

# JUST ONE THING

**Title:** Hidden in Plain Sight

**Company/Organization:** Hypertherm Associates

**Type of Organization:** For profit

**Number of Employees:** >100

**Category:** Workplace

**Challenge or Opportunity:** Parents and caregivers face the challenge of understanding signs of drug and alcohol use. Our associates need guidance on detecting clues that may indicate substance use in friends and family. They also need guidance in having these difficult conversations.

**Approach or Solution:** We created an interactive display that is a mockup of a teen bedroom, containing 25 items ranging from apple bongos to breath mints, drug scales, disguised flasks, and new alcohol-containing products. There is a guide that visitors can use to learn about all the items in the room, as well as how to talk to your child about this, along with educational videos. We set up this display on a rotating basis in all of our different locations.

**Impact:** We have received a lot of great questions and engagement from associates. The display is different and attracts people to come check it out. (it looks like a bedroom set up in a workplace!) It has opened up the conversation between parents about challenges in educating themselves and their children. Parents and caregivers who choose to can use the educational resources to guide conversations with their teens.