

FOR IMMEDIATE RELEASE
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Majority of Parents Willing to Drug Test Their Kids *National Survey Highlights Parent Trends in Drug Abuse Prevention*

PHOENIX, AZ (October 23, 2006) – Two-thirds of parents of teenagers are willing to ask their child to take a home drug test as a prevention method according to survey data released today by notMYkid, a national non-profit organization devoted to drug abuse prevention among teens. The survey also shows that while parents are being proactive in talking about the perils of drug abuse with their kids on an ongoing basis, just over 50 percent address the issue of prescription drug abuse, an alarmingly growing trend among teens. The survey, conducted by national polling firm RT Strategies, was conducted October 19-22, 2006 of 2,064 adults nationwide.

"It is our responsibility as parents to do everything in our power to protect our children from the perils of drug abuse, and we believe that fostering greater communication between parents and their children coupled with utilization of a home drug test are the keys to preventing drug abuse and addiction," said Debbie Moak, co-founder of notMYkid. "This survey underscores that parents realize the importance of early communications with their children and are open to the use of a home drug test to keep their children safe and drug free."

Key findings from the survey include:

- 66 percent of parents are very willing or somewhat willing to ask their children to take a home drug test as a prevention method.
- While 86 percent of parents with children aged 12-18 have had a serious discussion with their child about drugs, only about half include the topic of prescription drug abuse in those conversations.
- The vast majority of parents talk to their kids about drug abuse on a weekly or monthly basis, but a quarter of parents either have not had those discussions at all or did not begin discussions until their children were in high school.

This survey is part of notMYkid's activities around Red Ribbon Week, an annual awareness campaign focused on developing and supporting ways to prevent youth from using illegal drugs or legal drugs illegally. The organization, along with its family-oriented prevention initiative Project 7th grade, is also launching its National Education Outreach Program to provide tips and resources that parents, teachers and teens can use to achieve the goal of Red Ribbon Week – raise awareness of the need to prevent teen illicit and prescription drug abuse. Red Ribbon Week begins today and continues through October 31st.

"Based on this survey, it is clear that a majority of parents are comfortable with keeping a drug test in the home and are willing to test their child in order to make sure they stay away from drugs," said Thomas Riehle, founder of RT Strategies.

Project 7th Grade helps parents develop plans to communicate and maintain an early and ongoing dialogue with their children about the perils of substance abuse, incorporating home drug testing as a cornerstone of deterrence that gives kids an innovative means to say 'no' at an age when there is considerable peer pressure to use or abuse drugs for the first time. Parents can work with their local school districts and PTAs to request a Project 7th Grade seminar in their region to educate them in-person on drug abuse prevention, including development of a Family Drug Prevention Plan. For those who personally attend Project 7th Grade programs, the organization also provides a complimentary home drug test, the 12 Drug Test manufactured by First Check Diagnostics, a Project 7th Grade sponsor, that checks for both illicit and prescription drugs for those parents who elect to keep one in their home.

"The sole aim of notMYkid and Project 7th Grade is to raise awareness among parents that teen drug use and abuse is a significant problem and that there are resources available to help them keep their children away from drugs. While we are encouraged by the trends highlighted in the survey, we realize that there is still work to be done. We are committed to doing all we can to help parents as they protect their children from drug use and abuse," continued Moak.

A full copy of the survey and methodology can be found at: www.project7thgrade.org.

About notMYkid and Project 7th Grade – notMYkid is a national non-profit organization devoted to educating individuals and communities about behavioral health issues facing our teens today, such as illicit and prescription drug abuse. The organization was founded in 1999 by Steve and Debbie Moak after they lived through the pain of drug abuse within their own family and after having watched several of their friends' families struggle with similar challenges. Over the years, notMYkid has grown in terms of the number of students and parents it reaches every year. Currently notMYkid

directly reaches over 75,000 people a year through its various programs, including Project 7th Grade. Project 7th Grade serves as a national family-oriented prevention initiative that helps parents develop plans to communicate and maintain an early and ongoing dialogue with their children about the perils of substance abuse, incorporating drug testing as a cornerstone of deterrence. Project 7th Grade has been in 35 states and 105 different cities since its inception and we have requests for programs in 92 cities nationwide and in Mexico. For additional information, please visit www.project7thgrade.org or www.notMYkid.org.

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