

**Workshop Title:  
Parents: You Can't do it Without them:  
Getting Them Involved**

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**Tuesday, December 2, 2008  
3:15PM – 4:30PM  
Drugs of Abuse Conference  
Myrtle Beach, SC**

**Parents:  
You can't do it  
Without them!**



**RED RIBBON WORKS!**

# Denial

**If you are human, you have denial about something.**

- **Your Relationships**
- **Your Behavior**
- **Your Health**
- **Your Family**

**We all want everything to be fine**

**We have denial to keep us from pain.**

# Denial Defenses

## **1. Simple Denial – Denying an accusation or Statement even if true**

Example: An Alcoholic would say, “I’m not an Alcoholic”

## **2. Minimizing – Admitting to some degree but the issue appears less significant**

Example: It wasn’t that bad, not that much

## **3. Rationalizing – Making excuses or giving reasons to justify behavior**

Example: Using alcohol or drugs because of insomnia

## **4. Intellectualizing or Generalizing – Avoiding emotional, personal awareness**

Example: Making a statement concerning Alcohol Sensors being inaccurate

## **5. Blaming – Maintaining that the responsibility for behavior lies somewhere else**

Example: Blaming drinking alcohol on losing job

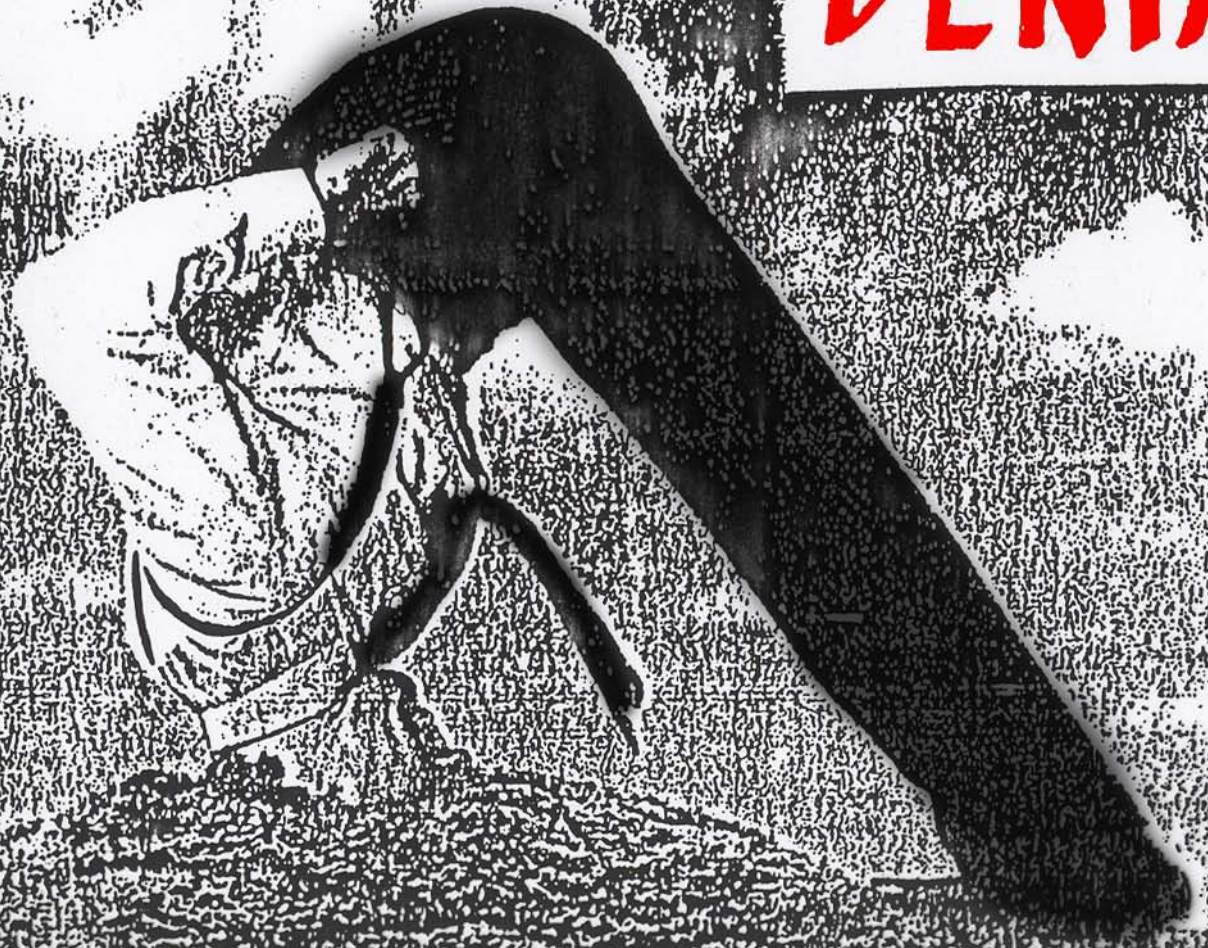
## **6. Diversion – Changing the subject to avoid a subject**

Example: Responding with a joke

## **8. Hostility – Becoming angry or unpleasantly irritable when certain issues are mentioned**

Example: becoming angry when drinking alcohol is mentioned

**DENIAL**



# Communication

- **Appeal to all Senses:** When interacting with someone, ask questions that appeal to all his or her senses. This will make you more interesting and most importantly, memorable.
- **Be Sincere, Be Interested:** If you were going to ask questions, it would help if you had a sincere interest in the person. Not being sincere and faking interest could very well be taken as an insult
- **Pay Attention:** If you're really interested in answers. Use what the person says, to steer the conversation deeper into whatever direction you like.
- **Ask Open Ended Questions:** If your goal is to keep the person talking and open up to you, then ask questions that require more than just a yes or no answer.

