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## **WILSON ORGANIZATION UNITES SISTER CITIES IN EFFORT TO PREVENT SUBSTANCE ABUSE**

**WILSON, N.C.** – The Parent Resource Center at Wilson Families in Action is taking their message about the critical role parents play in preventing substance abuse nationally through their "Wilsons United: A Call to Action" initiative.

Working locally since 1982 to strengthen families, promote health and prevent addictions, Families in Action recently partnered with Wilsons in New York, Kansas, Arkansas, Louisiana, Oklahoma, Pennsylvania, Texas, Minnesota, Utah, and Wisconsin to highlight the importance of parents as partners in preventing underage drinking and substance abuse. Eleven of the nation's municipalities named Wilson participated in the initiative.

Although the National Center on Addiction and Substance Abuse at Columbia University sites adolescent substance abuse as America's number one health problem, many communities lack financial resources to support substance abuse prevention. Phil Mooring, Executive Director of Families in Action says, "This initiative has one purpose - to highlight that every community in the nation, regardless of size or resources, has THE most important resource needed to prevent underage drinking and substance abuse - parents.

Wilson, NC's sister municipalities from around the country participated in a national webinar and heard from Bruce Rose, Mayor of Wilson, NC, Dr. Janice Petersen of the NC Office of Substance Abuse Prevention and President of the National Prevention Network, Carrie Fedoriw, project coordinator, and Elizabeth Seagroves, director of the Parent Resource Center at Families in Action, and Mooring.

The **Wilsons United** campaign also included mayoral proclamations, and representatives from each Wilson discussed the challenges and successes related to parental engagement in their respective communities. Representatives noted that this campaign has encouraged them to do even more to reach and engage parents.

One highlight of the campaign took place Thursday, October 20<sup>th</sup>, at 11:00a.m. at Wilson Medical Center. Pre-school children and parents planted 100 tulips around the flag pole at the walking track at the front of the hospital. "Plant the Promise" also served as a pre-cursor to October's National "Red Ribbon Week," October 23<sup>rd</sup> through 31<sup>st</sup>.

Families in Action will continue the Wilsons United initiative by keeping the participating communities connected through its website and by planning another webinar next year that will be hosted by one of the other participating Wilsons.

*For more information, you may also contact the Parent Resource Center at Families in Action at (252) 237-124 or visit [www.ncparentresourcecenter.org](http://www.ncparentresourcecenter.org).*

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