

Parent Focus Groups 2025

Easton Wings of Hope

Overview & Methods

- Two focus groups – January 30 & February 5th
- Bank of Easton
- 14 parents participated
- Lots of great discussion!



PREVENTING YOUTH SUBSTANCE USE



Key Findings: Strengths & Concerns

Strengths:

- Strong sense of community and family-friendly environment.
- Excellent schools and youth engagement programs.
- Outdoor spaces and recreational activities.

Concerns:

- Vaping, marijuana, and alcohol use in schools.
- Easy accessibility to substances.
- Some parents enable substance use at social gatherings.



PREVENTING YOUTH SUBSTANCE USE

"There's a lot of opportunities for kids to hang out in town—ride bikes, build things, go through the woods, find places to discover."

"The schools I think are fantastic from my experience in other schools."

"Over the last 12 years that I've lived here, Easton has really created a big community feel, and I think the development has really created a great, just like community and neighborhood feel."

Challenges & Parental Role

Challenges:

- Lack of awareness among some parents.
- Mental health concerns contributing to substance use.
- Limited enforcement and school transparency.

Parental Role:

- Open and honest conversations with children.
- Monitoring social circles and modeling good behavior.
- Need for resources on age-appropriate discussions.



PREVENTING YOUTH SUBSTANCE USE

"Parents are supplying alcohol at middle school parties. My kid gets invited, and I have to say, 'hell no, you're not going.'"

"I put the fear of death in them—I show them pictures of black lungs, broken bones from dumb decisions. I want them to understand consequences."

"My son won't go to the bathroom at school because he doesn't want to get in trouble for being in there when people are vaping."

Prevention Strategies & Next Steps

Strategies for Prevention:

- Increased education for both parents and students.
- More transparency from schools on prevention efforts.
- Encouraging peer-led substance use prevention.
- Community-wide awareness campaigns.

Next Steps:

- Expand access to mental health resources.
- Strengthen parent-school communication.
- Promote youth engagement in positive activities.



PREVENTING YOUTH SUBSTANCE USE

"If kids don't have someone to talk to, they're going to find another way to cope."

"It would be really helpful for parents to have strategies they can use in real-time—because these conversations happen in random moments, and you have to be ready."

"It would be helpful to have some kind of guidance on what works best at different ages, because what works for a 10-year-old isn't going to work for a 16-year-old."