



Safe Homes

Program Brief

FY 2021-2022

Logistics:

The Livingston COMMUNITY PREVENTION Project (LCPP) was formed in 2008 to provide substance use prevention services throughout Livingston County. Karen Bergbower & Associates, Key Development Center, Inc., and

Livingston County Catholic Charities are the collaborative partners of LCPP. These agencies work together to implement several prevention programs that have been proven to impact substance use and related problems. LCPP provides an array of prevention services that target all sectors of Livingston County, including parents, schools, and the community. LCPP works closely with the Livingston County Community Alliance (LCCA) and all five school districts as well as local government, law enforcement, and community members.

Priority Area, Primary Problems, and Associated Intervening Variables:

CMHPSM Priority Area 1: Reducing Childhood and Underage Drinking

- a) Primary Problem: Early Addiction, Delinquent/Problem Behavior
- b) Intervening Variables: Lack of Perceived Risk, Peer Pressure, Prosocial Attitudes toward School, Norms that Support Use, Easy Access to Alcohol, Parental Norms, Attitudes, and Knowledge of Underage Drinking

CMHPSM Priority Area 2: Reduce Prescription and Over-the-Counter Drug Abuse/Misuse

- a) Primary Problem: Early Addiction, Delinquent/Problem Behavior
- b) Intervening Variables: Easy Access to Prescription Drugs, Parental Norms and Attitudes, Community Norms and Attitudes

CMHPSM Priority Area 4: Reduce Illicit Drug Use

- a) Primary Problem: Early Addiction, Delinquent/Problem Behavior
- b) Intervening Variables: Parental Norms and Attitudes, Community Norms and Attitudes

This work is universally targeted and strives to serve all populations.

EBI and CSAP Prevention Strategies:

Originally developed by the Pennsylvania Liquor Control Commission, Safe Homes is an online based parent networking campaign in which adults make a pledge to keep their home drug and alcohol free. By becoming a Safe Home, parents and other adults take a pledge that they will actively supervise all gatherings or parties of youth, prohibit the possession or use of alcohol, prescription drugs taken for

recreational purposes and illicit drugs by youth in their home, set expectations for their children regarding drugs, provide a secure storage place for alcohol and prescription drugs, and talk to a parent of a child they personally observe using drugs and alcohol. Safe Homes also raises awareness of the fact that 72% of Livingston County teens who drink alcohol, consume it their home or a friend's home. (2017-18 MiPHY) The campaign encourages parents and other adults to send a unified message that drug and teen alcohol consumption will not be tolerated while emphasizing the importance of speaking with youth about drug and alcohol use. This pledge can be found online as well as a hard copy.

Safe Homes is implemented locally by Project SUCCESS Counselors, CBSG Counselors, and the Livingston County Community Alliance – using the following Center for Substance Abuse Prevention (CSAP) intervention strategies: information dissemination, education, community based process, and environmental. This campaign is in its sixth year in Livingston County.

Because the campaign tool-kit only came with the pledge, the LCPP and LCCA had to design the look of the campaign, including the logo, publicity materials, and website design.

The LCPP utilized LCCA's underage drinking committee and marketing committee to create the logo and materials. County statistics were also included in the material to educate parents about the prevalence of youth substance use taking place in their home. Yard signs, window clings, posters, key chains, sticky notes, and chip clips were then printed and distributed to people who took the pledge. Parents who receive the yard signs, window clings, and key chains frequently comment that it feels like "a badge of honor" to be able to post their yard sign.

The campaign continues to utilize the community based process. Through the use of the Strategic Prevention Framework, community members were asked what was important to them when organizing a parent-targeted campaign. They mentioned an online based campaign where parents could speak with other parents. Because Safe Homes has been effective in other areas, the LCPP decided to implement it in Livingston County.

LCCA PARENTS PLEDGE SAFE HOMES
drugfreelivingston.com

SCAN AND TAKE THE **PLEDGE**
ONLY TAKES 1-2 MINUTES!

Will you pledge to provide a safe and substance-free environment?

- 1 Supervise**
You pledge to actively supervise all gatherings of youth in your home or on your property.
- 2 Substance Free**
You pledge to not allow alcohol, tobacco, or other drugs (including Rx use) by youth in your home or on your property.
- 3 Set Expectations**
You pledge to speak with youth so you know where they are, who they're with, and when they expect to safely return.

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facebook.com/LivingstonCountyCommunityAlliance/
instagram.com/the_lcca/
twitter.com/The_LCCA

Safe Homes is a valuable tool for communities to address environmental factors which contribute to underage drinking and drug use. These environmental factors directly relate to the CMHPSM's priority areas and LCPP's primary problems and intervening variables.

- Safe Homes strives to create consistent parental and community norms that underage drinking and drug use is not only illegal, but is unsafe, unhealthy and unacceptable.
- By increasing parental awareness and understanding of the health, safety and legal consequences of allowing drug use and underage drinking, Safe Homes reduces the number of parents who allow underage drinking and drug use on their premises and property, which decreases underage access to alcohol and drugs.
- Safe Homes provides clear, consistent messages that are easily communicated by every sector of the community, including parents.
- Safe Homes improves enforcement consistency by offering suggestions to help communities improve local enforcement of this and other underage drinking laws. The program also provides many opportunities for law enforcement to partner with other community leaders to communicate clear community standards related to underage drinking.

Outcomes/Results:

During FY 21-22,

- This year we asked parents/guardians to sign the Safe Homes Pledge either on paper or online. Safe Homes was promoted by fliers at various events and meetings, QR codes, and social media messages. Out of the 30 Safe Home Pledges needed only 15 were received.
- We maintained the Safe Homes webpage explaining the initiative and database, while providing resources for parents about keeping teens drug-free.
- In addition, this year the campaign created a Spotify advertisement, with voiceover and picture, promoting Safe Homes. This year there were two online Facebook Live Chat/Zoom gatherings for parents and community members. These events were intended to be an in-person family dinner night, however to due lack of participation in other in-person events, it was moved to a virtual format. Local experts used Facebook Live to talk about topics such as marijuana and how to talk to your youth and community mental health resources. Participants were encouraged to ask questions. The videos were published to the Facebook timeline where people could watch them at their leisure. The videos received many views. We found that more people watch the recorded session after the live event. The purpose of the community gatherings were to promote the SafeHomes and the goal is to give parents and community members an outlet and resource to continue these tough conversations.

For more information on Safe Homes or to take the pledge, please visit:

www.drugfreelivingston.com/safe-homes