

Kids Now Plus Program

(Information for professional community partners- please ask Kids Now staff for flyers and brochures intended for client use)

The Kids Now Plus Program is a grant program funded by the Tobacco Settlement Funds through the Kentucky Early Childhood Development Authority. In Region 7, the grant is administered by the Northkey Regional Prevention Center, Florence, KY. The counties served include Kenton, Campbell, Boone, Grant, Pendleton, Owen, Carroll, and Gallatin (Services are limited to prevention education only in some counties)

Kids Now Plus is a program designed to help pregnant women get what they need throughout the pregnancy to have a happier, healthier pregnancy and baby. Our target population is pregnant women at risk of alcohol, tobacco and/or drug use. (They don't necessarily have to be using ATOD).

There are two components of our program:

- Prevention Education
- Case Management

Prevention Education

A Prevention Specialist travels to various locations within the region to provide education designed to address alcohol, drug, and tobacco use. Two programs are offered: March of Dimes Pregnancy Wellness Workshop and Prime for Life.

March of Dimes Pregnancy Wellness Workshops

This is a two hour workshop which primarily addresses the risks of alcohol, drug and tobacco use during pregnancy. We identify both the risks to the mother and fetus, as well as complications and problems that may occur later in the child's life. We also talk about second hand smoke and risks to children. Additional issues addressed briefly are diet, exercise, stress and prenatal care. This workshop is designed to be interactive, with client participation encouraged through small prizes given during question and answer sessions

This workshop is open to ANY pregnant woman, regardless of level of risk of ATOD use. In order to attract clients who may not be strongly motivated, door prizes, goody bags, small prizes for participation, and a meal or snack is provided. This program is free of charge and provided at various locations. For a list of scheduled workshops, call Kim Smith at 283-0952 X117. Clients can register at any time, and walk-ins are welcomed. However, it is preferred that clients are encouraged by referral sources to call ahead and register, so that we

can plan for the right amount of gift bags, folders, food and prizes. A certificate of completion is provided at the end of the workshop.

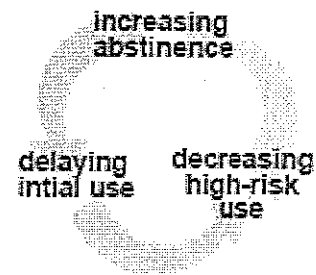
It may also be possible to schedule a workshop based on your location and timeframe. It is preferred that at least five will be attending specially scheduled workshops, especially in counties which require further travel from our Florence home base. (Prevention Education is available in all counties served within Region 7)

Prime for Life –the following description is from the Prime for Life Website:

“ PRIME For Life is an alcohol and drug program for people of all ages. It is designed to gently but powerfully challenge common beliefs and attitudes that directly contribute to high-risk alcohol and drug use. The program goals are to reduce the risk for health problems and impairment problems by:

A primary goal of PRIME For Life is prevention of any type of alcohol or drug problem. This includes prevention of health problems such as alcoholism, or impairment problems such as car crashes or fights. Emphasis is on knowing and understanding risks one cannot change and reducing risks one can change.

Many people who attend a PRIME For Life program already show signs of alcohol- or drug-related health or impairment problems. PRIME For Life is designed to effectively interrupt the progression of use with these audiences. PRIME For Life's intervention component focuses on self-assessment to help people understand and accept the need for change. Intensive prevention services, counseling, or treatment may be necessary to support these changes. For those who already need treatment, the program serves as pre-treatment and support for abstinence.



Using a persuasion-based approach, instructors use a variety of delivery methods, including interactive presentation and small group discussion. Participants use work books throughout the course to complete a number of individual and group activities. Material is presented using a DVD platform with animation, full-motion video clips, and audio clips to enhance the learning experience.

Several themes run throughout PRIME For Life. The first is an emphasis on the reality that while all of us can influence another person's drinking choices to some degree, none of us can directly control those choices. Therefore, the program is designed to maximize the influence of helping professionals, instructors or family members.

Second, PRIME For Life is based on objective, documented research findings, not opinion, exaggerations or scare tactics. Credibility (of program and instructor/counselor) is a key factor in initiating and maintaining behavior change. Instructors are trained to master the program to maximize program impact.

Third, PRIME For Life focuses on information that is needed to bring about behavior change. In fact, a casual observer might conclude that the program places too little emphasis on process and that there is too much information for the typical participant to remember. Participants are not expected to remember the details of the research cited. The content is only one of the tools

used in the persuasion process. What participants will remember are the critical conclusions that come from hearing the information: Who can experience alcohol or drug problems? How do I estimate biological risk? How do I know what low risk is and how far have my alcohol and drug choices progressed? They remember the information they can use, even if some do not use it right away. The carefully selected, research-based information also provides the credibility needed to promote change “

- Prime for Life targets medium-high risk population. Classes are scheduled in timeframes suitable to the audience being served. Those in the medium to high risk audience attend 8 hours of class. Those in the high risk-current use category attend 12 hours of class. Sessions are generally scheduled in 2-3 hour increments and spaced throughout 2 -4 weeks. A certificate of completion is provided upon completion of all scheduled number of hours. Contact Kim Smith for scheduled classes at 859-283-0952x117. Again, provided there are enough clients signed up for class, sessions can be provided at your location at a time convenient to you

For questions or additional information, please call the Northkey Regional Prevention Center 859-283-0952.

Case Management

To be eligible for case management, a Level 1 screening must be completed by referral source (case manager can provide this screening tool). If any one box on the Level 1 is marked yes, the client may be eligible for case management services. The Level 1 should be faxed to Cindy Roberts at 859-283-9438. The case manager will determine the level of risk for the client in order to determine eligibility for services. Those currently using, or identified by case manager as high risk for use are eligible for in home case management services IF they reside in one of the following counties : Kenton, Campbell, Boone, Grant, Pendleton. (Note: regrettably, case management services are not currently available in Gallatin, Owen or Carroll counties)