

## Using the Talk It Out Campaign to Earn a National Distinction

[Talk It Out](#) is a statewide campaign focused on reducing underage drinking in North Carolina by encouraging open, honest and frequent conversations between parents and their children. Given this mission, a partnership between the NCPTA and Talk It Out is a natural fit.

Talk It Out has developed resources that equip parents with the information and confidence to talk with their children about this important issue. One resource that the NCPTA has specifically endorsed is the [Talk It Out OutReach Toolkit](#). This toolkit empowers you to bring the Talk It Out message to your local PTA. In addition, the OutReach Toolkit is a great way for your school to meet the requirements of the [PTA's National Standards for Family-School Partnerships](#) and be named a [School of Excellence](#), a distinction all schools should strive to achieve.

Below is a synopsis of the standards required for distinction and the ways in which Talk It Out can help your school meet them.

### PTA's National Standards for Family-School Partnerships

**Standard 1:** Welcoming all families into the school community—Families are active participants in the life of the school, and feel welcomed, valued, and connected to each other, to school staff, and to what students are learning and doing in class.

- North Carolina PTA thanks the Talk It Out campaign for bringing attention to the problem of under-age drinking in North Carolina. Parent engagement is important at every age but especially important as our children transition from elementary school to middle school and face new challenges and choices. As you will see in these materials, children want their parents to talk with them about these difficult topics and Talk It Out helps give parents the tools to start the conversation.
- Encourage Mom and Dad to Stay Involved emphasizing their involvement matters.

**Standard 2:** Communicating effectively—Families and school staff engage in regular, two-way, meaningful communication about student learning.

- NCPTA is opening conversations locally, at the county level, statewide, and across the nation. We encourage you to open conversations with your school community and with your families.

**Standard 3:** Supporting student success—Families and school staff continuously collaborate to support students' learning and healthy development both at home and at school, and have regular opportunities to strengthen their knowledge and skills to do so effectively.

- Talk It Out Outreach Toolkit will provide PTA Leaders and school staff with all of the resources to hold meetings with parents about the important issue of underage drinking and how to start the conversation with their children.

**Standard 4:** Speaking up for every child—Families are empowered to be advocates for their own and other children, to ensure that students are treated fairly and have access to learning opportunities that will support their success.

- Talk It Out has developed resources that will equip parents with the information and confidence to start the conversation with their kids

**Standard 5:** Sharing power—Families and school staff are equal partners in decisions that affect children and families and together inform, influence, and create policies, practices, and programs.

- PTAs across our state can play a pivotal role in changing the outcome of our students, and it can all begin with a short conversation.

**Standard 6:** Collaborating with community—Families and school staff collaborate with community members to connect students, families, and staff to expanded learning opportunities, community services, and civic participation.

- Middle and high schools experience a significant drop in parental involvement in education. But we want to change that paradigm. Your PTA has a wonderful opportunity ahead to build and showcase your parent involvement. Using programs like Talk It Out, you can engage parents in changing the landscape. Together, we can make a difference.