

Department of Health and Human Services

**OFFICE OF
INSPECTOR GENERAL**

**YOUTH AND ALCOHOL:
A SAMPLE OF ENFORCEMENT
AND PREVENTION PROGRAMS**



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TABLE OF CONTENTS

INTRODUCTION	1
CHART OF ENFORCEMENT AND PREVENTION PROGRAMS	4
ENFORCEMENT PROGRAMS	6
Alcohol Awareness Program	6
DUI Victim's Panel	7
Operation EAGLE	8
Teen Court	9
PREVENTION PROGRAMS	10
Beginning Alcohol and Addiction Basic Education Studies (BABES) Alive ...	10
Drug Abuse Resistance Education (D.A.R.E.)	11
Harper High Rap Team	12
Just Say No, International--Public Housing Initiative	13
Motivational Media Assemblies	14
Ohio Parents For Drug Free Youth	15
Operation Prom/Graduation	16
Oregon TOGETHER!	17
Project STAR	18
Pupils, Lawyers, and Nurses Against Drugs (P.L.A.N.)	19
Virginia ABC Educational Programs	20
Washington State Association of Broadcasters	21
APPENDIX: Contacts for Additional Programs	

INTRODUCTION

PURPOSE

This inspection identified a sample of national, State, and local programs that educate youth about (1) the health and social effects of using alcohol, (2) State alcohol laws and penalties for minors, and (3) ways to resist alcohol and increase self-esteem.

BACKGROUND

In response to public health concerns and the adverse health effects of alcohol abuse, Surgeon General Antonia Novello requested that the Office of Inspector General (OIG) provide information on State alcohol laws and enforcement. These concerns mirror one of Department of Health and Human Services (HHS) Secretary Louis Sullivan's goals which is to reduce the prevalence of alcohol problems among children and youth. This report is one in a series of reports prepared by the OIG concerning youth and alcohol.

The Office for Substance Abuse Prevention (OSAP) spearheads HHS anti-drug efforts by funding programs with diverse prevention techniques

Within HHS, OSAP is part of the Public Health Service. The OSAP leads HHS' efforts to prevent alcohol and drug problems. The Anti-Drug Abuse Act of 1986 created and authorized OSAP to "make grants to public and nonprofit private entities for projects to demonstrate effective models for prevention, treatment, and rehabilitation of alcohol and other drug abuse among high-risk youth."¹ The Anti-Drug Abuse Act of 1988 expanded OSAP's role to promote State involvement by providing competitive and block grants.²

Each year, OSAP funds prevention programs that may be replicated or adapted by other communities. Between 1988 and 1990, OSAP funded more than 260 multi-year grants targeted toward youth. To satisfy OSAP funding criteria, programs must (1) identify and reduce characteristics in youth, families, or the environment that place youth at high risk, (2) build youth and family resistance skills, and/or (3) encourage community leaders and groups to coordinate prevention programs more effectively.³ The OSAP funding is usually "seed money," with the

¹OSAP, The OSAP Experience 1986-1990, February 12, 1991, p. 4.

²*Ibid.*, p. 8.

³OSAP, Demonstration Grants For the Prevention of Alcohol and Other Drug Abuse Among High Risk You, Program Announcement No. PA-91-31, p. 5; OSAP, Announcement: The Community Partnership Program, GRPR3, pp. 3-4.

expectation that programs will become self-supporting before OSAP funding expires. Each year, OSAP publishes a booklet describing programs funded by their office.

The Department of Education (ED) funds school-based programs in the alcohol and drug education effort

The Anti-Drug Abuse Act of 1986 also authorized ED to lead school-based alcohol and drug prevention activities. Since 1987, ED has implemented about 15 programs that provide information, technical assistance, and financial support for drug prevention programs.⁴

In addition, the Drug-Free School Recognition Program (DFSRP) within ED recognizes public and private elementary and secondary schools that educate youth through innovative methods. Each year, DFSRP solicits applications from schools about their programs and judges them against seven "indicators of success." The indicators are: (1) recognizing, assessing, and monitoring school-specific drug problems; (2) setting, implementing, and enforcing strong policies; (3) teaching drug prevention; (4) training staff; (5) involving students in drug-free activities; (6) promoting parent involvement and providing parent education; and (7) interacting and networking with community groups and agencies.⁵ Each year, DFSRP publishes a booklet describing the recognized programs. Between 1988 and 1991, DFSRP recognized 184 programs nationally.

Nationally recognized programs usually incorporate several key elements and audiences for success

Most nationally recognized programs include the following key elements to educate students: (1) addressing all drugs (including alcohol), (2) concentrating on life-skills and self-esteem, (3) providing positive role models for students to emulate, and (4) identifying alternatives to alcohol and drug use by developing future goals. Instead of using scare tactics to discourage drug use, nationally recognized programs use activities that capture and maintain student interest.

Communities often tailor programs to their own needs and youth interests. Some programs focus on parents by building or reinforcing positive parenting skills. Others begin prevention education at age 3 and educate students through plays, animation, or puppets. Although the methods differ, the goal is the same: to change society's attitudes and perceptions about alcohol and drugs.

⁴Department of Education, Profiles of Successful Drug Prevention Programs 1988-1989, Foreword, p. v.

⁵Department of Education, 1990-91 Drug-Free School Recognition Program Nomination Requirements, pp. v-vi.

