

THE GAME PLAN *for* STUDENT ATHLETE SUCCESS

Teachers, coaches, athletic trainers and other staff can play a vital role in helping to keep student athletes safe and on a path to making good decisions – which includes refraining from using substances. It's important to remember that while we may think peers are the most influential people in a young person's life, it's really their parents/caregivers and other caring adults!

Bucks County Drug & Alcohol Commission, Inc.'s campaign, **Bucks County's Game Plan for Student Athlete Success**, focuses on providing messaging about:

- How to recognize the early warning signs of a potential problem with substances
- How to keep your homes safe when it comes to storing medications
- The importance of having Narcan
- How coaches can help

TAKE ACTION IN BUCKS COUNTY!

Want to join with other coaches across Bucks County to promote positive decision making and healthier lives? It's easy - and we're here to help!

1 Check out The Coach's Playbook Against Drugs. This comprehensive guide contains a lot of great information! (<https://tinyurl.com/57stu69y>)

2 Check out the PSAs we've created and consider using them with your own team, school and community.

- Share the videos with your players and families.
- Post on your social media and website links.
- Share through other means - e-newsletters, etc.
- Ask your players what they think about these student athlete videos. Do they have any ideas on how to share with their peers?

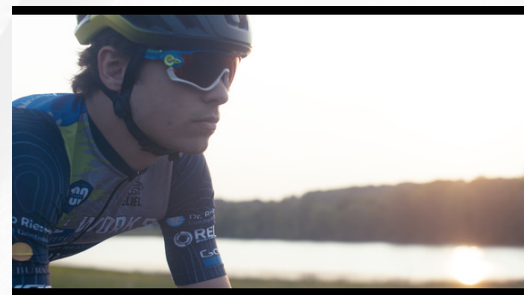


COACHES CAN MAKE THE DIFFERENCE

What coaches say matters.

Your players look up to you and you can reach them with messaging when others may not.

Visit <https://tinyurl.com/student-athlete-game-plan> for our PSAs, Student and Coach Pledges and more!



3

Consider ways to have the conversation with your student athletes and their families.

- Hold a parent/caregiver and student athlete meeting on player conduct and expectations.
 - Share one or more of our PSAs
 - Use the playbook as a resource
 - Reach out to BCDAC, Inc. if you need a meeting moderator, presenter or other resources.
- Consider holding alcohol free events and fundraisers to help reinforce messaging that alcohol is not needed. Be mindful of your fundraisers and other events – do they promote the use of alcohol? Are they friendly to those in recovery from addiction? If alcohol is served, is it served safely and not accessible to the student athletes?

4

Encourage your players to really commit to the idea of staying healthy and holding their peers to the same standard.

- Encourage your players to sign the Student Pledge and emphasize the importance of paying attention to warning signs and seeking help.
- Sign the Coach's Pledge and lead by example. Make sure your team knows you've signed the pledge – display on your social media pages and website.

5

Celebrate the positives!

- Recognize student athletes/your team for positive choices – celebrate your team's commitment to the pledge and each other.
- Focus on messages that promote the positive norm of non-use. We know that many young people are not using substances, and it's important that we share that message with young people.

NEED RESOURCES? WE'VE GOT YOU COVERED.



Bucks County Drug & Alcohol Commission, Inc. -
www.bcdac.org



BCDAC, Inc.'s Resources for Residents -
<https://tinyurl.com/resources-for-residents>
How to access drug and alcohol services in Bucks County



The Coach's Playbook Against Drugs -
<https://tinyurl.com/57stu69y>



PA Start - <https://pastart.org>
The goal of this website is to provide families, individuals, and prevention professionals across Pennsylvania with consistent, high-level messaging tools, media resources, and materials to assist in developing strong, healthy individuals and families.



"Talk. They Hear You."
<https://www.samhsa.gov/talk-they-hear-you>
SAMHSA's national youth substance use prevention campaign helps parents/caregivers, educators and community members get informed, be prepared and take action to prevent underage drinking and other substance use.



PA Liquor Control Board's "Know When, Know How" Campaign -
<https://knowwhenknowhow.org>
Talking to your kids about underage drinking.

