

39%

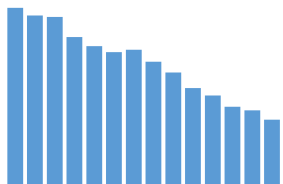
Parent Movement 2.0

Relaunching the Parent Movement
~ what does it mean ~

14%

November 05, 2019
San Diego, CA

There was a Parent Movement 1.0



- 1979 – illicit drug use among high school seniors was 39%*
 - Permissive drug culture
 - Head shops were the pro-drug strategy of the day
 - Drugs showing up at middle school parties
- Several parents noticed and engaged (Sue Rusche – Atlanta & Carla Lowe – Sacramento)
 - 1992 – illicit drug use among high school seniors was down by two-thirds to 14%*
 - Nancy Reagan’s “Just Say No” Campaign came to overlay the parent movement of the time; although they were separate efforts

Started with a Pledge

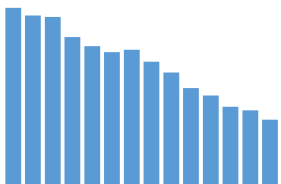
Parent movement 1.0 organization

Parent Peer Groups (PPG) Education

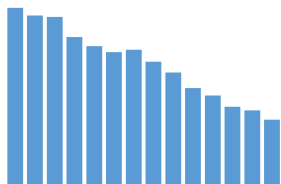
- Small groups
- Parents in conversation
- Sharing opinions, tactics, experience
- Education

Parent Community Groups (PCG) Advocacy

- Individual Advocacy
- Group Advocacy
 - In schools
 - In community
 - At state level
 - At federal level



Today



Some are beginning to realize the threat that marijuana legalization and a commercial marijuana industry pose to their children.

Millions more **parents are clueless** and this ignorance leaves parents and their families at risk.

Understanding of the teenage brain has advanced

“Gateway drugs” for adolescence has expanded to include marijuana, alcohol and nicotine

- 2018 – illicit drug use among high school seniors is up to 24%
- Marijuana use is driving the increase
- But all 3 gateway drugs are at issue

Understanding Parents Today

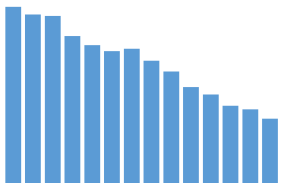
Parenting has always been one of the most important jobs in the world.

Getting harder (not easier) in modern times. Parents are exhausted, many are overwhelmed.

Relentless number of issues that today's parents have to deal with that other generations did not: internet porn, bullying, sexting, sexual predators, screen time, proper nutrition, active shooters, internet gambling, eating disorders, anxiety/depression and other “failure to thrive” signs

Keeping drugs and alcohol prioritized can be difficult.

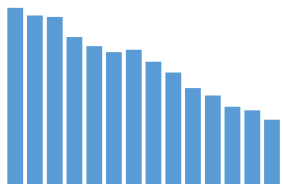
Other recent developments:



- 2-3 years ago, vaping didn't exist
- 5 years ago, Snapchat and Instagram we're just hitting critical mass
- Smart phones become smarter and more demanding of our time and attention every day
- Colleges become increasingly harder to get into every year.

If PM 2.0 hopes to engage

- No parent today is looking for something else to do
- Parents want new information that is relevant and compelling with its implication to kids clearly linked.
- Communication needs to be concise and easily accessible but also available through many channels.
- If mechanisms to act or dive deeper aren't easily identifiable, attention will be lost or simply go to the next demanding parenting priority.



PM2.0 starts with a Pledge

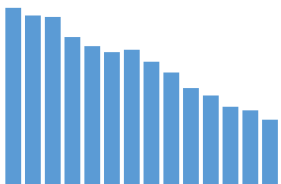
The “I’m in” pledge –Goal:

Help parents keep alcohol, marijuana and other drugs at the top of the parenting priorities list. It does this with a current perspective & 21st Century scientific understanding.

What does the pledge say:

1. **Declaration** –the organizing motivation for parent action and involvement:

“I want a substance-free childhood for my kids”

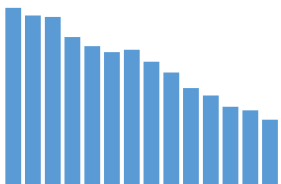


PM2.0 pledge

What does the pledge say, cont:

2. “I pledge to” – Lists things I will attempt to achieve a substance-free childhood for my kids.

