

## The P2PN in Action: A CASE STUDY

In 2008, two Westlake High School students were arrested for using and carrying heroin. Within 24 hours, Dr. Dan Keenan, Westlake City Schools Superintendent, called the P2PN to assist with parent education.

Twelve hours later, the P2PN delivered a five-point community action plan. Over the next six weeks, the P2PN:

- Conducted a community town hall meeting with professionals in treatment, education and law enforcement;
- Hosted a “family’s story” led by two Shaker Heights parents who lost their son to heroin;
- Promoted a student support group for kids needing to debrief on these events.

In August, the P2PN convened a community wellness forum attended by over 70 Westlake city stakeholders to discuss promoting healthy behaviors.

*Creating an Atmosphere for Parent  
Networking and Positive Community Norms*



## From Grassroots Beginnings to Regional Influence

In 2002, drugs, alcohol, suicide, and mental illness tragically took three teens in the Westlake community. A call to action went out, seeking solutions to prevent similar tragedies. Over 20 parents attended that first meeting and a core of dedicated volunteers joined together to form a parent-led community group called the Westlake Parent Connection (WPC).

The WPC launched parent education programs on issues impacting families and the community. WPC founders soon recognized that kids and risky behavior went far beyond local geographic boundaries, so they rallied neighboring communities to join their parent education efforts. In 2005, an umbrella organization – the Parent to Parent Network (P2PN) – was launched, becoming a 501(c)(3) nonprofit in 2008.

Today, the P2PN organizes affiliates in over 20 communities in Cuyahoga, Geauga and Lorain counties. The P2PN website receives thousands of visits each month.



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# The Parent to Parent Network

*Empowering Parents  
Through Education*

[www.parent2parentnetwork.org](http://www.parent2parentnetwork.org)

## Empowering Parents Through Education

The Parent to Parent Network (P2PN) is a 501(c)(3) nonprofit organization that helps schools, organizations and communities throughout Northeast Ohio educate parents on critical issues impacting the health, safety and well-being of children and teens.

The P2PN is a comprehensive information resource and support system for parents. Through the P2PN, communities and organizations give parents the knowledge to understand the risks facing today's youth and guide them toward healthier choices.

The P2PN strives to:

- Connect organizations, schools and individuals to deliver parent education on risky youth behavior;
- Help communities establish parenting groups;
- Assist communities and organizations in responding to a crisis through crisis intervention consulting services;
- Enable organizations to expand their reach and use resources more efficiently.

### Dedicated Volunteers, Guided by Experts

The P2PN is staffed by dedicated volunteers who manage all levels of parent education on issues impacting the health, safety, and well-being of children. Their efforts are guided by an advisory board of distinguished professionals whose expertise includes teen health, mental health, judiciary/legal, law enforcement, nonprofit finance, strategic planning, education, local government, pediatrics, conflict resolution, and business.

## Sharing Resources for Increased Impact

The P2PN is a cooperative network of affiliates that shares collective resources to offer a wide range of programs across the region. By joining forces, P2PN affiliates increase exponentially the number of parents they reach and help keep more children healthy and safe.

P2PN affiliates are organizations, schools, communities and individuals interested in developing and enhancing parent education, often as part of child-based prevention programs. Affiliates actively participate in the P2PN's common educational focus each year. Affiliates remain independent but share the dissemination of information, programs and ideas, benefiting from the P2PN's ability to deploy educational efforts across dozens of communities.

### How the P2PN Supports Affiliates

Acting as a services clearinghouse, P2PN provides its affiliates with valuable support, including:

- Web support
- Educational resources
- Email blast
- Programming templates
- communication system
- Promotional assistance
- Grant writing
- Resources and facts
- Speakers bureau

## Giving Communities the Tools to Take Action

The P2PN offers communities practical tools to deliver valuable education to parents and create their own community-based organizations.

The P2PN's efforts have gained increased recognition throughout Greater Cleveland. Among the schools and community organizations that have turned to the P2PN for parent outreach are:

- Bellefaire Social Advocates for Youth
- Cleveland Metropolitan School District
- Community Challenge
- Cuyahoga County Community Mental Health Board
- Drug-Free Action Alliance
- Lakewood Hospital Teen Health Center
- Lorain County Board of Mental Health's Children & Adolescent Services
- National Alliance on Mental Illness of Greater Cleveland
- Northeast Action Network
- Recovery Resources
- Shaker Heights Prevention Coalition
- Voices for Ohio's Children
- Westlake City Schools

# PARENT TO PARENT NETWORK

