April Wilson is a mother of two sons with direct experience in parenting an honor student/athlete with substance use disorder. Through lived experience, she knows what it looks like, the red flags, and the process of getting appropriate help and support. She understands the importance of educating and supporting not only those affected, but the community at large in order to provide insight and reduce stigma. She is a trained recovery coach, has served as an officer/director of a recovery community organization, and has been a member of a community alliance for drug and alcohol use prevention. April will present insights and information to parents that "need to know what they don't know", and dispel the "not my kid" myth.