

# **PAM-MCRUD Parent-Teen Pledge**

## Why would our community group or coalition want to do this project?

These ideas will give you some ideas for using the PAM-MCRUD Parent Teen Pledge. The Pledge was created by the state wide Steering Committees for Parenting Awareness Michigan and the Michigan Coalition to Reduce Underage Drinking. A copy of the pledge can be found in this packet, or online at [www.mcrud.org](http://www.mcrud.org).

Promoting the use of the PAM-MCRUD Parent Teen Pledge gives your community group a tool to help families begin the discussion about underage drinking. The items that teens and adults pledge to do have to do with both individual responsibility and adult role modeling. It is our belief that most people who will sign this pledge will take the points they have pledged to follow seriously. However, the inherent simplicity of a pledge is understood: there is nothing to enforce what is signed, and there are no guarantees that both parties will uphold their end of the deal. However, if the items included in this pledge begin a meaningful discussion between teens and adults, it will accomplish a great deal.

The Pledge also lists information about the laws as they relate to minor in possession of alcohol and adults providing alcohol to minors.

Put simply, the PAM-MCRUD Parent Teen Pledge is a tool that is readily available, uses the expertise of two statewide initiatives, and will help address family issues that relate to underage drinking prevention.

## What area of underage drinking prevention does this project address?

The PAM-MCRUD Parent Teen Pledge addresses community (family) norms and youth access to alcohol.

## Project Description

The PAM-MCRUD Parent Teen Pledge is already developed. There are many ways it can be used by your local community group. It can be sent home as part of a school's prevention efforts or awareness activities, it can be distributed at parent/teacher conferences or other school activities, or it can be used as grocery bag stuffers for parents to find when they unload from their weekly grocery shopping.

It can also be used as a "sign and return" item as part of a school's Red Ribbon or other drug awareness week, Safe Spring Break week, or Safe Prom/Graduation events. Signed pledges should be returned to students at the end of the week so they can keep their copy of the legal information listed on the back of the pledge.

### Who needs to be involved?

There are three groups that need to be involved with this initiative. First, the community group using and promoting the PAM-MCRUD Parent teen Pledge. Second, parents. Third, teens. By promoting the Pledge, the community group will increase communication between parents and their teens.

### What resources will we need?

The PAM-MCRUD Parent Teen Pledges are available free by calling Prevention Network at 800-968-4968. Community groups can also download a .PDF version of the pledge and print it themselves. You can find this at the "2007 MCRUD Alcohol Awareness Month" link at the MCRUD web site, [www.mcrud.org](http://www.mcrud.org).

### How and why do we get the media involved?

The PAM-MCRUD Parent Teen Pledge is a good resource for an already-existing project or initiative. By getting the media involved, you can spread your message beyond those you contact at any event where you are using the Pledge. Sending a copy of the pledge along with a media release would give media outlets an idea of what your community group is about. Print media could also reproduce the Pledge as part of their coverage of your event.

### How and why do we evaluate this project?

By evaluating your efforts, you can more accurately plan future initiatives. If you can determine the number of pledges signed by families, you can also use this information in media releases and letters to the editor. This gives you one more opportunity to interact with the media, thus getting your information distributed more widely.

There are two things that can be evaluated if a group chooses to do so with this initiative. A group could ask follow up questions regarding the specific actions listed on the Pledge. This would help determine if people took the points listed on the Pledge literally and followed through with their commitments.

You could also try to determine if using and promoting the Pledge increased parent/teen communication in your community. To do this, a survey could ask both teens and parents if they had discussed the points listed on the pledge. Additional questions could help you determine the nature of the discussions, and what positive outcomes were generated as a result of these discussions.

Both evaluations would give you valuable information for future planning and interaction with the media. In addition, the additional contact with community members will serve as a reminder to those who signed that they have committed to specific actions in the Pledge.