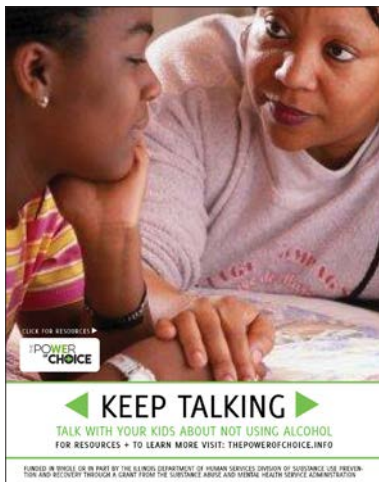


THE POWER OF CHOICE

The Power of Choice is a campaign supporting students, schools and parents, focused on building resiliency and providing education to increase the number of students making healthy choices regarding substance use.

Resources for parents and their teens: thepowerofchoice.info

Parent Campaign



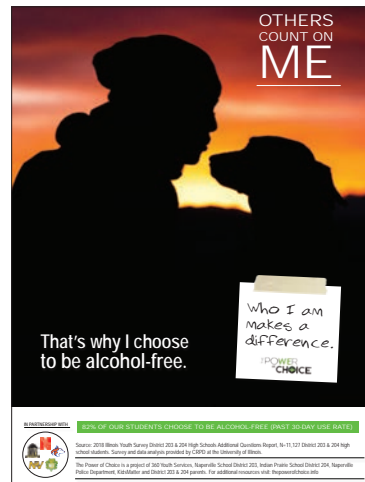
Encouraging parents to talk with their children about the risks and the consequences of alcohol use. Watch for 1 Minute PSAs, newsletters, and social media.

6-8th Grade Campaign



Supporting students to continue making healthy choices regarding vaping and other substances. Watch for posters and newsletters.

High School Campaign



Highlighting that most students are making healthy choices when faced with alcohol and other substances. Watch for posters and media on TV monitors.

The Power of Choice

The Power of Choice is an effective, data-driven community collaborative project that recognizes the power youth have to impact the quality of their lives by making choices that keep all possibilities open for a bright future.

Who We Serve

This massive communications campaign takes place in all District 203 and District 204 high schools and junior high/middle schools with materials for youth and their parents.

Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery through a grant from the Substance Abuse and Mental Health Services Administration.

Keep informed! ►

Let's Connect on Social Media

 [Facebook.com/PowerofChoice360/](https://www.facebook.com/PowerofChoice360/)

 twitter.com/360Prevention

Connect With Our 6-8th Grade & Parent Campaign Coordinator

Terra Rumer
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630.961.2992 ext. 1124

Connect With Our High School Campaign Coordinator

Janyce Hamilton
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630.961.2992 ext. 1122

Goals of the Program

- Reduce youth alcohol and other substance use.
- Correct misperceptions about the risk of harm and prevalence of use.
- Encourage family communication about not using alcohol and other substances.
- Provide tools for parents to help them talk with their kids about not using alcohol and other substances.

Community Partners

The Power of Choice is a project of 360 Youth Services, Naperville School District 203, Indian Prairie School District 204, Naperville Police Department, KidsMatter and District 203 and 204 parents. Survey and data analysis provided by Center for Prevention Research and Development at the University of Illinois.