



Learn today with iCARE

The iCARE program, from the creators of iDECIDE, is a comprehensive curriculum for parents and caregivers focused on understanding substance use and building resilience in children. It covers topics such as the effects of various substances, the role of industry influences, and identifying risk and protective factors. A key component is fostering effective communication strategies to discuss sensitive topics and encourage positive behavior changes. The program aims to equip parents with factual knowledge and practical skills to guide their children.

iCARE is funded by a Cooperative Agreement to Massachusetts General Hospital (MGH) from the Massachusetts Department of Public Health, Office of Youth & Young Adult Services' federal award by the Substance Abuse and Mental Health Services Administration (SAMHSA).



Scan QR code or access link to login

mydrkatz.com/#/login/csbh

Online courses available on Dr. Katz, the healthcare knowledge platform



"What I love about iCARE is how it empowers caregivers with guidance that is both compassionate and grounded in research. We designed it to help families understand what their kids are going through and how to respond in ways that truly make a difference. It's an invaluable resource for anyone caring for a child at risk."

— **Randi M. Schuster**

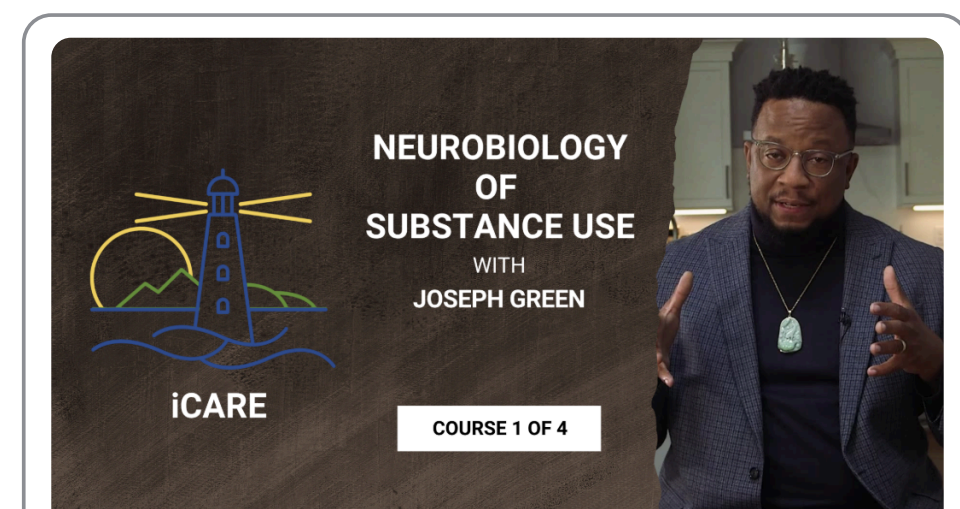
Associate Professor, Harvard Medical School

