

# DrugFree Greenville

## Community Substance Abuse Prevention

2007

### 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 resulting in GMS principal taking a pie in the face, Bowie dressing summer casual, and Lamar principal spending a day riding a giant tricycle, Phoenix School "Barnyard Follies, Carver Fear Factor, Crockett principal dressing a goat, Travis principal singing from the roof, and GCS sponsoring a faculty volleyball tourney.
- 2000 Hunt County residents participated in annual prevention awareness DrugFree Greenville Walkathon, planned and implemented by 350 volunteers coordinating promotional kick-off, rest stops, support services, and end of walk activities including Appetite Alley and free family games & entertainment.

#### RED RIBBON

- Conducted campus Red Ribbon planning meetings at Greenville High, Middle, Sixth Grade Center and Houston Education Center.
- Sponsored "Back to School" elementary counselors lunch to disseminate Red Ribbon and prevention information.
- Packed and delivered 400 Red Ribbon sacks to community businesses, churches, schools and organizations containing 30,000 lapel ribbons, 3000 DWI car antenna ribbons, "tie one on" door & mailbox ribbons and prevention information.
- Hosted 40 volunteers at Red Ribbon Round-Up "feedback & feedbag" lunch.
- Distributed 50 Red Ribbon T-shirts at Round-Up & GHS Red Ribbon Football Game; also, 5400 age-specific elementary activity books, ID cards & school promotional materials, and 3,500 "WALK away from DRUGS" wristbands to elementary; 2500 "Chuz 2 B DrugFree" wristbands, secondary level; as well as 7000 feet of "Tie One On" ribbon.
- Coordinated Keith Davis character assemblies for area elementary schools at Greenville Municipal Auditorium.
- Provided Keith Davis secondary level character & responsibility assemblies at GHS, GCS, New Horizons & Phoenix Charter School.
- 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.
- Promoted Red Ribbon Blood Drive at New Horizons Alternative Learning Center with 40 donors.
- 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 on-site elementary "Red Ribbon Story" assemblies produced by GHS for GISD & Phoenix high school students for Phoenix.

4250 volunteer service hours resulted in over 20,000 student participation hours during October's Red Ribbon observance.

## **KITE FLY**

- Sponsored Kite Flies at Greenville Sixth Grade Center, Greenville Christian and Phoenix Schools at which 550 6<sup>th</sup> graders decorated kites with prevention messages and flew them with 200 adult community mentors.
- Coordinated updated community mentor mailing list for GIS student Kite Fly invitation letters.
- Facilitated 30 GCS 7<sup>th</sup> grade students in pre-assembly project for 550 kites through GCS Be My Witness Day.

## **HALLOWEEN ON THE SQUARE**

- Promoted safe, family “trick 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.

## **PARENT POWER**

- Sponsored “Keeping Kids Safe on the Internet” presentation for 20 parent/teacher participants.

## **PUBLIC EDUCATION**

- Published 961 column inches of prevention and health related education in DFG weekly *Herald Banner* column, & 41 photos; additional materials published by shoppers.
- Sent letters to 80 churches, 250 Hunt County school administrators and educators, law enforcement officers and GISD PTA volunteers to encourage participation in Red Ribbon Parent Power parenting skills training, and the CATCH Resource Forum, both facilitated by DFG in partnership with Greenville Parent Center, GISD & GISD Council PTA.
- Presented prevention information each semester to GISD principals at monthly district meeting.
- Provided drug education, health & safety coloring books to 1000 participants at Tools For Schools project.
- Presented Hero Card program to Greenville Lion’s Club.
- Participated in New Horizon’s Agency Fair targeting underage drinking & DWI/MIP prevention.
- Facilitated partnership with GISD, City of Greenville and Greenville PD to provide city-wide elementary assemblies for 2800 students.
- DFG Representatives representing the GISD, GPD, United Way and DFG attended week long training in Austin at annual Substance Abuse Institute sponsored by Texas Commission on Alcohol and Drug Abuse.

