.”

THE DOWNSIDE OF MAKING A NEGATIVE CHOICE

Even though we know that the majority of students do not drink or use drugs, why might some still choose to get involved with substance use?

To fit in

To look “cool”

Everybody is doing it

To cope with stress/pressure

To get drunk/high

SHORT-TERM

“Now Focused”

Think of those students who choose to live drug-free. What are the reasons they make that choice? What are their “why’s?”

Don't want to get in trouble

Want to get into college

Success in Sports/Clubs

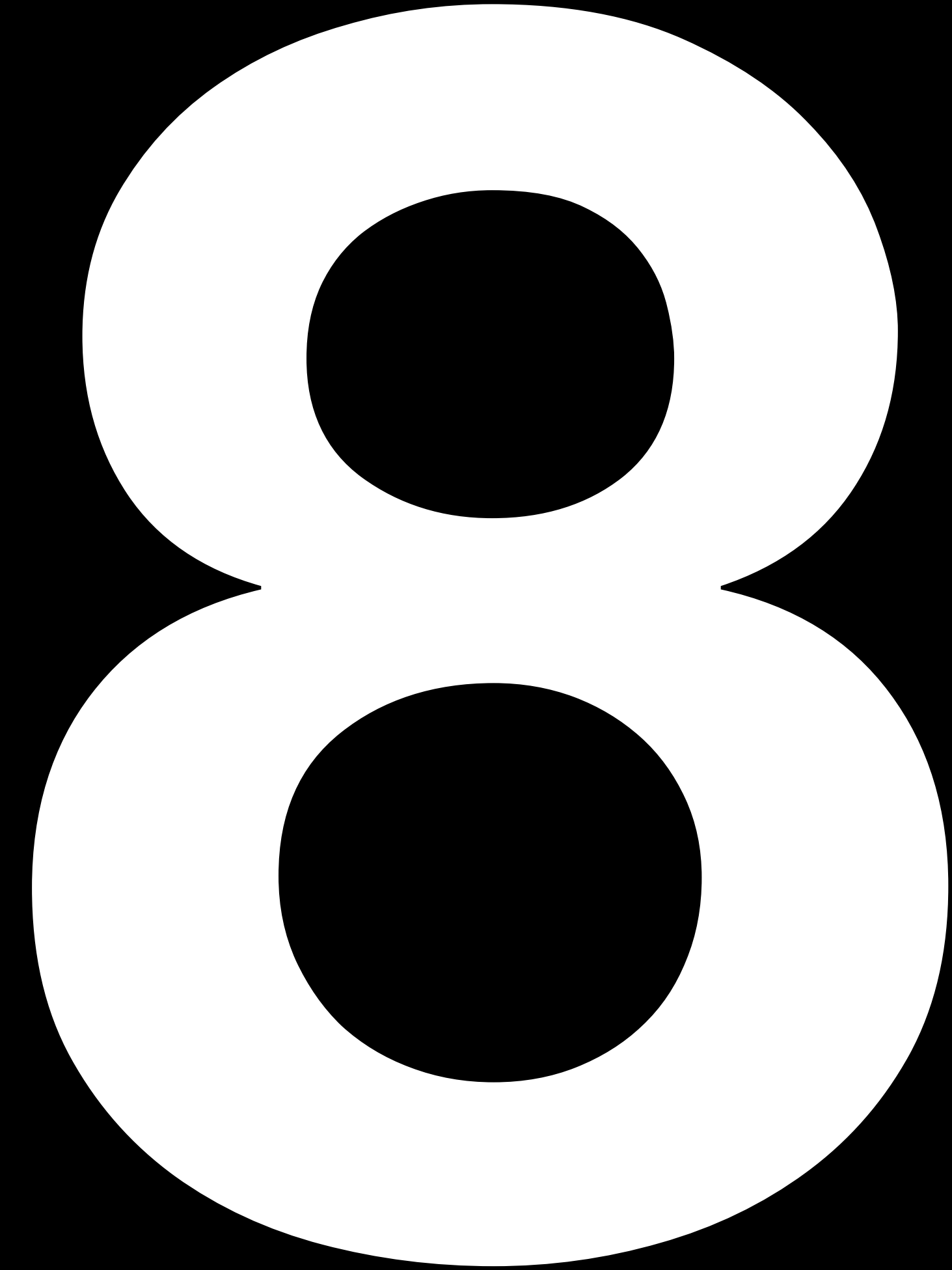
My parents will kill me

Impact on future relationships

LONG-TERM

“Future Focused”

**ACKNOWLEDGE THAT IT IS
OKAY NOT TO BE OKAY.**



A young man and woman are walking away from the camera down a hallway. The man is on the left, wearing a blue and green patterned sweater. The woman is on the right, with long, wavy brown hair, wearing a black jacket with a red strap. The hallway has a white wall on the right and a window with blinds on the left. The lighting is soft and even.

If your teen is struggling...