# Communication

- **Making fun of someone causes anguish and painful memories**

**We should never insult others,  
and we must always pay careful  
attention to the timing of  
constructive Criticism.**

- **Harsh Words from a stranger can really hurt.**

**So much anguish is caused because we  
Simply do not think about another persons  
Feelings before we speak.**

- **There is no deeper wound than humiliation**

**Even when you know you're right  
and are justified in your position,  
it's still wrong to speak unkindly  
about someone**

- **Words have the power to take a life. If you think of your mouth as a deadly weapon, you will be far more careful.**

**People are often the cruelest  
when they are right.**

- **Life is not a sitcom**

**It is very tempting to clobber someone  
when we know they are  
Wrong, but when we make a mistake...**

**The tongue weighs  
practically nothing,  
but so few people  
can hold it.**

**- Anonymous**

# **Working with Agents and Activists**

**(Parents)**

**(Community  
Leaders or  
Influencers)**

## **Product Seeding with Influencers**

**(Idea &  
Prevention  
Information)**

**(Parents)**

# Product Seeding (Program)



**Words  
Suggestion  
Skill/Tool**

- ***Has a story (innovation)***
- ***Delivers on promises***
- ***Gets Parents talking***

# Product Seeding

*(Program Seeding)*

Putting the right product in the right hands at the right time

*(Information/  
tools)*

*(minds of  
Influencers  
& Parents)*

*(Awareness  
Campaign  
Media Releases)*



**Right  
Product**

*Words  
Suggestions  
Tools*



**Right  
Hands**

*Minds*



**Right  
Time**

# The Influencer



*(Environment & Role or Empowerment)*

- **Attitude – toward category and product**
- **Behavior – Social habits**
- **Knowledge – Awareness of product category**  
*(Problem or Services)*
- **Connectedness – Wide social circle, shares ideas/info.**

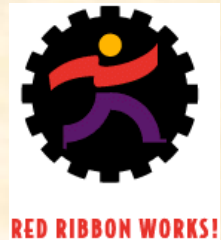
# **If you drink alcohol, how does it affect you?**

- ✦ *We have discussed this as a family*
- ✦ *I do know my own health risks involving alcohol*
- ✦ *How does our family view responsible drinking?*
- ✦ *How do my children see the family role models?*
- ✦ *Has this discussion taken place?*



# How do you restrict your child from drinking?

- ✦ *Have you thought this through as a family?*
- ✦ *Have you taken inventory of your experiences growing up?*
- ✦ *What is the example that has been modeled so far?*
- ✦ *How much thought has been put into consequences?*
- ✦ *Are your expectations logical for your family?*



# The Power of Parents

# Parents

**Are living the real issues**

✦ *Pay Taxes*

✦ *Vote*

✦ *Are shaping AMERICA'S future*

# It ...

- *Is difficult*
- *Takes time*
- *Makes us look bad*
- *And we don't know what to do*

# ***Why Do Some Parents Deny The Problem?***

- ***It makes us look like 'bad parents'***
- ***We have to face up to the problem***

# *Parents Say*

- *“I don’t know what to do”*
- *“My child would never do that”*
- *“I don’t have time”*
- *It’s too difficult”*



**DRUG USE**

**HAPPENS**

**UNDER**

**YOUR**

**NOSE!**

*Be*

*“Lovingly*

*Suspicious”*

***“Good Kids”***

***Do Stretch***

***The Rules***

# Why discuss a negative subject such as Drugs with elementary kids when they Don't know what a drug is?

- *Drug prevention is NOT a negative topic.*
- *Young kids NO KNOW a lot about drugs.*
- *If they are not repeatedly told drugs are harmful; they will not believe it is wrong to take them.*
- *Young kids do not comprehend the long term risks or consequences on their own.*
- *Drug information should start before they start school.*

# ***Early Signs of Risk May Predict Later Drug Abuse***

- ***Aggressive Behavior***
- ***Lack of self Control***
- ***Difficult Temperament***
- ***Tendency to express bullying behavior***
- ***Some signs of risk can be seen as early as infancy or early childhood.***

# ***Highest Risk Periods for Drug Use Among Youth***

- ***Research has shown that the KEY risk periods for drug abuse are during the major transitions in children's lives.***
  1. When they leave the security of family and enter school
  2. When they advance from Elementary to Middle School-
- ***New academic situations – new social situations – wider and new peer groups***
- ***Early adolescence is when children are likely to encounter drugs for the first time..***

***Where Will They Get Their Information?***

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