

DrugFree Greenville

Community Substance Abuse Prevention

2010

Year in Review

WALKATHON

- \$ Produced and distributed 3700 "shoe & feet" grade appropriate substance abuse prevention activity book kits for use in area elementary schools.
- \$ Encouraged successful campus Walkathon awareness challenges & school assemblies resulting in: **GHS** principal kissing a pig because he is "hog wild about being drug-free"; **Sixth Grade Center** principal playing faculty vs. student "game over when you use drugs" volleyball tournament; **Bowie** students earning a jeans pass day; **Lamar** teachers dressing as clowns to say "Don't Clown Around With Drugs"; **Phoenix School** principals dressing as chickens for **ABarnyard Follies@** in support of being drug-free; **Carver** principals competing in scooter obstacle course because at Carver "Drugs Are NO Obstacle – We Choose To Be Drug Free"; **Crockett** principal being made into a human sundae, Stay Away From Drugs on Sunday and Every Day of the Week"; **Travis** principal arriving in style on the back of a Harley to prove that "It is a Smooth Ride Drug Free"; and **LP Waters** holding its second annual DrugFree WALK around the block.
- \$ 1500 Hunt County residents participated in annual prevention awareness DrugFree Greenville Walkathon, planned and implemented by 500 volunteers coordinating promotional kick-off, rest stops, support services, and end of walk activities including Appetite Alley and free family games & entertainment.

PUBLIC EDUCATION

- \$ Published 1083 column inches of prevention and health related education in DFG weekly *Herald Banner* column, 44 photos and 4 page color feature in 903 magazine; additional materials published in shoppers.
- \$ Presented prevention information each semester to GISD counselors at monthly district meeting.
- \$ Provided drug education, health & safety coloring books to 1500 participants at Tools For Schools project.
- \$ Updated additional pages on DrugFree Greenville website titled "In The Know" because it's what you don't know that can hurt you. Pages feature 23 informational and educational articles in categories including Gangs, Alcohol, Drugs, Violence, Teen Pregnancy, and Communications. Website: www.drugfreegreenville.org.
- \$ Added Shattered Dreams DWI prevention links and information to DFG webpage.
- \$ Produced and disseminated Shattered Dreams DWI prevention DVD; included DVD in community presentations to CPAAA, Lions, Kiwanis, Golden K, Rotary and Daybreak Rotary.
- \$ Partnered with GHS media and GPD on Shattered Dreams Press Conference shown to GHS and GCS students.
- \$ Sent mailings to 80 churches to provide information and encourage participation in The EDGE Parent Workshop; Red Ribbon prevention messages at services, outside display of ribbons, and use of lapel ribbons; DrugFree Walkathon and Drug Endangered Children trainings.
- \$ Presented drug education updates to Rotary, Daybreak, Lions Club and Golden Kiwanis Club.
- \$ Presented Hero card, Principal Challenge & drug prevention information to GISD Admin.