Often, communities develop programs in response to a tragedy or when inspired by a famous speaker. The well-known "Just Say No" program was started after former First Lady Nancy Reagan spoke with students about resisting drugs. In Just Say No clubs, adults act as facilitators, while students plan and conduct club activities. Other programs, such as Drug Abuse Resistance Education (D.A.R.E.), use police as instructors.

METHODOLOGY

During August, September, and October 1991, we conducted interviews with officials from 46 programs. We used a three-step process to identify youth enforcement and prevention programs. First, we reviewed program literature from several public and private sources including OSAP and DFSRP. Second, during interviews with alcoholic beverage control (ABC) officials from all 50 States and the District of Columbia, we asked them to identify innovative youth programs. Third, during interviews with programs identified by ABC officials, we asked for additional recommendations of innovative programs.

We used a structured discussion guide during in-person or telephone interviews with program officials. This report summarizes those interviews and our literature review.

REPORT FORMAT

We have divided the programs into two categories--enforcement and prevention. Usually started by law enforcement officials, enforcement programs focus on State alcohol laws and penalties for minors that purchase, possess, or consume alcohol. They may include information on health effects and alternative activities that do not include alcohol. The prevention programs focus on early education and may include materials on State alcohol laws and penalties.

On pages 4 and 5, we have outlined some basic elements for the 46 model programs. On pages 6 through 21, we have summarized 16 programs that illustrate the range of innovative methods and the variety of groups who develop and run model programs. This report is a summary of our interviews with program officials. The OIG did not evaluate the programs' effectiveness. Although we have highlighted 16 programs, the other 30 programs listed in the appendix display similar methods to educate youth about alcohol and drugs.

This report is not intended to be either a comprehensive list of all model programs or an HHS endorsement of the mentioned programs.

ENFORCEMENT AND PREVENTION PROGRAMS

PROGRAM AND STATE	CREATIVE TECHNIQUES	LOCATION AND SCOPE	TARGET AGE GROUP	FUNDING	STAFFING ¹	PARTICIPATION
		Local (L) Statewide (S) National (N)		Local Govt. (L) State Govt. (S) Federal Govt. (F) In-kind Service (I) Member/Fee(M) Private \$ (P) School Sponsor (SS)	Contractor (C) Fed. VISTA (F) Paid (P) Volunteer (V)	Commun. (C) Courts (CT) Nurses (N) Parents (P) Police (PD) Students (S) Teachers (T)

ENFORCEMENT

* Alcohol Awareness Program, NH	Police conduct on-campus college alcohol program	College L	Under 21	L	P	C, PD
Cedar City Alc. Abuse Reduction Program, UT	Fake ID stings to educate vendors and community	Vendors L	Under 21	L	P	C, PD
CARES, OH	15 hr. diversionary educ. prog. for students & parents	Community L	11-18	L, S, P, SS	4 P	CT, P
CODA, CA	Art, games, and music in court ordered family therapy	Community L	3-11	F, P	5 P	CT
Cooperative Enforcement Plan, NE	Youths released to parents; Annual Teen Street Dance	Community L	14-18	L, I	26 P	C, PD
* DUI Victim's Panel, WA	DUI offenders court ordered to listen to victims	Courts/School S	DUI offenders	I, P	V	C, CT
Fake ID Initiative, AK	Vendors'/students' names published in newspapers	Liquor Stores S	18-20	S	3-4 P	PD
Monitor Program, CA	Self-funding sting operation with routine check-ups	Liquor Stores L	Vendors	L, P	5 V	C, S
* Operation EAGLE, NC	Live media coverage of sobriety checkpoints	Highways S	All drivers	S	48-60 P	PD
Practical Parenting, NV	Often court ordered group parenting skills, counseling	Community L	Parents	L	15 P, 35 C	CT, P
Project Graduation, ME	Annual alcohol-free all night party	School S	14-18	L, S	P	C, PD, S
Rainbow Bridge, MN	Locked treatment facility. Court ordered.	Community L	Under 21	L	3 P	P, PD, S
* Teen Court, AZ	Teens act as jury for peers	Courts L	8-17	L, S, I, P	1 P, V	C, CT, S

PREVENTION

* BABES Alive, WA	Puppets used for storytelling for all ages	School N	3-18	S, F, I, P, SS	1 P, V	C, S
Camp Tuff Enough, OH	Summer day camp for 50 at-risk youth	Camp S	10-12	L, S	3-4 P	C
CornerStone Project, Inc., AR	After-school academic & social tutoring	Community L	11-18	S, F, I, P	3P, V, F	C, S
* D.A.R.E., CA	Police teach youth about alcohol & self-esteem	School N	5-18	L, S, F, P, I	P	C, PD
Developing Capable People, CA	Lecture program empowers youth with resistance skills	Community N	Under 21	M	C	S
D.R.E.A.M., MS	Youth conferences, workshops, and peer training	Community S	5-18	S, F, I, P	14 P, V	C, S, T
Discovery Center, CA	Informal, low-pressure 2-wk. classroom program	School L	11-14	L, I, P, SS	1 P	N/A
Florida Informed Parents for Drug Free Youth	Organized network for parental groups	Community S	Parents	S, F, M, P	31 P, V	C, P
Friday Night Live, CA	Comedy, rap, multi-image assembly, saferides program	School S	14-18	L, S, I, P, SS	P	PD, S

