



*Children of
parents who
talk to their teens
about drugs are
50% less likely
to use.*

Start Talking!



Building a Drug-Free Future

**Annual Report
2014**

Parents 360Rx

Know!

5 Minutes for Life

Building Resiliency

Know!

Know! Parent Tips and TEACHable Moments are twice-monthly emails that include guidance for caregivers and educators, respectively. These free resources provide facts about alcohol, tobacco and other drugs, so adults can support children in choosing healthy lifestyles. [Sign up online.](#)

Parents360Rx

Parents360Rx is a community education program that increases an adult's knowledge of prescription misuse and confidence in their ability to speak with teens about the subject.

The program toolkit includes a video of compelling stories and guidance in hosting a community event with other concerned adults.

5 Minutes for Life

Local law enforcement officers, Ohio State Highway Patrol troopers and National Guard service members have joined forces to support student athletes who can act as role models and encourage their high school peers to make responsible decisions and live drug-free lifestyles.

Youth Resiliency

Twenty counties received grants totaling \$1.5 million from the Office of First Lady Karen W. Kasich, in partnership with OhioMHAS and other state agencies, to fund community programming to develop students' ability to make good decisions and resist bad influences.

Ohio launches youth drug abuse prevention initiative

Far too many Ohio families know the heartache of having a loved one deal with the nightmare of drug abuse. When that someone is a child or young adult, the emotional pain can be unbearable. But here is where it gets better: kids are up to 50 percent less likely to use drugs when their parents or other trusted adults talk with them about drug use and abuse.

Understanding that this is not an easy discussion to begin, Governor John Kasich and First Lady Karen W. Kasich launched the Start Talking! statewide youth drug prevention initiative to help parents and other adults communicate better with kids. Based on research and what experts say are the best methods to engage kids, Start Talking! offers four ways for parents and other youth leaders to approach children and young adults:

Know! focuses on the parents of middle school students and provides tips and tools offered by the Drug-Free Action Alliance.

Parents360Rx is a national program from the Partnership for Drug-Free Kids that is designed to educate adults about the dangers found in their own medicine cabinets.

5 Minutes for Life engages student athletes and other young leaders as ambassadors.

Resiliency Grants from the State to Ohio enable communities to build a strong prevention infrastructure by choosing among evidence-based programs that suit their unique needs. Resiliency Grantees have implemented more than 20 different research-based programs to help youth be and stay drug free.

As a whole, the Start Talking! initiative aims to give students the courage to resist drugs and push back on peer pressure.

Resiliency Grant program examples:

Hamilton City Schools trained teachers and support staff to use the **PAX Good Behavior Game** with more than 875 kids. PAX teaches students self-control through collaboration with others for peace, productivity, health and happiness. Students who have PAX in their classrooms can expect: a 30-60% reduction in suspensions or expulsions; a 50-70% reduction in mental health difficulties (e.g., ADHD and conduct symptoms); and a 25-50% reduction in use of tobacco or other drugs over a child's lifetime.

Twelve of the 22 Resiliency Grantees are implementing the **LifeSkills™ Training** curriculum, which prepares students to cope with anxiety, understand immediate consequences of substance abuse, and develop the cognitive and behavioral competency to reduce and prevent a variety of health risk behaviors.



Gov. John R. Kasich mingles with students at the Start Talking! kickoff event on Jan. 8, 2014, in West Carrollton.



Former Cincinnati Bengal Offensive Lineman Anthony Muñoz offered his perspective as a leader and a parent at the kickoff.



Orman Hall (left), Governor's Cabinet Opiate Action Team, and Tracy Plouck (right), Ohio Department of Mental Health and Addiction Services, meet Worthington Kilbourne youth at an April event.



Most teens who abuse prescription pain medications say they get them from family and friends.



StartTalking.Ohio.gov

Start Talking! numbers through December 2014

- ▶ **6,481** people signed up for Know! tips and TEACHable Moments through the website and several organizations distribute these materials to an additional 40,000 names. For example, all foster parents in Ohio now receive Know! tips, and more than 6,000 school counselors, principals and administrators receive and forward them.
- ▶ **26,414** students, **779** student ambassadors participated in **272** 5 Minutes for Life presentations.
- ▶ **22** grants totaling **\$1.5 million** will help strengthen school-based prevention and resiliency programming for at-risk youth.
- ▶ **Dozens** of Parents360Rx presentations held by schools, PTO groups, faith-based organizations, law enforcement, legislators and others. For example, a total of 223 parents in Mahoning County participated in parent engagement sessions conducted at Valley Care Hospital, Mahoning County Juvenile Justice Center, Boys & Girls Club, Warriors Inc. Child Care Center, Beatitude House, Williamson Elementary School, Chaney/Rayen Early College and three business locations.

A school or church in each of these communities hosted a Start Talking! event between January and December 2014

**Akron • Bellaire • Finneytown
Hamilton • Mansfield • Marietta
Marysville • Mentor • Norwood
Perrysburg • Piqua • Pomeroy
Sylvania • Upper Arlington
West Carrollton • Wheelersburg
Whitehouse • Worthington • Youngstown**

These businesses and government organizations have joined the Start Talking! effort

**Kroger
SBC Advertising
Hall Financial Advisors, LLC
Working Partners
Ohio Chamber of Commerce
Ohio Municipal League
WBGU Public Television
First Night Columbus**



First Lady Karen W. Kasich talks with students at her alma mater, Upper Arlington High School, after a Start Talking! presentation.



In August, Gov. Kasich applauded the partnership with Kroger to share Know! parent tips on pharmacy bags and in employee publications.



Lt. Molly Harris of the Ohio State Highway Patrol poses with student ambassadors at a 5 Minutes for Life event in Marysville on May 1, 2014.

“No family or neighborhood is immune to the dangers of drugs. It’s naïve to think that any of us can shield our children from peer pressure or the stresses of life. However, we can empower our children to handle those situations with confidence. We can educate ourselves, connect with our communities and start talking to our children about drugs.”

First Lady Karen W. Kasich

“Start Talking! pulls together proven strategies and some very powerful tools that let us come at this problem from all sides. It is a fight we must win, because our future – our children – are at stake.”

Governor John R. Kasich



Ohio Department of Aging Director Bonnie Burman (center) was on hand at a Franklin County event attended by school administrators and law enforcement representatives.



Lawrence County Commissioners proclaimed a Red Ribbon Celebration Week during October to encourage citizens to make a commitment to support drug-free communities.



Building on the success of Start Talking! resiliency programming, Meigs High School hosted 1,000 youth from three high schools for a Start Talking! Youth Summit.



At Norwood High School in Hamilton County, Teen Empowerment youth organizers engaged with the incoming freshman class to focus on drug and alcohol awareness and prevention.



Washington County Sheriff Larry Mincks (right) used the Labor Day festivities as an opportunity to educate families about the Start Talking! youth drug prevention efforts.



Start Talking! was a partner in the Dec. 31 First Night Columbus celebration, where Prevention Specialist Phil Atkins, Ph.D., (left) and youth-led prevention ambassadors shared information with hundreds of families.



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