RED RIBBON

- \$ Conducted campus Red Ribbon planning meetings at Greenville High and Middle Schools, Sixth Grade Center and Greenville Christian School.
- \$ Sponsored "Back to School" elementary counselors lunch to disseminate Red Ribbon and prevention information.
- \$ Packed and delivered 400 Red Ribbon supply sacks and boxes to Greenville schools, churches, organizations and businesses containing 30,000 lapel ribbons, "tie one on" door & mailbox ribbons and prevention information.
- \$ Hosted 40 volunteers including Phoenix PALs at Red Ribbon Round-Up "feedback & feedbag" lunch.
- \$ Distributed 50 Red Ribbon T-shirts at Round-Up and GHS Red Ribbon Football Game; also, 5400 age-specific elementary activity books, bookmarks and school promotional materials, 5000 "Drug-free the TX Way To Be" pencils to elementary & middle school; 1300 "LION PRIDE – Personal Resolve In Drug-free Excellence" pens, Drug Free "Winners" mini footballs, secondary level; as well as 3000 feet of "Tie One On" ribbon.
- \$ Sponsored and coordinated Primary Focus "Start Dreaming" assemblies for 3500 elementary students at Greenville Municipal Auditorium.
- \$ Provided Tory Gant "Building A Champion" assemblies at GHS, GMS, GCS, and Phoenix Charter School.
- \$ Provided Carlos Cruz "Drug & Gang Prevention" assembly for health fair kick-off at New Horizons.
- \$ Celebrated being drug-free with 650 preschool students, GPD & McGruff at LP Waters, Greenville Christian and Phoenix Schools during Red Ribbon Tricycle Parades in cooperation with Knights of Columbus.
- \$ Coordinated paper grocery sacks being decorated with prevention messages by 4000 elementary students for grocery store customer use.
- \$ Promoted student/community involvement at GHS Red Ribbon Football game including ribbon distribution to spectators.
- \$ Facilitated GHS Red Ribbon Pep Rally attended by elementary student delegations with campus drug-free message run-through banners from all GISD schools.
- \$ Facilitated partnership with GISD, City of Greenville and Greenville PD to provide city-wide elementary assemblies for 3400 students at municipal auditorium.
- \$ Facilitated partnership with Greenville Middle School and Greenville Fire Department in preparation for Crack Kills Egg Drop Challenge at GMS and Phoenix Charter School.
- \$ Coordinated Crack Kills Egg Drop Challenge & curriculum for 500 8th grade students at Greenville Middle School, Greenville Christian School and Phoenix Charter.
- \$ Provided a Kiss of Death® impairment demonstration supplies for 500 7th grade students at Greenville Middle School, Greenville Christian School and Phoenix Charter.
- \$ Encouraged Wesley United Methodist Church "Drugs Are UnBEARable" city-wide Kindergarten project and Wesley UMC Youth Wesley and Lee Street Ribbon Wrap-Up.

4500 volunteer service hours resulted in over 22,000 student participation hours during October=Red Ribbon observance.

KITE FLY

- \$ Sponsored Kite Flies at Greenville Sixth Grade Center, Greenville Christian School and Phoenix Charter

at which 500 6th graders decorated kites with prevention messages and flew them with 250 adult community mentors.

- \$ Coordinated updated community mentor mailing list for SGC student Kite Fly invitation letters.
- \$ Facilitated 30 GCS 7th grade students in pre-assembly project for 550 kites through GCS Be My Witness Day.
- \$ Involved 20 Greenville High School Peer Assistant Leaders as high school student mentors

PREVENTION BASEBALL

- \$ 375 6th grade students directly benefited from 250 volunteer hours, through Prevention Baseball conducted at Sixth Grade Center, by learning the dangers of alcohol, tobacco and other drugs, specifically focusing on gateway drugs which included Minor and Tobacco Laws and the harmful effects of tobacco.

EYE OUT FOR DWI

- \$ Announced winner of Stop DWI Scholarship program open to graduating seniors from all Hunt County high schools for which all applications include a factual local memorial DWI fatality story.
- \$ Provided holiday DWI crashed car display at Crossroads Mall viewed by 22,200 cars daily for 14 days and 1500 spectators and participants at Christmas Parade.
- \$ Continued distribution of 'Eye Out for DWI' cards for by law enforcement, Insurance providers & school student parking registration.

NETWORK

- \$ Maintained Network membership list, sent monthly meeting notices and updates, and provided email information exchange.
- \$ Hosted 342 agency representatives from Hunt, Dallas, Collin, Raines, Kaufman & Grayson Counties at DFG=s Interagency Network, featuring 20 agency presentations to exchange information and find common solutions to prevention and health related concerns.
- \$ Updated 220 member contact list and produced Network Interagency directories.
- \$ Facilitated 65 agency partnership to produce new edition of Community Chest Resource Card; printed 20,000 cards and began community distribution.
- \$ Facilitated combined 70 agency and GISD staff members at Red Ribbon Network held at Wesley Martin Building to update especially the GISD counselors about available community resources and services.

PARENT SUPPORT

- \$ Partnered with GISD, Region 10 Education Service Center, Altrusa, Boys & Girls Club and YMCA to develop The EDGE, a parent training and companion pre-teen Leadership Academy.