* Highlighted programs
1 When known, number of staff is mentioned

ENFORCEMENT AND PREVENTION PROGRAMS

PROGRAM AND STATE	CREATIVE TECHNIQUES	LOCATION AND SCOPE	TARGET AGE GROUP	FUNDING	STAFFING ¹	PARTICIPATION
PREVENTION						
* Harper High Rap Team, IL	Anti-drug rap songs written and performed by students	School L	14-18	P, SS	1 P	S
Hot Pursuit, OH	Rock band formed by police	School S	11-13	L	5 P	PD
Iowa High School/ College Conference, IA	Annual HS/college alcohol & drug conference	Community S	Under 21	S, F	P	C, PD, S
"It's OK Not To Drink," CA	High school panel for 6th graders	School L	11	I, P	V	C, S
* JSN Public Housing Initiative, CA	Student clubs set up in public housing projects	Housing N	Under 21	P	34 P, V	C, S
* Motivational Media Assemblies, CA	Multi-media, multi-screen assembly program	School S	11-14	P, SS	55 P	N/A
* Ohio Parents for Drug Free Youth, OH	Informational network for parent groups	Community S	Parents	S, F, I, M, P	1 P, V	C, P
* Operation Prom/ Graduation, VA	Assistance for local comm. to set up drug-free activities	Community S	Under 21	S, P	1 P	C, S
* Oregon TOGETHER!, OR	Multi-community mobilization	Community S	Under 21	F, I	1 P, V	C, P
Professor Bodywise, CA	Live theater with actors and puppets	School L	3-6	P	5 P	N/A
* Project STAR, MO	Students & parents do special homework assgns.	School/Home L	12-13	L	P	P, S, T
Prom Promise, OH	Nationwide Insurance funds school signature activities	School N	14-18	P	P, V	C, S
* P.L.A.N., NY	Students visit hospitals and courts, hold moot court	School L	10-11	L	V	N, PD, S
REACH America, NM	2-day seminar on drug prev. and student leadership	School L	8-18	P	P	P, S, T
The Scott Newman Center, CA	Students develop anti-drug PSA commercials	School N	11-18	P	P	S, T
SANE, OK	Religious leaders teach prevention/education	School/Camp S	8-21	M, P	35 P, 35 V	C, P
Student Assistance Program, VA	Private agency screening for youngsters w/problems	School S	14-18	S	C	S
SODA, VA	HS. students teach grade schools: alcohol, self-esteem	School S	8-10	S	V	S
* Virginia ABC Educational Program, VA	Police conduct minors' awareness programs	School S	Under 21	P	5 P	PD
* Washington State Assoc. of Broadcasters	Handbook of responsible broadcast guidelines	Radio/TV S	15-20	I, P	1 P	C
We're Worth It, OH	Alcohol, drug prev. services through comm. volunteer	Churches L	Under 21	S, I	V	C, P, S
WRAP, DC/MD/VA	Pilot tri-state education & enforcement project	Community S	8-14	S, F	2 P, 25 V	C, P, PD, S
Youth Eastside Services, WA	Safe-rides, mentors, conferences, video	School L	9-18	F, I, M, P	P	C
Youth-to-Youth, OH	Puppets used in personal growth & drug skits	School N	8-18	F, P	11 P, V	C, S

* Highlighted programs

1 When known, number of staff is mentioned

ENFORCEMENT PROGRAMS

ALCOHOL AWARENESS PROGRAM

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
POLICE CONDUCT ON-CAMPUS COLLEGE ALCOHOL PROGRAM	COLLEGE LOCAL	UNDER 21	COMMUNITY, POLICE

For 9 months every year, Plymouth, New Hampshire is transformed from a small, rural town into a bustling college community. During orientation week, freshman students become familiar with the campus, their classes, and new friends. They also become familiar with college policies on alcohol and drug use and attend a short presentation on New Hampshire alcohol laws given by the Plymouth Police Department. The police developed their presentation in response to increasing alcohol-induced problems by college students--fights, drunk-driving crashes or injuries, and "crimes of opportunities" such as vandalism and thefts.

Fifteen times during the school year, police visit the college campus to educate students about alcohol and the law.

As part of the campus Alcohol Awareness Program, police work with Plymouth State College to conduct an alcohol program 15 times throughout the year. They familiarize dormitory students and faculty with alcohol's effects on the body. During the 90-minute program, two students, who are at least 21 years old, drink several portions of alcohol while police officers describe their changing reactions. At the end of the program, the drinkers receive sobriety and breath tests to show the levels of intoxication. According to Chief Libby, the program is very well received and "student and police relations have improved."

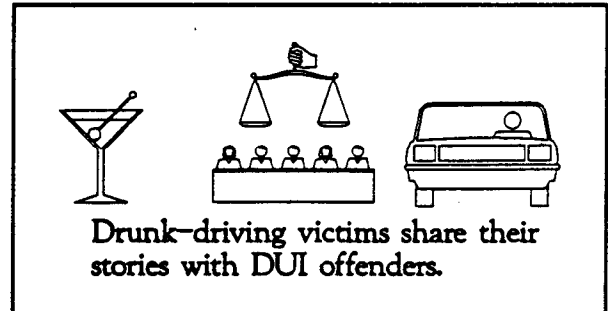
For more information, please contact:

*Police Chief W. Daniel Libby
Plymouth Police Department
Rural Route 1, Box 13
Plymouth, New Hampshire 03264
(603) 536-1804 or (603) 536-2825*

DRIVING UNDER THE INFLUENCE (DUI) VICTIM'S PANEL

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
VICTIMS PANEL	COURTS/SCHOOL STATEWIDE	DUI OFFENDERS	COMMUNITY, COURTS

Seven years ago in King County, Washington, Judge David Admire decided to change the way he disciplined offenders convicted of driving under the influence (DUI). He was frustrated that most offenders did not understand the magnitude of their crimes. "Offenders who stand before me are usually so concerned with the legal sanctions that await them, they simply do not consider the harm they may cause others. My warnings, no matter how compelling, tend not to be heard." Repeat offenders were the norm.



