One Degree | Shift the Influence Adult-to-youth Toolkit

**One Degree / Shift the Influence** has created an assortment of resources to share with youth-serving entities such as school systems, school-based health centers, employers, healthcare organizations and faith-based programs. The following resources are intended to provide organizations with tools to promote awareness of the adult-to-youth simulation. These tools are intended to be shared with parents, employers, community members and other adults who interact with youth. Included in this document:

1. [A letter](#Letter)
2. [An email](#Email)
3. [A blog post/newspaper article](#blog)

Letter

**Dear (parent, employee, etc.),**

We are excited to share a resource with you that we hope will be of interest. *One Degree: Shift the Influence,* a Colorado public awareness campaign,offers a free, web-based simulation that helps prepare adults to have positive, meaningful conversations about alcohol and other drugs, with youth they care about.

The adult to youth simulation provides the learner with helpful conversation strategies designed to build open communication and increase motivation to change. The program provides an opportunity to practice navigating these difficult conversations by playing the role of Drew, a father whose daughter, Sienna, is about to go to her first high school party. Drew who wants to talk with his daughter about alcohol and set expectations without causing her to shut down.

This short, 15-minute simulation provides the learner with evidence-based conversation strategies designed to help learners build the confidence to have these real-life conversations.

Sometimes the words can be hard to find, but *One Degree: Shift the Influence* was developed to ensure all adults feel prepared to have positive conversations with the young people they care about. Having these conversations can help equip our youth with information to make better decisions about alcohol and other drug use. To start the simulation, visit[ShiftTheInfluence.org](http://www.shifttheinfluence.org).

For questions and additional resources, please contact SBIRT in Colorado Program Manager   
Ellen Velez with Peer Assistance Services at [EVelez@PeerAssistanceServices.org](mailto:EVelez@PeerAssistanceServices.org) or   
303-369-0039 ext. 210.

Sincerely,

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Email

**Subject Line** – A Trusted Resource for Talking with Teens

We are excited to share a resource with you that we hope will be of interest. *One Degree: Shift the Influence,* a Colorado public awareness campaign,offers a free, web-based simulation that helps prepare adults to have positive, meaningful conversations about alcohol and other drugs with youth they care about.

This short, 15 minute simulation provides helpful, evidence-based conversation strategies designed to build open communication in a positive, meaningful way. The more comfortable youth are talking about alcohol and other drug use with a trusted adult, the better equipped they are to make healthier choices. To practice navigating these conversations now, visit [ShiftTheInfluence.org](http://www.shifttheinfluence.org).

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303-369-0039 ext. 210.

Sincerely,

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

Blog Post/Newsletter Article

**Headline** - Struggling to find the words to talk about alcohol and other drugs with a young person you care about? *One Degree: Shift the Influence* can help.

As adults, we all want to see the young people we care about grow up healthy, without the pressure of feeling like they need to use alcohol or other drugs. Talking with a young person about alcohol and other drugs can seem difficult, but having the conversation can have a meaningful impact.

*One Degree: Shift the Influence,* a Colorado public awareness campaign offers a free, web-based simulation that helps prepare adults to have positive, meaningful conversations about alcohol and other drugs with youth they care about. By engaging in this free, 15 minute web-based simulation, you can practice navigating these conversations while you play the role of Drew, a father whose daughter, Sienna, is about to go to her first high school party. Practice opening up the conversation, setting expectations, and actively listening to better prepare yourself to have these real-life conversations. Start the simulation now at [ShiftTheInfluence.org](http://www.shifttheinfluence.org).

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