



POWER OF PARENTS®

WHAT IS POWER OF PARENTS®?

MADD's Power of Parents® program empowers parents of middle school and high school students to have ongoing, intentional conversations about the dangers and consequences of underage drinking and marijuana use.

74% of kids (8-17) said their parents are the leading influence on their decisions about drinking, according to a GfK Roper Youth Report.

Based on two decades of research, the Power of Parents® handbooks and topical guidebooks encourage and support parents in their efforts to communicate with their teenagers about drinking alcohol and using marijuana, which has been shown to reduce drinking behaviors by 30 percent.



Dr. Robert Turrissi during a Power Of Parents® presentation

POWER OF PARENTS® HANDBOOKS

The parent handbooks are the cornerstone of this community-based program and available in both English and Spanish. They are free to communities on MADD's website and through 15- and 30-minute parent workshops facilitated by trained MADD staff, volunteers, and community partners.



FOR MORE INFORMATION CONTACT

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POWER OF YOU(TH)[®]

WHAT IS POWER OF YOU(TH)[®]?

Teens have more power than they might think when it comes to saying no to alcohol or other drugs. *Power of You(th)*[®] is one of three key programs in MADD's underage drinking and drug prevention initiative.

- MADD[®] offers a free teen presentation that is engaging, interactive and appropriate for classroom or auditorium settings.
- MADD also offers a teen booklet designed to offer teens tools to resist peer pressure and empower them to take the next step and influence their peers to make the right choices.

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POWER TO TAKE A STAND
 How alcohol and cannabis can impair your future



powerofyouth.com

Mothers Against Drunk Driving[®]