With the help of Shirley Anderson, whose 23-year-old son was killed by a drunk driver, Judge Admire established a victim's panel. He sentences DUI offenders to meet with the panel. Twice a month, a small panel of drunk driving victims or their surviving relatives bare their souls to 40 offenders they have never met and share the effect drunk drivers have had on their lives. They are not accusatory and damning; they simply share the facts. This shock therapy is aimed at the cavalier offender whose infraction did not result in an injury but who is likely to drink and drive in the future. At the end of the session, offenders often give standing ovations and hugs to panel members. Offenders are asked to critique their experience with the victim's panel. Typical comments are, "I can honestly say that it scares the hell out of me to think I could inflict this pain on anyone. It will never happen again," and "I cannot critique such an immense flow of emotion that I can't even fathom. By the blood of my soul, I will not drink and drive, and I will fight with tooth and nail those who dare."

Courts in 25 States have adopted the DUI victim's panel concept. In Oregon, the recidivism rate among drunk drivers has dropped from 42 percent to 6 percent in just 3 years. An Oregon study revealed that 90 percent of the offenders left with changed attitudes. Some schools have incorporated panel speakers or videotapes of actual panels into their driver's education classes.

For more information, please contact:

*Judge David Admire, King County District Court
P.O. Box 425
Redmond, Washington 98452
(206) 296-3667*

OPERATION



EAGLE

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
LIVE MEDIA COVERAGE OF SOBRIETY CHECKPOINTS	HIGHWAYS STATEWIDE	ALL DRIVERS	POLICE

Police periodically conduct highway sobriety checkpoints for all drivers and arrest intoxicated drivers.

As night falls, cars move slowly through the traffic line. North Carolina police officers hand drivers a pamphlet explaining the brief delay. As they stop and assess the sobriety of all drivers, police arrest the intoxicated ones.

Operation EAGLE (Excess Alcohol Guarantees Law Enforcement) is "on patrol."

In the spring of 1988, North Carolina highway patrol and alcohol law enforcement officials joined forces to reduce alcohol-related traffic crashes or injuries. They developed Operation EAGLE to identify problem drivers. North Carolina officials were concerned about drinking and driving, especially youth who drank beer and wine. Now, undercover agents in bars and taverns watch for sales and service to intoxicated patrons. As these patrons leave, agents relay the car license information to police at highway sobriety checkpoints.

During its first operation, Operation EAGLE received extensive media coverage. Live television coverage showed highway patrol and local police as they were briefed for the operation. Then, television cameras covered checkpoints and on-the-spot arrests. News media publicized that 70 to 80 percent of the people checked through the checkpoints were minors.

Now in its third year, Operation EAGLE has expanded throughout the State. The percent of intoxicated drivers continues to decrease each year--from 25 percent in the first year to 23 percent in the second year and 16 percent in the third year. As the program's Deputy Director commented, "Public education works!"

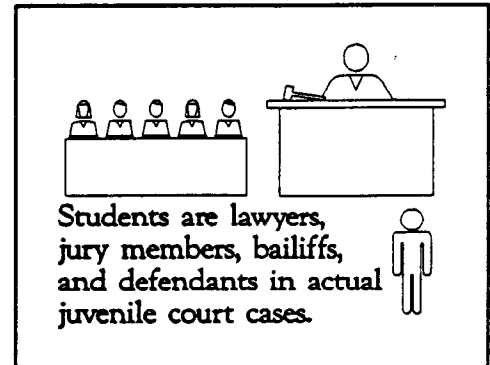
For more information, please contact:

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TEEN COURT

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
TEENS ACT AS PROSECUTION, DEFENSE, AND JURY FOR TEEN OFFENDERS	COURTS LOCAL	8-17	COMMUNITY, COURTS, AND STUDENTS

At first, the court scene appears typical. The defendant stands as the jury reads the sentence for alcohol consumption on a public beach. A closer look reveals that everyone in the courtroom, with the exception of the judge and a few audience members, is a juvenile. This is not a mock trial. The defendant nervously listens to his sentence--24 hours community service and one stint on the Teen Court.



The Teen Court program provides the judicial system with an effective and low-cost way to deal with juveniles who have committed a misdemeanor for the first time. The primary purpose is to stop first time offenders from becoming repeat offenders. The right blend of positive peer pressure, accountability, and leniency both frightens offenders and gives them a second chance. An additional benefit is the education youth receive about rights and responsibilities, decision-making, the legal system, and drugs and alcohol. To serve on the court, youth are recommended by their teachers, can apply on their own, or are ordered by the court.

The court handles referrals from the Juvenile Probation Department. After pleading guilty to the charge, the juvenile and his parents are informed of their choice to use either the juvenile court system or the Teen Court. If Teen Court is chosen, a trial date is set, and the youngster signs a contract agreement to appear and accept the decision. An actual juvenile court judge instructs the jury on available penalties and leaves the rest to them.

Teen Court has received nothing but rave reviews. Comments include, "I felt peer pressure and didn't think the kids on the teen jury would like me. I thought they would give me a big sentence, but they were fair." and "Excellent program--kids get a chance to make up for a mistake they've made, but also pay the consequence through community service."

