

The mission of the Partnership for a Drug Free New Hampshire (PDFNH) is to develop and communicate consistent, statewide messaging about the prevention of, treatment for and recovery from alcohol and drug misuse and abuse. This is done through collaboration with state agencies, organizations and others concerned with the alcohol and drug issues in the state of New Hampshire.

The situation

NH's statistics speak for themselves.

- **NH ranked second** in the nation in past month alcohol use among 12-20 year olds.
- **NH ranked in the TOP TEN states** for past month marijuana use among 12-17 year olds.
- **One in six** high school students in NH has admitted to abusing prescription drugs.

In September 2013, PDFNH commissioned an online survey of 200 parents of children age 9-17. This sampling of NH parents represented a diverse selection of economic and educational backgrounds and they came from communities all over the state. Even though 88% of parents surveyed said that they were either concerned or very concerned about alcohol and drug use among NH youths, only 33% think that it is a significant problem in NH.

It appears that the most influential people in our tweens'/teens' lives aren't aware of the stats or the dangers that their children are facing every day. It is our goal to change that.

The course of action

PDFNH has developed a public communications and marketing campaign called Check the Stats NH that will focus on youth prevention by raising awareness of the issue among parents and caregivers of children age 9-17. In order to get this target audience's attention, the images and messaging are purposely intended to startle them and evoke a reaction. These somewhat edgy concepts were tested in the same 9/2013 study of 200 NH parents, with the following results:

- **71-76%** of parents said the concepts got their attention
- **69-75%** said the concepts made them stop and think

In addition to rolling out advertising via traditional media, PDFNH has also launched a grass roots initiative that engages key state and community leaders and concerned adults statewide to show public support for the campaign. That's where you come in.

The challenge

The Partnership needs your help. Please consider joining us as a "Champion" to help change NH's stats by getting involved and making other parents and caregivers aware that they, too, need to be champions for their children. They need to be their family's protectors. In essence, we are asking you to help lead the way. We welcome your feedback and suggestions. In addition to overall support, the Partnership asks that Champions be willing to:

- **Go To ChecktheStatsNH.org** to become informed and to join our email database.
- **Follow** Check the Stats NH on Facebook and Twitter.
- **Pass along posts, tweets and other** marketing materials (ads, videos, etc.) when possible via email and social media.
- **Encourage** others to take up the torch as Champions.
- **Start conversations** with your own children and other adults in your network.

www.ChecktheStatsNH.org

For more information, please contact Jennifer Cusato, Executive Director, Partnership for a Drug-Free NH at 603.496.7481 or jennifercusato@drugfreenh.org.

The "Champion" pledge

I agree to be a Champion. I pledge to support this campaign for the Partnership for a Drug-Free New Hampshire in every way I can in order to help bring about statewide awareness and change.

Name

Date

E-mail Address