



**FamilyDay**<sup>®</sup>

Making Everyday  
Special

# Family Day Communications Guide





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## Communication Guidelines

Please use the following guidelines in your communications about Family Day:

- The Family Day logo may not be used without prior approval from Center on Addiction. Please contact [FamilyDay@centeronaddiction.org](mailto:FamilyDay@centeronaddiction.org) for permission.
- Please use statistics from the report [Adolescent Substance Use: America's #1 Public Health Problem](#) or [The Importance of Family Dinners VIII](#) report that came out in September 2012.



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## Family Day Sample Press Release

Contact: [INSERT CONTACT PERSON]

FOR IMMEDIATE RELEASE  
September XX, 20XX

### [INSERT ORGANIZATION'S NAME] JOINS CASA FAMILY DAY TO HELP KEEP KIDS DRUG FREE

**[City, State, Date]** – [Organization's Name] is joining forces with Family Day to celebrate the simple, everyday things parents do to connect with their kids.

“[Quote from someone in your community about the importance of parental engagement]”

Founded in 2001 by Center on Addiction, Family Day works with organizations across the country to educate parents about how everyday activities create strong, healthy relationships that can prevent future substance use.

“Laying a strong foundation that promotes open communication when your child is very young, like 10 or 12, makes talking easier once your child is a teenager,” said Creighton Drury, CEO of Center on Addiction. “You can build this foundation by engaging in small, simple activities with your kids – like sharing a meal, playing a game, or just asking about your child’s day.”

Adolescence is the critical period for the initiation of risky drug use and its consequences.

- Addiction is a disease that in most cases begins in adolescence.
- Nine out of 10 Americans who meet the medical criteria for addiction started smoking, drinking, or using other drugs before age 18.
- Preventing or delaying teens from using addictive substances for as long as possible is crucial to their health and safety. Every year that initiation of drug use is delayed, the risk of addiction goes down.

[Organization's Name] is committed to strengthening families and believes that celebrating Family Day is an important first step in helping to keep America’s children and teens drug-free.

For additional information about Family Day, visit [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)



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## Family Day Social Media Messages

### Suggested Tweets

Celebrate #CASAFamilyDay! Learn more about ways you can participate here:  
[www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)

Happy #CASAFamilyDay! Learn more at: [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)

### Suggested Facebook Post

**Image #1:** How will you connect with your kids today? #CASAFamilyDay

**Text:** Parents, YOU make the difference! Today is #CASAFamilyDay. Family Day is a national program created by Center on Addiction that celebrates simple, everyday things parents can do to build a strong, healthy relationship with their kids that prevents future drug use. To learn more visit: [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)

Image #1



Please contact [FamilyDay@centeronaddiction.org](mailto:FamilyDay@centeronaddiction.org) for a jpeg of the image above.



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## Sample Language for Newsletters, Bulletins, Emails, Flyers, Websites

Below please find descriptions that you can use in your materials to help spread the word about Family Day!

### **Option 1**

Celebrate Family Day, Monday, September XX.

Making Everyday Special

Learn more at [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)

### **Option 2**

#### **Family Day - Making Everyday Special**

Whether driving the kids to soccer practice, enjoying family dinner, or tucking little ones into bed, it's important to remember that those everyday activities have a lasting effect on your children. Each of these moments offers an opportunity to connect, share and really listen to what's on their mind.

As children age, it is vital to keep those lines of communication open, especially as they start feeling increased pressure to start engaging in risky behavior including smoking, drinking or using other drugs. Adolescence is the critical period for the initiation of risky drug use and its consequences. Nine out of 10 Americans who meet the medical criteria for addiction started smoking, drinking, or using other drugs before age 18. Preventing or delaying teens from using nicotine, alcohol, or other drugs for as long as possible is crucial to their health and safety.

Founded in 2001 by Center on Addiction, Family Day works with organizations across the country to educate parents about how everyday activities, like sharing a meal, playing a game, or asking about their day, can make a difference in the life of a child. Each year Family Day is celebrated on the fourth Monday of September. To learn more about Family Day log on to [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org).



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### Option 3

Parents, YOU make the difference!

Looking for great ways to connect with your kids? Make a date to meet them regularly for fun family activities such as game nights, bowling or family dinners! Being involved in your children's lives will help you bond and will help nourish their mind, body and soul.

Family Day is a national program that celebrates simple, everyday things parents can do to build a strong, healthy relationship with their kids that prevents future drug use.

Family Day will be celebrated nationwide on Monday, September XX, 20XX.

To learn more about Family Day visit [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org). You can also find Family Day on [Facebook](#) and [Twitter](#).