For more information, please contact:

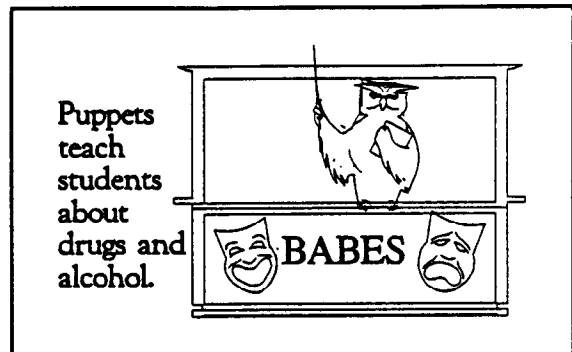
*Mr. John Yanez, Teen Court Coordinator
1400 East Ash Street
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PREVENTION PROGRAMS

BEGINNING ALCOHOL AND ADDICTION BASIC EDUCATION STUDIES (BABES) ALIVE

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
PUPPETS USED FOR ANTI-DRUG EDUCATIONAL STORYTELLING	SCHOOL NATIONAL	3-18	COMMUNITY, STUDENTS

Thirteen years ago, the National Council on Alcoholism developed Beginning Alcohol and Addiction Basic Education Studies (BABES). The Washington State Council on Alcoholism and Drug Dependence utilizes one part of the BABES program called BABES Alive. This program uses puppets to address several family problems, including drugs and alcohol.



The same characters star in each show--two kittens named Buttons and Bows, a fluffy squirrel named Myth Mary, a wise old owl named Donovan Dignity, Rhonda Rabbit, Early Bird, and a recovering alcoholic dog named Recovering Reggie. Buttons and Bows are the main characters, and each story centers on their problems about peer pressure, self-esteem, abuse, and drugs and alcohol. The other puppets portray common human personality traits. For example, Donovan Dignity portrays an adult who offers straightforward solutions, while Myth Mary always confuses issues by advocating society's opinions. Programs end with frank discussions. Common-sense issues are addressed in a gentle and nonjudgmental way.

While BABES originally was developed for elementary school students, the program now is divided into 5 student groups--preschool, kindergarten-3, 4-6, 7-9, and 10-12th grades. The BABES program developed seven stories for each student group. According to the Executive Director of the Washington program, the appeal is widespread because the programs present alcohol and drug problems and information in an attractive and believable manner. Puppets keep the younger children's attention, while older students actively participate in the show by becoming "puppeteers."

For more information, please contact:

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D.A.R.E. DRUG ABUSE RESISTANCE EDUCATION

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
POLICE TEACH YOUTH ABOUT ALCOHOL AND SELF-ESTEEM	SCHOOL NATIONAL	5-18	COMMUNITY, POLICE

Traditional law enforcement could not control Los Angeles' growing drug and alcohol problems. To stem the growth, the police department developed a new program in cooperation with the Los Angeles Unified School District--Drug Abuse Resistance Education (D.A.R.E.). D.A.R.E. is aimed at preventing youngsters from having their first drug experience and has spread quickly throughout the country and around the world. Officers representing 3,500 law enforcement agencies are trained to teach D.A.R.E. and will reach more than 5 million children in 1991.

Specially selected and trained uniformed police officers teach a prevention school curriculum once a week for 17 weeks. The core lessons (1) inform students of alcohol and drug dangers, (2) provide them with resistance and decision-making skills to combat peer pressure, (3) build self-esteem, and (4) develop alternatives to drug use. Initially, the program targeted only 5th and 6th graders, but it quickly expanded to other grades. To become a D.A.R.E. instructor, officers complete a mandatory 80-hour training course.

In 1990, an independent research firm completed the first evaluation of D.A.R.E.. The longitudinal study revealed that two-thirds of D.A.R.E. students agreed that they use fewer drugs or have decided to use fewer drugs because of what they learned through D.A.R.E. The study also found that (1) students find it easier to combat peer pressure, (2) study habits and grades have improved, (3) disciplinary actions have declined, and (4) students respect police officers more. The true test for D.A.R.E. will come as its first graduates fill the high schools in the coming years.

D.A.R.E. America administers the program and distributes educational materials. Corporate and private companies provide funds to enable some communities to receive D.A.R.E. at no cost.

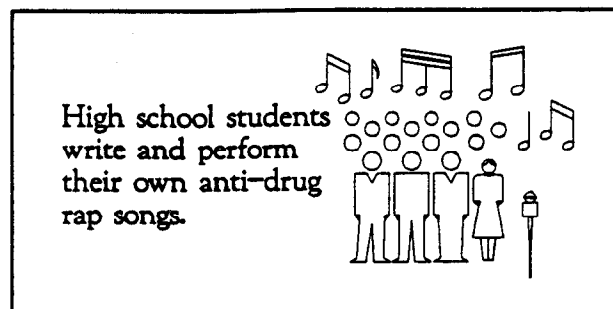
For more information, please contact:

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HARPER HIGH RAP TEAM

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
ANTI-DRUG RAP SONGS ARE WRITTEN AND PERFORMED BY STUDENTS	SCHOOL LOCAL	14-18	STUDENTS

As rehearsal begins, the now familiar beat identifies the musical sound as 'rapping.' The Harper High School Rap Team practices their songs so students will hear the anti-drug messages loudly and clearly.