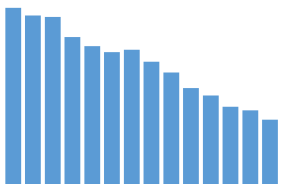
- Won't provide kids marijuana, alcohol or nicotine.
- Actively supervise parties hosted at my house
- Prioritize prevention, use-cessation and delay among the things I parent.
- Examine my behavior
- Continue my education and be in conversation with other parents
- Notice legislation, local initiatives and leaders that seek to grant more Industry access to my kids
- Welcome the involvement of others in the community



PM2.0 pledge

What does the pledge say, cont:

- 3. “I’ve come to better understand”** -- Provides rationale for this pledge based on current scientific understanding.
- 4. “I recognize that”** – Acknowledges conditions about adolescence, the environment and my influence as a parent.



What happens when pledge is signed?

- Signer becomes a member of PM2.0
- A welcome email is sent with “What’s Next” links
- Begin receiving *The Marijuana Report*
- May receive “click here” advocacy communication from National Groups



Parent Movement 2.0

Keep Our Kids Healthy

Visit Our Website

Contact Us

What's Next?

Greetings!

YOU'RE RECEIVING THIS EMAIL, BECAUSE YOU RECENTLY SIGNED THE "I'M IN" PARENT PLEDGE OR EXPRESSED INTEREST IN IT.

The "I'm In" Parent Pledge is part of a 21st Century Parent Movement to prevent the underage use of marijuana, alcohol and other drugs.

"We want a substance-free childhood for our kids and their friends."

Start here....

Parent Peer Groups

3-5 parents continuing the conversation can change everything. See how easy it is to get started.

Parent Community Groups

Expand your reach - make changes in the broader community.

- Methodologies for creating

Engagement in PM 2.0

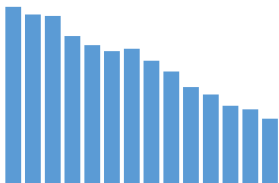
Parent Peer Groups (PPG)

Education - Continue the conversation



Parent Peer Groups

3-5 parents continuing the conversation can change everything. See how easy it is to get started.



Parent Community Groups (PCG)

Individual advocacy - add parent voice to a larger conversation
Group Advocacy - how to do more or really involved



Parent Community Groups

Expand your reach - make changes in the broader community.

- Methodologies for creating

Parent Peer Group (PPG) - Education

- Information is developed for a small group format
- Invite 5 friends
- Schedule a meeting; invite for coffee or dinner at your house
- Just talk
- Download **Meeting** materials to help you facilitate a discussion.

Meeting 1 – Explore THE PLEDGE

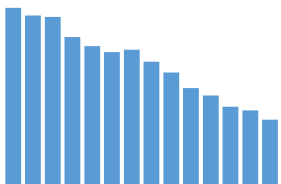
Meeting 2 – Brain Science

Meeting 3 – Forms & Potencies

Meeting 4 – Parenting Strategies

Meeting 5 – Parties – Parenting Wisdom

More....



Parent Community Groups (PPG) - PM 2.0

Framework for greater involvement

- Add your voice
- Take action
- Building awareness
- Advocacy



Group Work



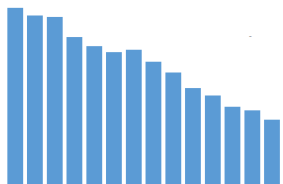
Individual Work



Working through School
Channels

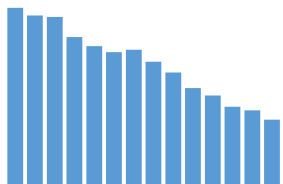


Community Efforts
(Examples)

