

Prom and Graduation Season Substance Abuse Prevention Strategies and Activities

Name and brief description of strategy or activity: Putnam Communities That Care Coalition Pre-Prom Initiative. The goal of the Pre-Prom Initiative is to establish a policy that requires all students and /or parents to attend an education session in order to purchase a prom ticket. The presentation includes a panel of experts speaking about the risks of drugs, including alcohol. The panel discussions focus on how to start the pre-prom conversation with their teens as well as how to address challenging situations that may arise during prom season.

How to get started: Coalition Coordinator and Co-Chairs set-up meeting with school superintendents to discuss Pre-Prom Initiative. School District will provide contact person at the high schools and Coalition Coordinator will work with school contact (usually the principal) to set-up date for the event. The school notifies parents via email of the dates and mandatory nature of the event. Coalition Coordinator recruits volunteers for Pre-Prom Committee. Coalition Coordinator and Pre-Prom Committee will design, implement and review Pre-Prom Presentation.

Resources needed: Buy in from the school district, Coalition Pre-Prom Committee and Coalition members to be a part of the Pre-Prom Panel. Date, time, space, audiovisual equipment. Educational presentation and resources for parents, including social media presence related to the Pre-Prom topics.

People to get on board: School District Superintendents, High School Principal, Parents and students if deemed appropriate by the school district, and Coalition Members.

Steps to Success:

1. Build capacity and relationships with local school district personnel
2. Recruit coalition members committed to the program
3. Provide practical and useful pre-prom tips and educational materials for parents
4. Maintain a social media presence related to the Pre-Prom Initiative that reinforces the message delivered at the presentation
5. Continue to evaluate and revise program as needed.

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