During the 1980s, school counselor John Zeigler sought a more effective way to prevent students from using alcohol and drugs. He wanted to "have an impact" on students while keeping their attention. Thus, he assigned students to analyze popular rap songs and answer questions such as: What is the message? Why does it appeal to you? Then, students wrote and performed their own anti-drug rap songs.

The anti-drug rap assignments grew into a new vision. In 1989, students formed the 30-member, all-volunteer Harper High School Rap Team. They write their own songs and are the actors, dancers, and production staff. At the beginning of the school year, the team holds auditions to recruit new members. Members must maintain a C grade average and have parental consent to join the team. The Rap Team usually performs in schools and community centers. They also have performed at conferences, such as the Young African Americans Conference and the National Crime Convention in Miami.

Mr. Zeigler also sees the Rap Team as a way for students to develop self-esteem and responsibility. Students schedule and run their own practices. A few years ago, they seldom saw anyone rising above the "drug scene" and knew few alternatives to "street life." Now, Harper High students understand they have better choices. Another part of Mr. Zeigler's vision is to prepare students for college.

For more information, please contact:

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JUST SAY NO INTERNATIONAL—PUBLIC HOUSING INITIATIVE

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
STUDENT CLUBS ARE SET UP IN PUBLIC HOUSING PROJECTS	HOUSING NATIONAL	UNDER 21	COMMUNITY, STUDENTS

In January 1985, First Lady Nancy Reagan spoke to students about the importance of resisting drugs. Inspired by Mrs. Reagan's advice to "just say no," the first Just Say No (JSN) club was formed in Oakland, California in 1985. Now, there are more than 15,000 national and more than 12,000 international clubs.



The JSN clubs are for 7-to 14-year-old students who want to lead drug-free lives and help their peers do the same. While adults are facilitators, students organize educational, social, and recreational activities.

According to Ms. Ivy Cohen, JSN International President, "We provide a clear anti-drug environment where kids feel comfortable. We teach alcohol, tobacco, and drug education as well as resistance skills, leadership, team building, and decision-making skills."

In 1989, JSN International joined forces with public housing authorities in six cities to develop a 2-year pilot project. The JSN International staff trained local residents as adult club leaders and then set up clubs within the housing authorities. Project coordinators, appointed by the housing authorities, work with adult club leaders and JSN International. The public housing initiative was a success. At the end of the initiative, students expressed strong anti-drug attitudes, well-developed resistance skills, and renewed personal values. In September 1990, JSN International expanded the housing authority initiative from six to eight cities. Each housing authority has at least 5 clubs with a minimum of 25 members each. The expanded initiative will last through August 1992.

Just Say No International provides various free services to existing clubs and communities interested in forming clubs, including educational materials, on-site training for club leaders, and coordination of annual national events (Back-to-School Month and the Spring Walkathon).

For more information, please contact:

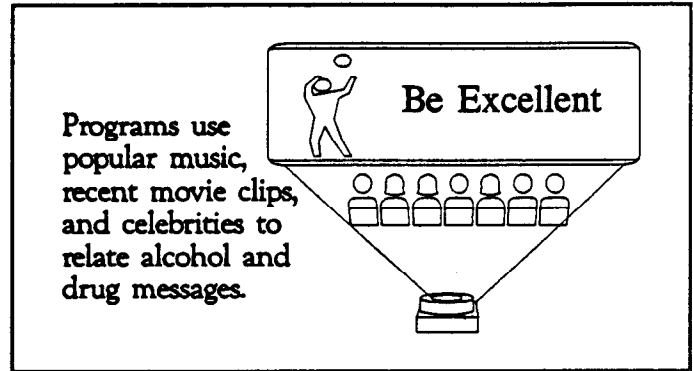
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MOTIVATIONAL MEDIA ASSEMBLIES

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
MULTI-MEDIA, MULTI-SCREEN ASSEMBLY PROGRAM	SCHOOL STATEWIDE	11-14	N/A

As the room lights go down, the students' excitement goes up. Lights flash across the screen, and stereo music roars throughout the gymnasium. Technicians glide smoothly among the movie projector, sound systems, and nine synchronized slide projectors. The show mesmerizes students for 40 minutes as visions of Michael Jordan and Magic Johnson move across the 13-by 42-foot screens. The music of Paula Abdul and M.C. Hammer

provides background for alcohol and drug prevention or self-esteem messages. As the show ends, students talk excitedly about the programs. Once again, messages from "Be Excellent" or "Harmony" have sparked discussion.



Motivational Media Assemblies creates and produces the 40-minute programs. Each program runs for 2 years and targets 6th through 9th grade students. One of the programs examines alcohol and drug use, abuse, and their effects. The programs use music, movie clips, and celebrity/student interviews. Student interviews are particularly effective in relating true-life stories about alcohol use, drinking and driving accidents, and resistance techniques. A companion curriculum guide helps teachers generate class discussions and reinforce the programs.

During 1990, 3,000 secondary schools around the country viewed the programs. For the past several years, Pepsi-Cola and Taco Bell have paid the annual production costs. Professional athletes, rock stars, and other celebrities often donate their talent to the productions. Local Pepsi-Cola bottlers and Taco Bell franchises sponsored two-thirds of the school assemblies. Motivational Media Assemblies also works with various police departments and community Project Graduation parties to present programs in local communities.

