

DrugFree Greenville

Community Substance Abuse Prevention

2009 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** 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** teacher dying hair blue because “life is blue with drugs”; **Lamar** principal hosting water-less tubing down the halls because life’s *more* fun drug-free; **Phoenix School** principal shaving head at “Barnyard Follies” in support of being drug-free; **Carver** principals getting soaked sliding down outdoor water slide to “drown out drugs”; **Crockett** principals dressing up for “Barnyard Antics” in support of “drug-free the way to be”; **Travis** teachers eating bugs and taking pies in the face to prove that they would “rather eat bugs than do drugs...and don’t get creamed by drugs”; 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 1,116 column inches of prevention and health related education in DFG weekly *Herald Banner* column, & 43 photos; additional materials published by 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.
- Developed additional pages on DrugFree Greenville website titled “In The Know” because what you don’t know 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.
- 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.
- 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.
- 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 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, 5,000 “Drug-free the TX Way To Be” pencils to elementary & middle school; 1300 “LION PRIDE – Personal Resolve In Drug-free Excellence” pens, Drug Free ΔWinners® mini footballs, secondary level; as well as 3000 feet of “Tie One On” ribbon.
- Sponsored and coordinated Justin Lookadoo “good choices” assemblies for 3500 elementary students at Greenville Municipal Auditorium.
- Provided Justin Lookadoo responsibility assemblies at GHS, GMS, GCS, New Horizons and Phoenix Charter School.
- Facilitated *Red Ribbon Story of Hope* assemblies at Bowie, Carver, Crockett, Lamar and Travis elementary schools produced by GHS Theater Arts; and Phoenix Charter elementary produced by their secondary Theater Arts program..
- 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.
- 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 and Greenville Christian School at which 400 6th graders decorated kites with prevention messages and flew them with 250 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.
- 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

- 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. 18 GHS PALs conducted mock “fatal Vision” sobriety tests.
- 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 411 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 208 member contact list and produced Network Interagency directories.

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.

SHATTERED DREAMS

- Developed partnership with law enforcement, hospital ER trauma dept. and first responders to produce Shattered Dreams 2010 scheduled mid February for Greenville High and Greenville Christian Schools. 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 mock 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, education, counseling, churches and businesses. Members donated over 1000 volunteer service hours during 2009, in preparation for 2010 Shattered Dreams events.
- Coordinated student selection process for participating students from GHS and GCS; met with prospective parents and formed "living dead" teams at both schools.
- Wrote crash story line; planned and blocked mock crash including placement, entrance and exit for each responding vehicle; marked crash site as crime scene indicating location of each victim and their injuries, as well as the position of both wrecked vehicles.

HEROES

- Hosted school counselors meeting to disseminate Hero Card, Principal Challenge & prevention information.
- Produced new series of 25 additional individual AHERO@ trading cards in addition to 50 from 12007, 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 positive student interaction and communication with police officers, firefighters & EMTs and the 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 800 students & parents at Heroes Night at Crossroads Mall providing an interactive experience with GPD officers, GFD firefighters & AMR-EMT and an opportunity to collect autographed hero cards.
- Involved 50 high school students, GHS-PALS, GCS-SADD and GPD Explorers as mentors for visiting students at Heroes Night.
- 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.

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.

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.

METH INITIATIVE

- Attended Meth 360 training in partnership with Greater Dallas Council on Alcohol & Drug Abuse.
- Facilitated Drug Endangered Children training in Hunt County for 100 first responders, CPS, judicial, educators, and social service workers in partnership with Greater Dallas CADA and Crisis Center of NE TX working toward implementation of county DEC protocols.
- Partnered with Greater Dallas CADA and Drug Bug for Hunt County Board of Realtors and property managers training.
- 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 45 agency Back 2 School Resource Fair attended by 650 administrators, teachers and support staff at district’s mandatory fall convocation.
- Invited participation at Back 2 School Resource fair from all Hunt County school Districts.
- 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 650 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!