

DrugFree Greenville

Community Substance Abuse Prevention

2008

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: **GMS** principals taking a pie in the face to remind students to not get creamed by drugs; **6th Grade Center** principal kissing a pig because he’s hog wild about being drug-free; **Bowie** choosing to dress summer casual to shade out drugs while principal wore standardized dress; **Lamar** principal arriving in style in horse drawn “buggy” & eating a chocolate covered bug to prove he would rather eat bugs than do drugs; **Phoenix School** “Barnyard Follies” and kissing a pig in support of being drug-free; **Carver** being visited by principal impersonators, Hannah Montana & best friend Lillie, to show you can have fun and still make good decisions including being drug-free; **Crockett** principal taking a drenching to drown out drugs; **Travis** principal becoming a student while winning students became “principals for the day”; and **LP Waters** executing the first ever DrugFree WALK around the block.
- 2500 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 917 column inches of prevention and health related education in DFG weekly *Herald Banner* column, & 54 photos; additional materials published by shoppers.
- Developed and printed new DFG informational brochure.
- 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.
- Developed six part serial about meth and its effects on a fictitious child (Meth Anne) from birth through high school; published in the *Herald Banner* and posted on website: www.drugfreegreenville.org.
- Sent mailings to 80 churches to provide information and encourage participation in Red Ribbon, DrugFree Walkathon and Drug Endangered Children trainings.
- Facilitated partnership with GISD, City of Greenville and Greenville PD to provide city-wide elementary assemblies for 2800 students.
- Facilitated partnership with Greenville Middle School and Greenville Fire Department in preparation for “Crack Kills” Egg Drop Challenge at GMS.
- Facilitated partnership with A Woman’s Heart Pregnancy Resource Clinic and Crisis Center of NE TX and secondary schools to facilitate “Look Before You Leap” drugs & alcohol, dating and early sexuality multi-media assemblies at GHS, GMS & GCS.

RED RIBBON

- Conducted campus Red Ribbon planning meetings at Greenville High and Middle Schools.
- 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, “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; 1000 “Chuz 2 B DrugFree” wristbands, Drug Free “Winners” mini footballs and “Game Over” key tags to secondary level; as well as 3000 feet of “Tie One On” ribbon.
- Sponsored and coordinated Primary Focus “pillars of character” assemblies for 3500 elementary students at Greenville Municipal Auditorium.
- Provided Look Before You Leap responsibility assemblies at GHS, GMS & GCS in partnership with Pregnancy Resource Clinic and Crisis Center of NE TX.
- Sponsored Carlos Cruz drug & gang prevention assembly as 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.
- 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.
- Coordinated Crack Kills Egg Drop Challenge & curriculum for 800 7th & 8th grade students at GMS & GCS.
- Provided “Kiss of Death” impairment demonstration supplies for 750 7th & 8th grade students GMS.

4500 volunteer service hours resulted in over 22,000 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 6th 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 7th grade students in pre-assembly project for 550 kites through GCS Be My Witness Day.

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, DWI Christmas Parade entry, and Prevention Baseball.

PREVENTION BASEBALL

- 400 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

- Exposed over 3500 Hunt County Fair visitors to information from DFG in partnership with the Drug Bug focusing on DWI & underage drinking prevention & minors and tobacco. Opening night included Amber Menefee Mobile Memorial.
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 2000 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 270 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 60 service organizations and agencies.

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.
- Distributed "Be Drug Free" lollipops and mini activity books.

HEROES

- Hosted school counselors meeting to disseminate Hero Card, Principal Challenge & prevention information.
- Produced new series of 25 additional individual "HERO" trading cards in addition to 50 from I2007, 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 individual trading cards.
- Involved 50 high school students, GHS- PALS, GCS-SADD and GPD Explorers as mentors for visiting students at Heroes Night.
- Hosted 500 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. (Numbers reflect that original date was postponed at last minute due to ice storm.)
- Facilitated City of Greenville/GISD Nutrition & Transportation partnership to provide Heroes Winners Lunches.
- Provided 800 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.

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.
- Distributed Red Ribbons, and substance abuse information at National Night Out Kick-Off event at civic center.
- 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 pre-fair clean-up to Building 3, Hunt County Fair - Hall of Heroes in preparation for exhibits.

METH INITIATIVE

- Negotiated partnership with Greater Dallas Council on Alcohol & Drug Abuse, Crisis Center of NE TX and DFG to facilitate county-wide Drug Endangered Children training for police, fire, EMS, CPS, courts and educators to work toward implementation of Hunt County DEC protocols.
- Hosted breakfast for 30 representatives from targeted agencies to gain support for county-wide DEC training.

RESOURCE FAIR

- Facilitated GISD district-wide 45 agency Back 2 School Resource Fair attended by 750 administrators, teachers and support staff at district’s mandatory fall convocation.
- 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 750 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 500 returning GISD teachers.
- Coordinated Back 2 School Resource Fair teacher incentives and prizes.

**DrugFree Greenville
Thanks YOU
for your continued support!**