

Prom and Graduation Season Substance Abuse Prevention Strategies and Activities

Name and brief description of strategy or activity: Prom Packet of Information distributed to schools pre prom. Packet includes: a **30 Second Public Service Announcement**; a **list of possible communications (tweets)** from the district; several prevention **flyers for parents** that can be distributed, placed in your school newspaper, or used in “email blasts”, a flyer on “Tips for Parents: Hosting Prom and Graduation Parties”; a **list of activities** that Student Assistance Counselors can do to assist in this effort; a **sample letter** from the Principal that can be sent to parents of Juniors and Seniors or put in a newsletter; a **letter to students** from the Principal or your counselor, to distribute to students and parents; a copy of the **brochure for parents** called, "What Every Parent Should Know About Prom Night...and After".

How to get started: Establish working relationships with your high school. Reach out to Principal(s) in advance to ask them what resources would be most help to them. Develop materials that you think would be most helpful and that are based in strong prevention science.

Resources needed: You will need to develop, purchase, or borrow whatever resources you would like to include in the packet.

People to get on board: School administrators. Partnering with local coalitions can amplify your message. Having a substance abuse prevention counselor in the school helps with direct communication with the school administration.

Steps to Success: Make sure that the materials are high quality and responsive to the needs of the school(s). Having a substance abuse prevention counselor in the school helps facilitate the process. Make the materials available in both hard copy and as an email.

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