SHATTERED DREAMS

- Produced 2010 Shattered Dreams events for 1500 high school students from Greenville High and Greenville Christian Schools, and 200 community guests. Shattered Dreams teaches the tragic

consequences of drinking and driving through an intense 3 day immersion learning experience including an every 15 minute "living dead" exercise, DWI crash simulation with injuries and fatalities, overnight student retreat, parent death notifications, parent/sibling dinners, memorial assembly, remembrance lunch and a staged courtroom jury trial ending with a conviction.

- Facilitated 30 member steering committee comprised of community leaders from various sectors of the community including law enforcement, ER trauma, EMS, fire department, judicial & courts, Allstate Insurance, and Petty Wrecker Service, education, counseling, churches and businesses. Members donated over 1000 volunteer service hours during 2009 in preparation for events, and another 1000 to execute the program.
- Involved high school student groups in producing and executing Shattered Dreams including SADD at GCS and PALs, NJROTC, Media Tech, Theater Arts at GHS, resulting in 1000 student service hours.
- Facilitated Remembrance Luncheon involving a community partnership of 400 volunteers.
- Presented honor cords to senior Shattered Dreams participants.

HEROES

- Hosted school counselors meeting to disseminate Hero Card, Principal Challenge & prevention information.
- \$ Facilitated City of Greenville/GISD Nutrition & Transportation partnership to provide Heroes Winners Lunches. Provided 750 winning elementary students the experience of celebrating and eating lunch with police officers, firefighters & EMS first responders at Heroes Lunches after arriving in style with police escorted bus rides to civic center.
- \$ Assistance and mentoring of younger students provided by 30 GHS student PALs.
- \$ Coordinated photo shoot of Greenville police officers, firefighters and EMT personnel for 50 new 2011 Hero Cards

YOUTH DEVELOPMENT

- \$ Cooperated with Greenville Christian School SADD chapter.
- \$ Incorporated GHS PAL mentors into WALK, Tricycle Parades, Kite Fly, Heroes Night, Heroes Lunches, Red Ribbon, Halloween On The Square and Prevention Baseball.
- \$ Presented graduation awards to senior GHS-PALs.
- \$ Facilitated Tobacco Store Checks with GHS PALs Greater Dallas Council On Alcohol and Drug Abuse.
- \$ Conducted youth leadership training for 18 GHS PALs with national PAL trainer Tory Gant in cooperation with Region 10 Education Service Center.

HALLOWEEN ON THE SQUARE

- \$ Promoted safe, family Atrick or treat@ alternative through mailings to 80 churches and all Hunt County school districts and distributed 3700 flyers to Greenville elementary students.

- \$ Distributed 1800 trick or treat sacks containing drug and tobacco prevention messages to 2000 participants at Halloween on the Square.
- \$ Distributed "Be Drug Free" lollipops and mini activity books.

METH & DEC INITIATIVE

- \$ Attended "New Pathways to Addiction & Violence" prevention training sponsored by Region 10 Education Service Center, DEA, FBI, Greater Dallas Council on Alcohol and Drug Abuse, Dallas Independent School District and Dallas Police Department.
- \$ Attended 3 day Drug Endangered Children Alliance National Conference and networked with Greater Dallas Council on Alcohol and Drug Abuse, Dallas ISD and Dallas Police Department.
- \$ Attended "Victims of the Web I & II " internet safety trainings sponsored by Region 10 Education Service Center, DEA, FBI, Greater Dallas CADA, Dallas ISD and Dallas Police Department.

RESOURCE FAIR

- \$ Facilitated GISD district-wide 44 agency Back 2 School Resource Fair attended by 600 administrators.
- \$ Developed & distributed Back 2 School Resource Fair "Bingo" game as a booth locator to encourage faculty participation and visits to individual Resource Fair agency booths.
- \$ Distributed 600 informational packets including Community Chest agency resource cards & DFG brochures to GISD administrators, teachers and support staff at Back 2 School Resource Fair.
- \$ Provided "Working toward a DrugFree Greenville" back to school calendars to 600 returning GISD teachers.
- \$ Coordinated Back 2 School Resource Fair teacher incentives and prizes.

DrugFree Greenville

Thanks YOU for your continued support!