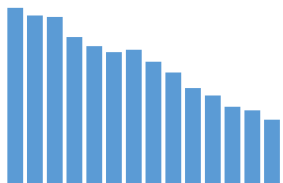
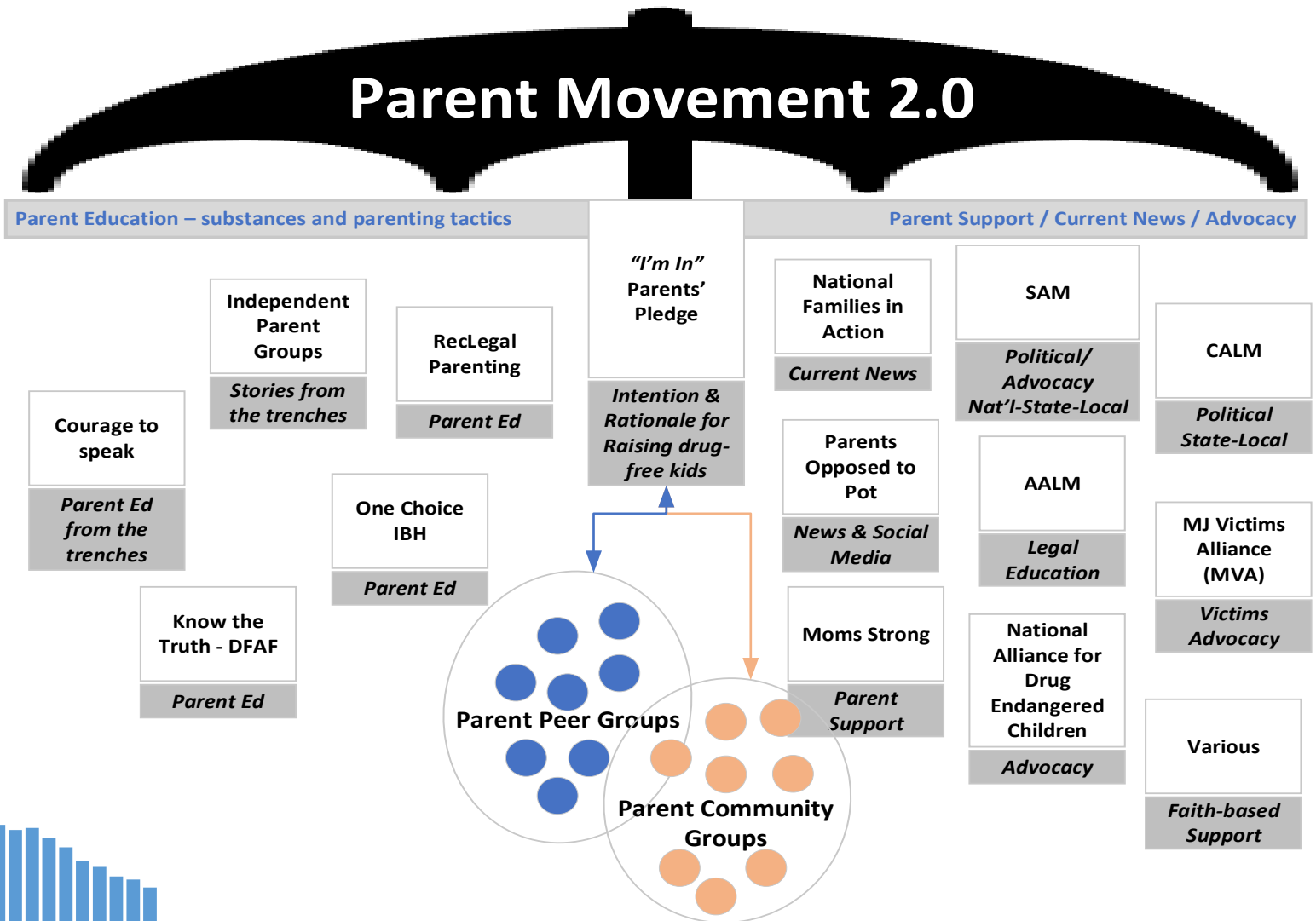


What's different in 2019 vs. 1992?

- General opinion on drugs has liberalized
- Marijuana legalization (in particular) is driving some of this
- Communication technology is more sophisticated
- Technology platforms that help organize groups and facilitate action exist
- Many types of prevention and advocacy groups exist
- These groups have knowledge, materials, experience and developed channels at work

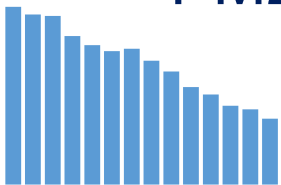


PM 2.0 Partners



PM 2.0 Partners

- Promote the “I’m in” pledge
- Assist PM2.0 in developing
 - education materials.
 - advocacy materials/events/efforts
- Advise PM 2.0 in both areas - education and advocacy opportunities and tactics
- Can communicate with the PM2.0 membership



“I’m in” – a 21st Century Parent Movement to
reduce the underage use of marijuana, alcohol,
nicotine and other drugs

January 2020

Questions

ParentMovement2.0@gmail.com

Access the pledge:

<https://www.reclegalparenting.org/the-im-in-pledge>



END