Founding Director, Center for School Behavioral Health

Director of School-Based Research and Program

Development, Center for Addiction Medicine, Massachusetts General Hospital

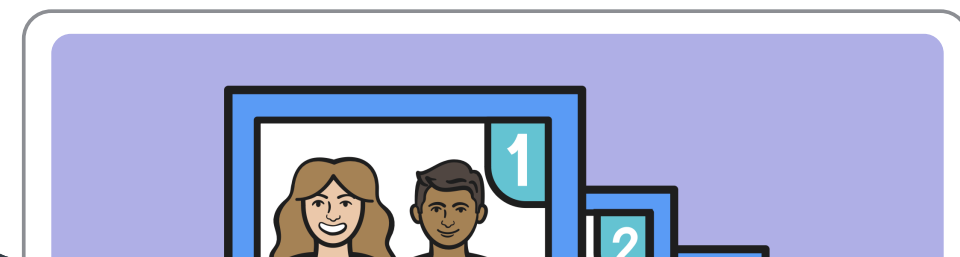
Library



iCARE: Neurobiology of
Substance Use
86 minutes

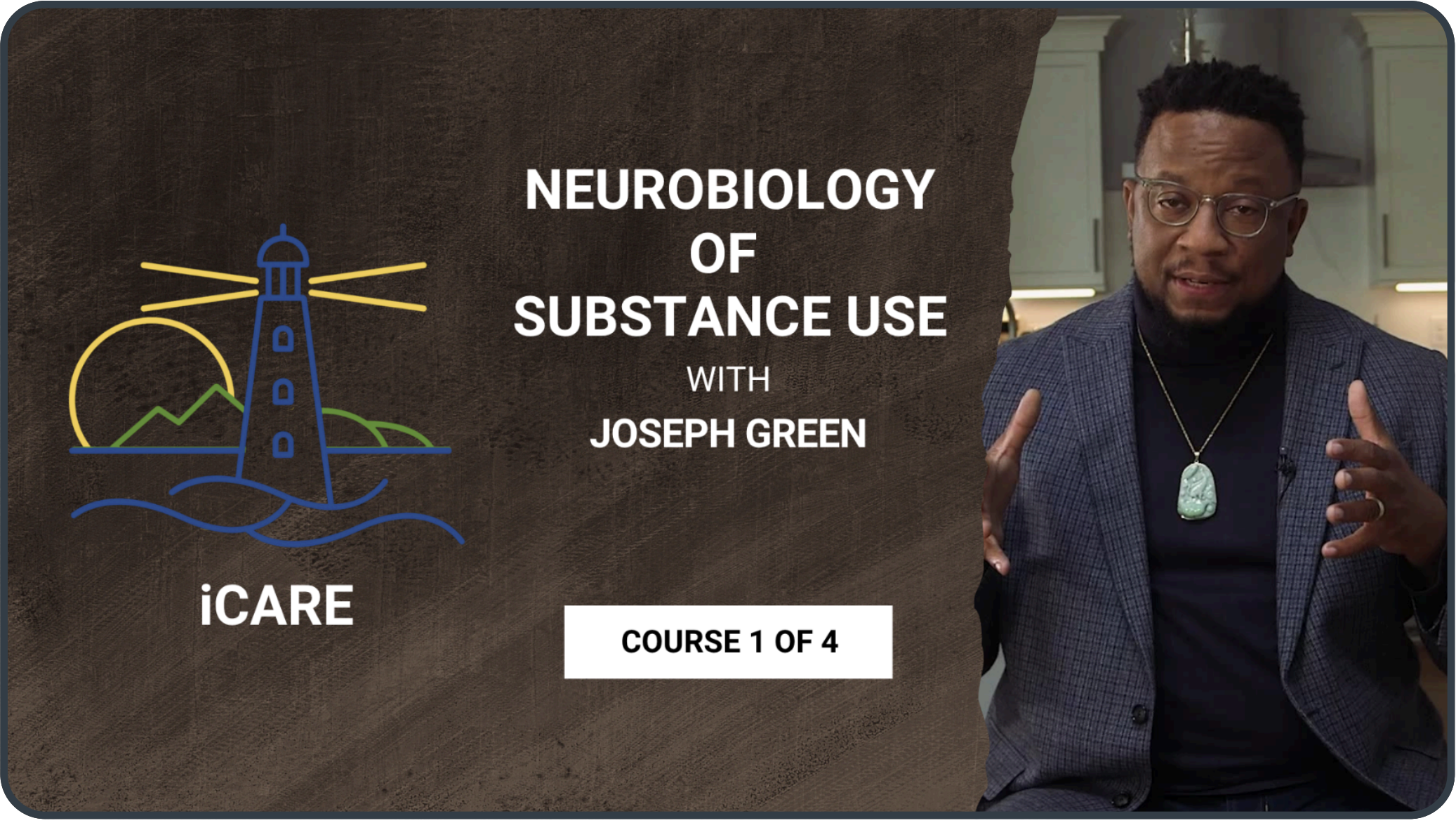


iCARE: Industry Tactics and
Media Literacy
32 minutes



Register for program and enroll in courses

Complete the short video-based courses in our suggested order



Introduction & Neurobiology of Substance Use

This first course equips caregivers with key knowledge about adolescent substance use and its effects on the developing brain. You’ll learn about substances, spot misuse, support communication, and address mental health and evidence-based policies.