For additional information, please contact:

*Mr. Jerry Humphries
Maxim Media--Motivational Media Assemblies
148 South Victory Boulevard
Burbank, California 91502
(818) 848-1980*



Ohio Parents For Drug Free Youth

Drawing the Line on Alcohol and other Drug Use

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
INFORMATIONAL NETWORK FOR PARENT GROUPS	COMMUNITY STATEWIDE	PARENTS	COMMUNITY, PARENTS

Healthy drug-free children is the goal of the Ohio Parents for Drug Free Youth (OPDFY). Four years ago, Judge Andy Devine of Toledo organized the first gathering of interested parties from around the State. Soon the nonprofit, statewide organization was born.

To raise children free from alcohol and drugs, OPDFY concentrates on family empowerment and community mobilization. The OPDFY deemed parent involvement essential. Thus, while most organizations focus on youth, OPDFY serves as an information clearinghouse and a consultant for parent groups. It (1) provides support, technical assistance, and funding information for new and established local parent groups, (2) advocates legislation, (3) represents a unified parent voice for the development of strategies, and (4) develops initiatives at the local, regional, and State levels.

The OPDFY establishes a statewide network by recruiting one person from each county to act as a liaison. This network allows OPDFY to stay abreast of current local issues and provide technical assistance. The OPDFY President sees two main challenges to local groups—raising alcohol awareness and preventing parent burnout.

The OPDFY also provides speakers, a directory of all the county parent/prevention groups, and a newsletter. It is also the State sponsor for the National Red Ribbon Campaign.

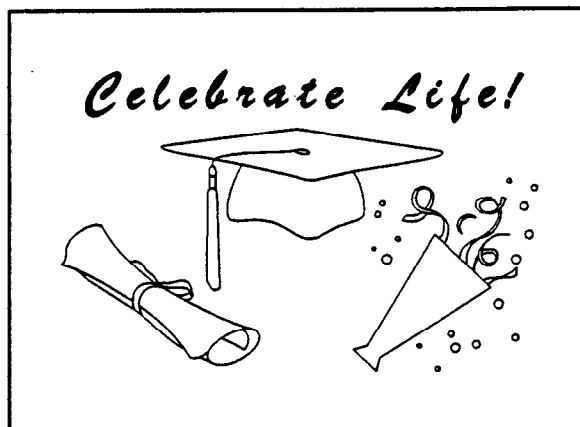
For more information, please contact:

*Ms. Hope Taft, President
Ohio Parents For Drug Free Youth
4373 Shire Creek Court
Hillard, Ohio 43026
(614) 771-7888*

OPERATION PROM/GRADUATION

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
ASSISTANCE FOR LOCAL COMMUNITIES TO SET UP DRUG-FREE ACTIVITIES	COMMUNITY STATEWIDE	UNDER 21	COMMUNITY, STUDENTS

A group of high school seniors engages in lively discussion about prom and graduation activities. They debate whether to hire a rock band, rent a mobile recording booth for students to "produce" their own audio tapes, or both. As the students create more and more ideas, you realize they are planning the annual alcohol and drug-free Operation Prom/Graduation party.



Six years ago, the Virginia Departments of Education and Motor Vehicles (DMV) started Virginia's Operation

Prom/Graduation. The concept originated in Maine over 8 years ago. The program helps Virginia schools and communities organize their own alcohol and drug-free prom and graduation activities. Operation Prom/Graduation's success has grown from a few schools in northern Virginia to about 85 percent of schools statewide.

Operation Prom/Graduation provides a planning guide and a resource packet to communities. The 150-page planning guide describes how to plan activities, solicit community support, provide security, and organize clean-up after the events. It also includes samples of successful community projects and activities, such as local rock bands and cotton candy machine rentals. Samples vary, so communities can gear their activities to available funds. The resource packet has several items, including community coordinator guidelines, sample invitations to school principals, and parent brochures with brief information about State alcohol laws and social host responsibilities.

Operation Prom/Graduation receives funding primarily from the Virginia DMV and donations from private organizations. Local activities often qualify for DMV grants or Drug-Free School funds through the U.S. Department of Education.

For more information, please contact:

*Ms. Arlene Cundiff, Coordinator
Virginia Department of Education
Operation Prom/Graduation
P.O. Box 6Q
Richmond, Virginia 23216
(804) 225-3243*



CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
MULTI-COMMUNITY MOBILIZATION	COMMUNITY STATEWIDE	UNDER 21	COMMUNITY, PARENTS

Oregon TOGETHER! Communities for Drug Free Youth is a statewide project that helps interested communities develop drug prevention programs. The project trains key community leaders and community prevention boards to assess local needs and design community-specific programs. Prevention boards frequently include politicians, the police, the media, health personnel, parents, and young people. After the programs begin, Oregon TOGETHER! provides technical assistance primarily through information sharing and troubleshooting.

Statewide network trains Oregon communities to design and implement drug prevention programs.

Oregon TOGETHER! teaches communities to recognize risk factors that lead to drug abuse. Risk factors may include a family history of alcoholism, academic failure beginning in elementary school, friends who use drugs, and lax or unenforced alcohol laws. The greater the number of factors present in a youth's life, the greater the potential for drug abuse.

Oregon TOGETHER! helps the community develop specially tailored programs to address its needs. Programs emphasize total community involvement and strengthening social bonds. Examples are parenting programs, revised community laws and norms concerning alcohol use and abuse, early childhood education, local media involvement, and drug-free school zones.

Established in 1990, Oregon TOGETHER! is a joint effort of the Oregon Prevention Resource Center and the University of Washington School of Social Work. The project now operates in 35 Oregon communities and hopes to expand to 100 communities by 1994.