...here are some things you can say:

If your teen is struggling...
...here are some things you can say:

“I notice”

“I care”

**“How can
I help?”**



UNDERSTAND THAT FIVE THINGS, THAT WHEN WORKING TOGETHER, CAN HELP KEEP A KID DRUG-FREE (and it's more than just saying no)

We need to ensure these **FIVE** things are available to our kids



HELP THEM LEARN REFUSAL SKILLS
REAL (Refuse, Explain, Avoid, Leave)



REINFORCE POSITIVE COPING STRATEGIES



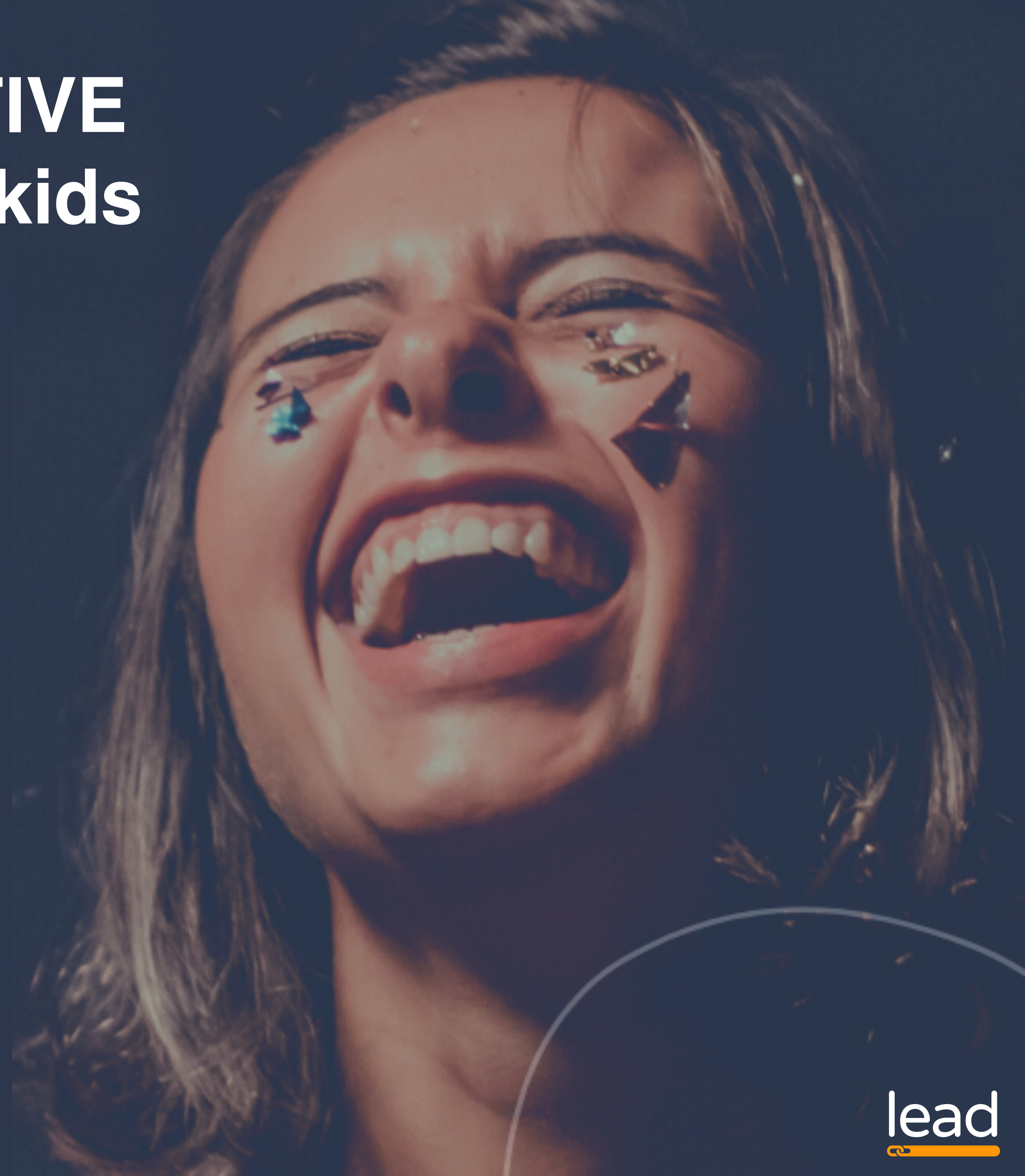
ENCOURAGE SEEKING NATURAL HIGHS



UNDERSTAND HOW PEER PRESSURE HAS CHANGED



REMIND THEM THAT THEY ARE IN THE DRUG-FREE MAJORITY, so remaining drug-free is the way to “fit in”



10

MAKE YOUR PLAN

What can YOU do?



START A CONVERSATION with your teen - when you get home!



SET THE RIGHT EXPECTATIONS, and be sure your teen understands them.



If you, your teen, or someone you know needs help and you don't know where to start, **CALL US.**



Know the resources that are available in our communities. **CALL YOUR SCHOOL, OR CALL US.**



Don't be afraid to be **THAT PARENT!**



Dad! All my friends
have Instagram and TikTok!

Why are you so strict?

I'm sorry! I must love
you more than those
other parents love their
children. You're
welcome.



Need help?

For yourself? For a friend?

Text

LakeCo

to

1-844-823-5323

Safe. Confidential. Available 24/7.

POWERED BY

Text For Help app


Questions?



HOW TO CONTACT ME

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