▶ **Course link:** go.mydrkatz.com/48ngXxZ



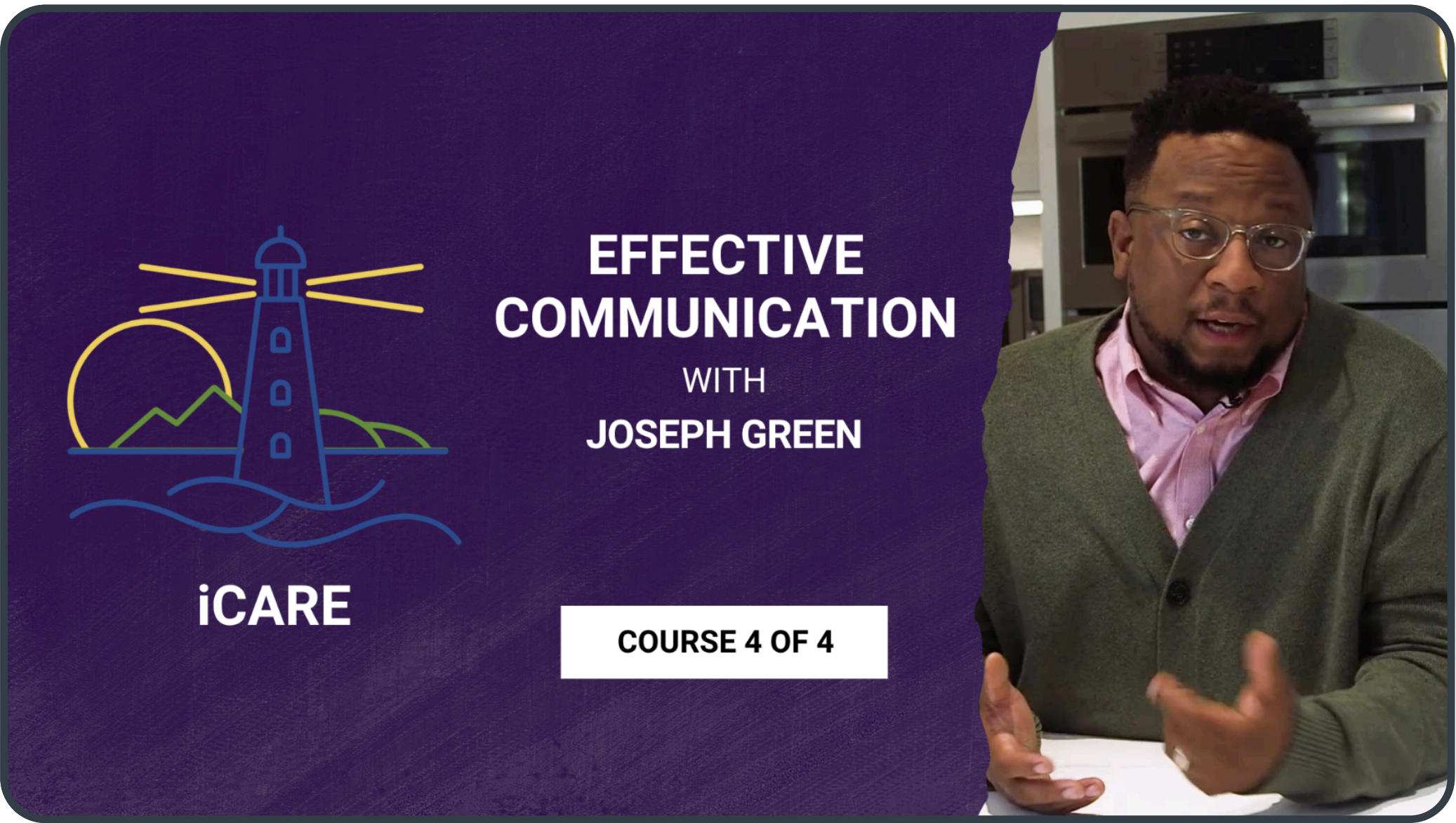
Industry Tactics and Media Literacy

Course two in our program explains how family, community, and societal factors shape youth substance use and resilience. You’ll learn to spot risks, build supports, and advocate for environments that help young people choose health and safety.



Risk and Protective Factors

In this third course, we explore how alcohol, tobacco, and marijuana industries target young people with misleading ads, health claims, and lobbying efforts. You’ll gain skills to critically evaluate media, question deceptive marketing, and promote health-focused policies by understanding these external influences on substance use.



Effective Communication & Closing Thoughts

This final course helps caregivers build trust and improve communication with children struggling with substance use. You’ll learn compassionate strategies, ways to address shame and stigma, and how to use the “Information Sandwich” technique.

Available to download

