

**FamilyDay** | Making Everyday  
Special

# Family Day Community Group Toolkit: Ideas, Tips, and Materials For Your Family Day Event!

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The National Center on  
Addiction and Substance Abuse



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# Introduction to the Family Day Community Group Toolkit

In 2001, The National Center on Addiction and Substance Abuse created Family Day. What started as a grassroots initiative to inform parents about the benefits of frequent family dinners has grown into a national movement. Today, Family Day celebrates the simple, everyday things parents do with their kids, like sharing a meal, playing a game or discussing their day.

## Parents Can Make Everyday Special – and Community Groups Can Help

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The simple, little things parents do with their kids make a big difference. These activities create strong, healthy relationships that can prevent future drug use. As a leader within your community, you have the opportunity to reach parents and help them with the important task of fostering and maintaining warm, supportive relationships with their children.

This guide, developed by The National Center on Addiction and Substance Abuse, a trusted authority on addiction research, includes a variety of tools for you to build excitement around Family Day and any activities you may have planned for the occasion.

*It is important to act now.* The earlier parents start connecting with their kids, the better. If kids aren't used to talking to their parents about what's going on in their lives when they are 8 or 10, it's harder to get them talking when they are 12-14.

# Get Involved

Since Family Day started, community groups across the country have been involved in helping spread the program's messages among parents. Community groups can participate in any way they like. Some communities put up flyers and posters about the day. Others host a local event or contest. Whatever you may choose to do, this section of the toolkit provides you with some suggested activities for ways to celebrate Family Day in your community.

## Share How You Celebrated

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We love to see how community groups celebrate Family Day and we feature many on our website and on our social media pages. If you'd like to share photos, videos or information about your event you can contact [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org). You can also share your successes and tips with us on our Family Day Facebook page.

## Suggested Family Day Activities for Communities

- Host a Family Day event on or leading up to Family Day. See page 5 for ideas.
  - Download our Family Day Parent Toolkit at [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org) and share our parenting tips and family activities with parents at a local event.
  - Write about Family Day and the importance of making every day special in your newsletter, blog, bulletin, on your website or via email. See our sample language on page 8.
  - Distribute Family Day brochures, magnets and posters in your community. Email [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org) for more information.
- Create a Family Day Contest for families in your community. Fun contest ideas include:
    - **Drawing contests:** Who can make the best dinner placemat or creative Family Day posters?
    - **Photo contest:** Hold a contest for families to submit a photo with a caption showing their favorite family activity.
    - **Essay contest:** Ask kids in your community to write about a topic, such as, "My favorite family memory or tradition is..." "How I celebrated Family Day" or "Why family dinners are important to me."
    - **Recipe contest:** Collect homemade recipes and have a friendly bake-off or taste testing contest. Entries can also be used to create a Family Day cookbook.
  - Partner with a local business to offer day-of Family Day discounts or to supply prizes for contests, such as merchandise or gift certificates. Family-friendly restaurants, facilities like the YMCA, athletic groups or movie theatres are often interested in participating in Family Day! Local businesses may distribute Family Day materials to get the word out to parents too.
  - Distribute copies of the revised version of [How to Raise a Drug-Free Kid: The Straight Dope for Parents](#) by Joseph A. Califano, Jr., Founder and Chairman Emeritus of The National Center on Addiction and Substance Abuse.



# Hosting a Family Day Event

A Family Day event doesn't need to be complex – it can be as simple as a potluck dinner or barbeque. We encourage you to do whatever works for your community. As long as families are brought together to connect and spend time with each other it will be a success. The event can also be the perfect time to bring the community together to talk about adolescent drug use and how your community can deal with any issues you may be facing.

Email photos of your Family Day event to [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org) so we can show parents across the country how you celebrated! Please include your written approval if we may use the photos on our website, on our social media pages, and in other promotional materials.

Please note that Family Day events do not have to take place on Family Day. You can hold your event before or after Family Day or any other time throughout the year.

