

Orientation to and Informational Video on the SNMC

An informational video describing the SNMC can be a helpful resource to share with parents/caregivers as well as school personnel. Below are two sample emails, along with video links, that could go out to these groups to introduce them to the concept of the SNMC. Please note that the videos in both email templates are the same - one video is in English, and one is in Spanish.

Email to Parents/Caregivers

Greetings Parents and Caregivers!

We wanted to make you aware of a new information campaign that will soon be implemented at [School Name]. This campaign will use posters and other media to highlight and celebrate the healthy choices and good behaviors most youth make. We are implementing this campaign because research shows that sharing this information increases healthy behaviors and decreases substance use. Learn more about the campaign in this short 5-minute video in English or Spanish.

English language video: https://www.youtube.com/watch?v=RrHpLa_c1fE

Spanish language video: <https://youtu.be/FI5yKUDm1kU>

Research also shows that you as parents and caregivers are a very believable source of information for your child. This is especially true for drug and alcohol use. What you share with your child and their friends is very powerful.

Join us in talking with your child and their friends to reinforce and support the message that most students have positive attitudes and make healthy choices NOT to use drugs and alcohol.

Email to School Personnel

Greetings Teachers and Staff!

We wanted to make you aware of a new information campaign that will soon be implemented here at [School Name]. This campaign will use posters and other media to highlight and celebrate the healthy choices and good behaviors our students make. We are implementing this campaign because research shows that sharing this information increases healthy behaviors and decreases substance use that does exist. Please take time to watch this short 5-minute video and learn more about the campaign in English or Spanish.

English language video: https://www.youtube.com/watch?v=RrHpLa_c1fE

Spanish language video: <https://youtu.be/FI5yKUDm1kU>

Research also shows that you are a very believable source of information for students. This is especially true for drug and alcohol use. What you share with our students is very powerful. Help us share the good news that *"Most students here at [School Name] have positive attitudes and make healthy choices NOT to use any drugs or alcohol!"*

Resources are available to support you in sharing specific outcomes from the survey we administered in the spring in relevant ways within your class. Please let me know and I will connect you with a member of the Implementation Team.