## **PREVENTION BASEBALL**

- 780 5<sup>th</sup>&6<sup>th</sup> grade students directly benefited from 250 volunteer hours, through an expanded Prevention Baseball series conducted at GIS, 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**

- Exposed over 3500 Hunt County Fair visitors to information from DFG focusing on DWI & underage drinking prevention in partnership with the Drug Bug.
- Partnered with GPD Police Explorers to present the 2006 Shattered Dreams DVD at their Hunt County Fair "theater" exhibit.
- 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 3000 spectator and participants at Christmas Parade.
- Produced "Count the Cost" DWI prevention PSA's aired on cable TV 62 times daily for 2 weeks over Christmas/New Year holidays.
- Continued distribution of "Eye Out for DWI" cards for by law enforcement, Insurance providers & school student parking registration.

## **SOS**

- Facilitated Summer Of Safety Fishin' Friday. Planned for 350 children and 250 adult mentors. Participants to include GISD summer school students, Commerce and Greenville Boys and Girls Clubs, besides area and neighborhood walk-ins. Partnership includes area law enforcement, Sheriff's Mounted Posse, fire and rescue vehicles including Hunt County EMS, and assistance by 25 GHS PAL & Cheerleader student mentors. Event cancelled due to flooding.

## **NETWORK**

- Maintained Network membership list, sent monthly meeting notices and updates, and provided email information exchange.
- Hosted 310 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.
- Produced, printed & began distribution for 15,000 new Community Chest Resource Cards containing contact information for 58 service organizations and agencies.

## **HEROES**

- Hosted school counselors meeting to disseminate Hero Card, Principal Challenge & prevention information.
- Redesigned and produced new series of 50 individual "HERO" trading cards for use by emergency first responders to encourage positive interaction with local heroes and elementary children.
- Produced and distributed 3700 hero card bingo activity sheets for use in elementary schools to encourage student interaction with police officers, firefighters & EMTs and collection of their trading cards.
- Involved 50 high school students, GHS- PALS, GCS-SADD and GPD Explorers as mentors for visiting students at Heroes Night.
- Hosted 800 students & parents at Heroes Night at Crossroads Mall providing an interactive experience with GPD officers, GFD firefighters & AMR-EMTs and an opportunity to collect autographed hero cards.
- Provided Heroes Winners lunches with police officer, firefighter & EMT Hero Card holders, for 800 students representing 8 elementary schools. Students arrived via police escorted bus rides.

## **COPS R TOPS**

- Publicized the Greenville Police Department sponsored National Night Out neighborhood crime prevention program reinforcing the commitment of the over 1000 participants to fight drugs and crime.
- Facilitated McGruff neighborhood visits during National Night Out and distribution of prevention message candy suckers, "Don't be a "Dum-Dum"... be Drug Free".
- Facilitated partnership between law enforcement & emergency first responders resulting in clean-up & renovations to Building 3, Hunt County Fair, creating the new & improved Hall of Heroes.

## **METH INITIATIVE**

- Participated in Meth Watch training by Greater Dallas Council on Alcohol & Drug Abuse resulting in DFG partnership with GDCADA to serve as N. TX pilot for Meth prevention program in Hunt County.
- Conducted 2 Meth Awareness Conferences in partnership with United Way of Hunt County & Prevention Resource Center - Region to kick-off a comprehensive community Meth initiative, attended by over 100 participants representing 37 agencies & organizations.

## **YOUTH DEVELOPMENT**

- Cooperated with Greenville Christian School SADD chapter.
- Incorporated GHS PAL mentors into WALK, Kite Fly, Fishin' Friday, Red Ribbon, DWI Christmas Parade entry, Prevention Baseball and DFG's office move.

## **SHATTERED DREAMS**

- DrugFree Greenville was nominated for 2007 "Follow-up" Award by the state Shattered Dreams Coalition for our Shattered Dreams 2006 involving Greenville High & Greenville Christian Schools. The nomination cited the Greenville SD video and "Count the Cost" PSA's produced by Byron Black.

## **CATCH**

- Facilitated county-wide CATCH Resource forum featuring "Keeping Kids Safe on the Internet" presentation for educators & agency representatives and referral information & displays from 36 area agencies.
- Provided Red Ribbon information and 75 substance abuse prevention posters to 80 Hunt County educators and agency participants at CATCH Educators' Forum.
- Produced 300 CATCH directories containing contact information on all Hunt County schools, as well as, program & referral information from 36 agencies, in partnership with United Way of Hunt County using 12 GCS volunteer High school students on Be My Witness Day.

**Thank YOU  
for your continued support!**