Participating Organizations

Letter Templates

Pre-Season Program Director to Parent Sample Letter (Athletics)

SUBJECT:  Alcohol and Other Substances at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(organization name) Events

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

We’re so excited to kick off the season! \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(organization name) is proud to announce that we have partnered with Raising the Bar, a county wide initiative dedicated to keeping youth events substance free. In order to do our part in helping achieve this great goal, we have agreed to follow the straightforward and effective event 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.

By agreeing to participate in this campaign, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (organization name) is encouraging 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. We are excited to join the [Marin Prevention Network](https://marinpreventionnetwork.org/)\* and other community organizations to ensure that all youth events are focused on celebrating our youth. This is an opportunity for you as parents to continue being positive role models for your kids and their teammates, both in person and at home, 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.

Thank you for your support. Please visit [Raising the Bar](https://www.raisingthebarmarin.org/) or reach out to us for more information and any questions you may have.

Sincerely,

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

(Coach, Team, Program Director, Organization)

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