## Family Day Event Ideas

- Throw a block party. Make sure there are plenty of activities kids can do with their parents.
- Host a potluck. Ask parents to get their kids involved with preparing the food. Have families complete the activities in our Parent Toolkit, which is available at [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org)
- Have a picnic at your local park. Play games that require families to work together as a team.
- If you have access to a swimming pool, celebrate Family Day with a pool party.
- Organize a community garage sale. Encourage kids and parents to go through their old things together and help each other set up and come up with prices for their items.
- See if your local movie theater will host a family night.
- Talk to local restaurant owners to see if they would be interested in holding a lunch or dinner for your community group on or around Family Day. They may offer a discount or coupon to families.
- Contact a local sports team and see if they would be interested in celebrating with a Family Day game. For example, promoting Family Day on the score board or giving tickets to your organization to share with the families you serve. You can also email us at [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org) for additional suggestions for how teams can celebrate.
- Organize a community baseball, soccer, or football game. Find a local field where you can bring the families in your community together for some friendly competition and physical activity.
- Find a community theater group performing family friendly shows. They might be interested in putting on a special performance just for your community group.

## Communications Materials

We have developed communications materials to help spread the word about Family Day and any related activities or initiatives you have planned.

If you would like to use our logo on your Family Day communications materials, we ask that you contact us at [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org) as the logo can't be used without prior consent detailing how and when it will be used. You can also contact us for any questions, additional materials or the development of drug-related statistics or facts for use in your communications materials. Please note that Family Day does not endorse people, products or businesses.



# Family Day Sample Press Release

Contact: [INSERT CONTACT PERSON]

FOR IMMEDIATE RELEASE

September XX, 2017

[ORGANIZATION'S NAME] IS HOSTING A [DESCRIBE YOUR EVENT] TO CELEBRATE FAMILY DAY ON [DATE], 2017

[The subheading should include anything notable that will draw attention (e.g., # of people? Will the mayor attend? Is there a contest? Will you be offering anything?)]

[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.

[Information about your Family Day event]

"[Quote from someone in your community about your event or the importance of parental engagement]"

Founded in 2001 by the The National Center on Addiction and Substance Abuse, 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 Joe Plumeri, Executive Chairman of The National Center on Addiction and Substance Abuse. "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)

# Family Day Sample Copy

## Sample Social Media Copy

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If you enjoy building a community online as much as you do in-person, the following social media posts can help you share Family Day with your followers on Twitter and Facebook.



### Suggested Facebook Post

- Family Day is more fun when we celebrate together. Parents and kids, please join us for [INSERT ACTIVITY] at [INSERT LOCATION AND DATE]. Can't make it? Visit [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org) for more ideas about how your family can still participate.



### Suggested Tweet

- Because we believe everyday activities can make a difference in the life of a child, join us on 9/25 for a #CASAFamilyDay Event [INCLUDE IMAGE OR LINK CONTAINING EVENT DETAILS]

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

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If you have the opportunity to share a longer-form message about Family Day, below are descriptions that you can use in your materials to help spread the word.

### Option 1

#### 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 every day 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 kids from using tobacco, alcohol, or other drugs for as long as possible is crucial to their health and safety.

Founded in 2001 by the The National Center on Addiction and Substance Abuse, 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. This year, Family Day will be celebrated across the country on September 25th, 2017. Learn more at [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org).



# Family Day Sample Copy

## Option 2

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 25, 2017. Learn more at [www.CASAFamilyDay.org](http://www.CASAFamilyDay.org) or on Facebook and Twitter.





## Connect with Us

Thank you for using the Family Day Community Group Toolkit. We hope your event is a great success. If you have any questions about the contents of this toolkit, please contact [familyday@centeronaddiction.org](mailto:familyday@centeronaddiction.org).

To learn more about our program, please visit [CASAFamilyDay.org](https://CASAFamilyDay.org) and sign up for our newsletter.