

Our Mission

Fairfield CARES, established in 2009, is a town-wide organization of parents, school representatives, local business leaders, law enforcement, clergy, counseling professionals and youth services organizations.

Fairfield CARES is dedicated to preventing underage drinking and substance abuse, increasing awareness of the risks of addiction, promoting healthy choices and behaviors to increase personal wellness, and strengthening community well-being and resilience.

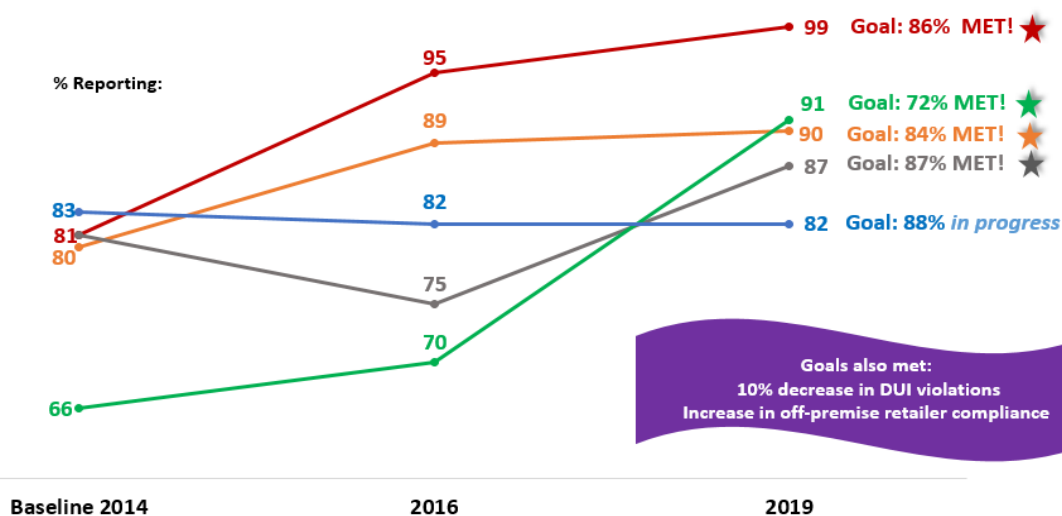
Our Focus

Based on Fairfield's Needs Assessment, underage alcohol use is the priority issue for youth in Fairfield.

Strategies to address underage alcohol use include:

- Partnering with the Fairfield Police Department on merchant education, training, & liquor law enforcement.
- Encouraging parents to talk with their children about the effects of alcohol & empowering parents to not serve alcohol to minors in their home.
- Serving as a key local resource for healthy choices.
- Implementing school and community-based events to educate, raise awareness, and provide training opportunities.
- Engaging youth in positive community events & decision-making through our youth committee and youth programming.

Meeting our Goals



- Parental knowledge of alcohol effects on developing brain
- Parental monitoring/rules that discourage underage drinking
- Knowledge of Social Host Law
- Parents feel underage drinking is "very wrong"
- Perception of harm of underage drinking

#lifenotwasted Campaign

Through a continued partnership with Positive Directions, Fairfield Cares launched our local movement; **#lifenotwasted**, an awareness campaign to prevent underage drinking through the three pillars of Students, Parents and Law Enforcement.

#lifenotwasted Campaign Goals:

- Increase awareness of effects of alcohol on the brain
- Increase parental monitoring and rules
- Decrease in 30-day use by students
- Increase in reporting parental disapproval
- Increase in perception of harm
- Increase merchant compliance checks
- Decrease DUI citations
- Increase Social Host Law awareness



What We've Accomplished

- ✓ Freshmen Forum on substance misuse reaching 3,000 high school students and their parents annually for the past 5 years.
- ✓ TIPS Training & All Local Merchants provided *Not Under Our Roof* decals.
- ✓ Social Media engagement increase of 52% - 80%, a combined 950 followers and an average weekly reach of 8,000 across platforms.
- ✓ Engaged youth in our community presentations, implementing our social norms campaign, state policy proposals, and providing alternative events.
- ✓ Ongoing community training and programming including youth mental health first aid, coalition asset training, film screening, Narcan training, and prom cards

Tips for Parents

- Talk to your kids early and often about underage drinking and substance use. Age-appropriate conversation starters can be found at www.drugfree.org.
- Don't make alcohol available to your child or their friends. Supervise any parties in your home to make sure there is no alcohol – and make sure your teens know the rules ahead of time.
- Learn more about CT social hosting laws and what they can mean for your personal liability.
- Communicate your expectations and rules for when your teen goes out with friends, and include regular check-ins.
- Help your kids plan alternative activities and to make healthy choices together.

For More Information, Please Contact:

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Fairfield CARES



fairfield_cares



@FairfieldCares

Fairfield Cares meetings are held on the third Wednesday of each month at the Bigelow Senior Center at 8:30am.
100 Mona Terrace, Fairfield, CT

All are welcome!

Are we friends yet?

Follow us for tips and local resources!

