



Parents. The Anti-Drug

Bannockburn, Deerfield, Highland Park, Highwood, and Riverwoods

Dear Parent,

November 2009

Thank you to everyone who provided feedback about the *Take Time To Talk* campaign this fall. Your comments and suggestions are so helpful. We have reviewed all the results and while we are adjusting for future campaigns, we would like to share with you some of what we learned.

We were encouraged that the messages received were overwhelmingly welcomed! Your feedback told us that over 90% took the time to open the majority of the messages sent. While many did not visit the resource links provided, those who did found them very helpful. Furthermore, while not all the information was new, it was received as a good reinforcement. Finally, over 60% reported having conversations with their teens after reading the *Take Time To Talk* messages.

The feedback also challenged us to make some changes. We are exploring new avenues of message delivery, new topics, and much more. We look forward to an enhanced *Parents. The Anti-Drug* for the communities of Bannockburn, Deerfield, Highland Park, Highwood and Riverwoods.

While we are planning for some changes, we would like to continue sending updated information and resources to you. We will have one more message in December before starting new initiatives next year. If you have any questions or concerns, please contact us at parents.theantidrug@gmail.com.

As we look ahead, we will continue to share information with you, parents, to enhance your conversations with other adults and teens. This was echoed in many comments shared with us during the evaluation, one so eloquently stated, “*I was shocked that so many students said their parents hadn’t spoken with them about alcohol so I asked my son if he remembers our discussing it with him. To my amazement, he couldn’t recall if we had such discussions. He went on to say that he had plenty of information and reinforcement from the DARE program. We have discussed the dangers of alcohol use with him many, many times. The message clearly is that we must keep talking about it even when we cannot imagine that they don’t get the message.*”

We encourage everyone to **take time to talk every day**. Talk with other adults...talk with teens...talk with us! The health and safety of our community is worth it!

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