End-of-Year Program Director to Parent Sample Letter (Athletics)

SUBJECT:  Alcohol and Other Substances at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (organization name) Post Season Celebrations

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(organization name) Parents/Guardians,

Thank you so much for your time and commitment to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(organization name). We thoroughly enjoyed working with you and want to finish our season strong. As a reminder, we are proud partners with [Raising the Bar](https://www.raisingthebarmarin.org/), a county-wide initiative dedicated to keeping our youth events substance free. All season we’ve adhered to the straightforward and effective guidelines that Raising the Bar has created, based on local data and research, to promote our county’s youth in the healthiest and happiest way possible.

Marin is ranked as one of the highest counties (47th out of 58) in California for adult excessive drinking; similarly, data from the 2017 California Healthy Kids Survey (CHKS) indicated that youth alcohol and substance use rates were also concerningly high. 41% of Marin County 9th graders reported that they have used alcohol or other drugs to get high and binge drinking among 9th and 11th increased by 177%. Raising the Bar is working to decrease these dangerously high rates of underage substance use by changing the social norms and trends that parents follow at public events throughout our county.

As we wrap up this season, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (organization name) continues to encourage an alcohol and substance free environment for all sporting events and team celebrations, in person or virtual. So whenever we are focused on our youth, whether on the field or via Zoom team meetings, we’d like to promote healthy habits and a substance free environment. This is an opportunity for you as parents to continue to be positive role models for your kids and their teammates by showing them that we can all--adults and youths alike--have a good time without drinking or using substances when participating in youth events as a family.

Please visit [Raising the Bar](https://www.raisingthebarmarin.org/) for more details on this important initiative and the [Marin Prevention Network](https://marinpreventionnetwork.org/)\* for information on alcohol and substance use prevention. As always, don’t hesitate to reach out to us with any questions.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Coach, Team, Program Director, Organization)

\*Marin Prevention Network is a joint coalition of substance use prevention coalitions and organizations in Marin County.