

ABOUT

Parents Lead is an evidence-based prevention program that provides parents and caregivers with the support, tools and resources needed to best promote the behavioral health of their children.

Research continually shows healthy bonding and attachment between parent and child is a key factor in preventing behavioral health issues like substance abuse, depression, anxiety, and suicidal thoughts.



Positive outcomes have resulted from exposure to Parents Lead in the four primary goals of the program

Of parents and caregivers exposed to Parents Lead¹:



ONGOING CONVERSATIONS

OUTCOME:

Nearly 60% (57.5%) are having increased ongoing conversations about behavioral health.



EFFECTIVE MONITORING

OUTCOME:

40.4% are being more careful about monitoring their children.



POSITIVE ROLE-MODELING

OUTCOME:

Almost half (47.9%) are being more conscious of role-modeling around their children.



SUPPORT AND ENGAGEMENT

OUTCOME:

Over 40% (41.5%) are spending more quality time with their children.

These outcomes have been achieved through community implementation, professional support, and comprehensive statewide communication.

Community Implementation

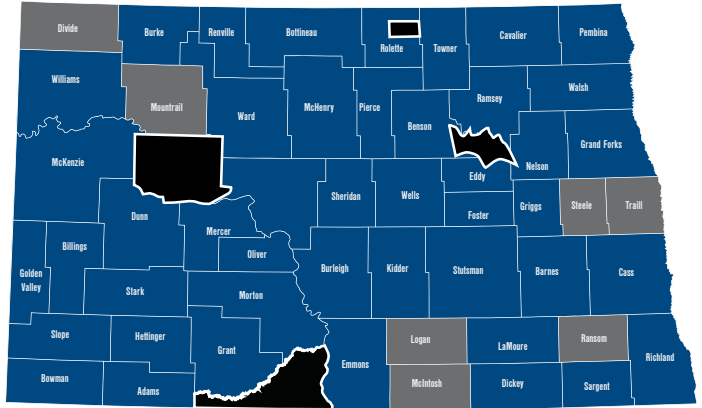
Parents Lead is being implemented locally in nearly every county across North Dakota².

Of local public health units and tribes implementing Parents Lead:

Nearly ⅔ (65.5%) are incorporating Parents Lead into already existing organizational programs.

Almost ¾ (72.4%) are using Parents Lead to support professionals within their organizations.

69% are working directly with local schools.



²Map illustrates local public health units and tribes funded by BHD who implement Parents Lead.

Professional Support

Over 400 professionals are utilizing Parents Lead tools and resources through ongoing website engagement.

Ten local public schools were awarded a \$1,000 Parents Lead Mini grant to weave Parents Lead into schools during the 2017-2018 school year.

NDSU Extension is incorporating Parents Lead messages into parent programs, including those for incarcerated or divorcing parents.

Statewide Communication

Between May 2018 and September 2018, Parents Lead spent \$68.92K on digital communication resulting in widespread exposure to the program.

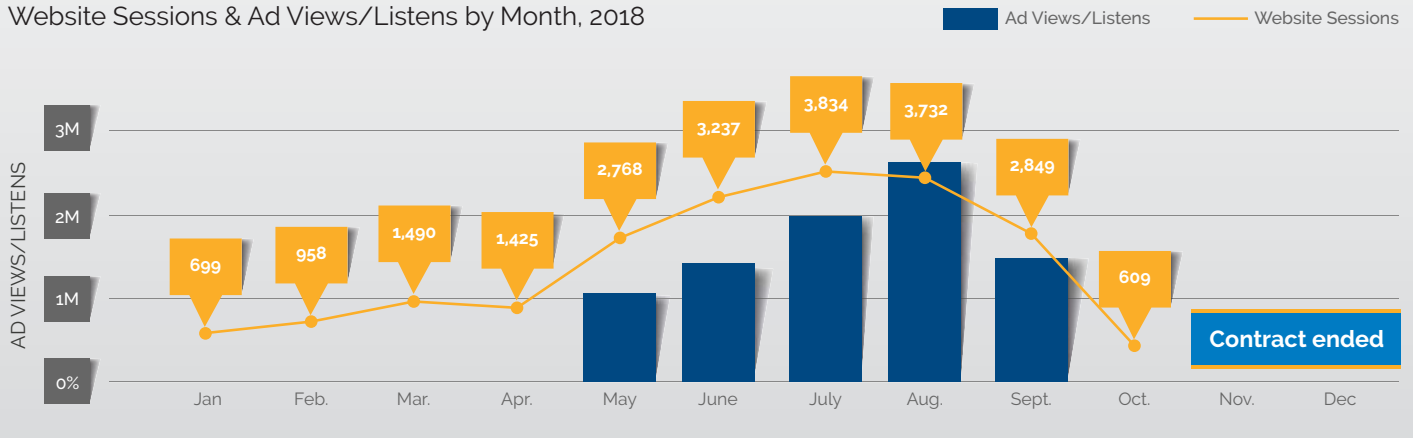
Parents Lead messages were seen or heard **8.7 million times**

Digital messages were clicked on **16.4 thousand times**

Video was viewed **1.2 million times**

Engagement with the Parents Lead website increased as a result of viewing or hearing Parents Lead messages.

Website Sessions & Ad Views/Listens by Month, 2018



Parents Lead Funding Sources

- ✓ State General Funds: \$100,000 for 2017-2019 biennium
- ✓ Department of Transportation NHTSA grant: \$50,000 in 2017 and 2018
- ✓ SAMHSA Substance Abuse Prevention and Treatment Block Grant (SAPT BG): Prevention dollars up to \$200,000