**Raising the Bar Questions and Answers**

**1) What is Raising the Bar?**

[Raising the Bar](https://www.raisingthebarmarin.org/) (RTB) is a Marin county initiative that aims to shift the norms of substance use and encourage modeling of healthy choices by keeping youth events substance free.

**2) Why is this organization adopting the RTB Campaign?**

Marin County is known as one of the healthiest counties in California, however, ironically it is one of the highest in regards to alcohol and substance use in both adults and youths.  Some data includes:

* The Robert Wood Johnson Foundation ranked Marin County 47th out of 58 for adult excessive drinking.
* 2017 California Healthy Kids Survey (CHKS) reported that 41% of Marin County 9th graders have used alcohol or other drugs to get high; between 9th and 11th grades, binge drinking increased by 177%; 31% of Marin County 11th graders reported that they have either driven in a car after using alcohol or other drugs, or been driven by a friend who has used alcohol or other drugs.

By working together, we can have a direct impact on the health of our local youth and decrease the short and long-term consequences of substance use for adolescents, families, and our community as a whole.

**3) What is expected of parents?**

* Refrain from using or offering alcohol or other substances on the sidelines or at games, plays, activities that are youth focused.
* Refrain from using or offering alcohol or other substances at pre or post season
* parties.
* Refrain from using alcohol or other substances during travel events such as tournaments, games, or other activities.
* Practice healthy parent modeling at youth focused events, virtually or in person. It's important for kids to see that all.-adults and youths alike--can have a good time without drinking or using substances when participating in youth events.

**4) What if I host a party at my house and it's adults only?**

We are primarily interested in keeping youth focused events substance free as a way to model healthy behavior in their presence. When youth are not present, serving alcohol is at the host’s discretion.