For more information, please contact:

*Mr. Larry Didier
Office of Alcohol and Drug Abuse Programs
1178 Chemeketa Street, NE #102
Salem, Oregon 97310
(503) 378-2163*



CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
STUDENTS AND PARENTS DO SPECIAL HOMEWORK ASSIGNMENTS	SCHOOL/HOME LOCAL	12-13	PARENTS, STUDENTS, AND TEACHERS

In 1983, the courts indicted four Kansas City Royal baseball players for drug use and sent three of them to jail. Ewing Marion Kauffman, the team owner, met with the four players to talk about their drug use and find out what he could do to help eliminate drugs. He decided to concentrate his efforts on youngsters and their parents. With private funding, Mr. Kauffman started Project STAR (Students Taught Awareness and Resistance).

"Parents can be the most powerful influence in a child's life. For alcohol and other drug prevention programs to be effective, parents must be actively involved."

Project STAR is a community-wide, prevention program aimed at reducing alcohol and drug abuse. Project STAR provides consulting and training services for schools and communities that want to implement comprehensive prevention programs. The program targets 7th and 8th grade students. Teachers provide in-depth material on (1) the effects of drug use, (2) resistance techniques, (3) peer pressure, (4) advertising techniques and effects, and (5) how to make informed decisions.

Project STAR believes that parents should know and understand their own influence on their children. Several sessions include homework assignments that students and parents complete together. These lessons develop interpersonal and social skills and promote communication about attitudes about alcohol and drug use and abuse. The program trains parents to support their children's resistance skills through active involvement in school-based programs.

Project STAR now receives funding from the National Institute on Drug Abuse through a grant to the University of Southern California. This project is part of the Midwest Prevention Project.

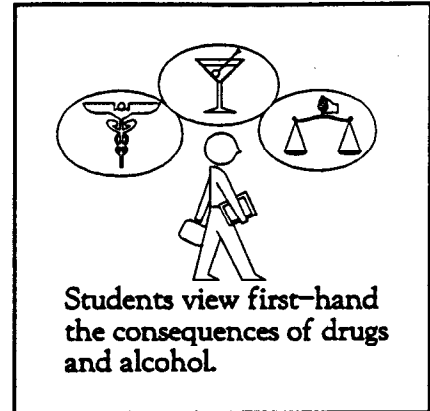
For more information, please contact:

*Mr. Bob Barrett
Project STAR
9300 Ward Parkway
Kansas City, Missouri 64114
(816) 966-3155*

PUPILS, LAWYERS, AND NURSES AGAINST DRUGS (P.L.A.N.)

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
STUDENTS VISIT HOSPITALS AND COURTS TO OBSERVE THE IMPACT OF DRUGS	SCHOOL LOCAL	10-11	POLICE, STUDENTS, AND NURSES

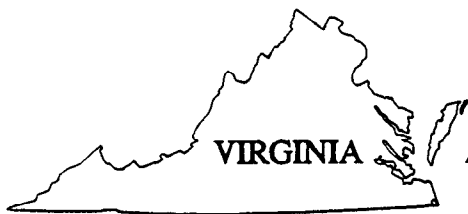
Students stand quietly at the hospital nursery room window and view the underweight babies. They now see how mothers' alcohol and drug use harms their babies. Local district attorneys, nurses, and teachers offer 5th-grade and advanced 4th-grade students in Bronx, New York schools a realistic look at the health and legal effects of drug and alcohol use. A former district attorney developed Pupils, Lawyers, and Nurses Against Drugs (P.L.A.N.) 3 years ago in response to the rising rates of acquired immune deficiency syndrome (AIDS) among Bronx students. P.L.A.N. is funded through the Asset Forfeiture Program (money confiscated during drug sales busts) and city funds.



During the first week of the 4-week program, nurses teach students about the health effects of alcohol and drug abuse, AIDS and intravenous drug use, and refusal skills. Also, students are introduced to professionals who are combating drugs in their community--nurses, attorneys, and judges. During the second week, students visit a community hospital to view newborn babies. They compare sizes of babies in the regular nursery to babies with alcohol and drug withdrawal symptoms in the neonatal intensive care nursery. As Dr. Kem Louie, program coordinator, commented, "The compassion from the children is wonderful." In week three, students visit a courthouse to observe an actual trial--usually for a drug dealer. After the trial, the judge talks with students about the judicial process and the legal consequences of drug-dealing. During the last week, students conduct their own moot court in the actual courtroom. The district attorney rehearses various parts with the students, and the proceeding is videotaped and sent to the school. The moot court reinforces the morality of refusing drugs. After the program, students receive P.L.A.N. certificates for participating in the program.

For more information, please contact:

*Kem B. Louie, Ph.D., R.N., Program Coordinator
P.L.A.N.
Lehman College
The City University of New York
250 Bedford Park Boulevard West
Bronx, New York 10468
(212) 690-8213 (Nursing Department)*



ABC EDUCATIONAL PROGRAMS

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
POLICE CONDUCT AWARENESS PROGRAMS FOR MINORS	SCHOOL STATEWIDE	UNDER 21	POLICE

The Virginia Alcohol Beverage Control (ABC) Information Division has developed three education programs concerning youth and alcohol--the Minors Awareness Program, the Annual College Conference, and Campaign 21.

"The program is aimed at curbing underage drinking and alcohol abuse."

The Minors Awareness Program targets middle and senior high school students. The ABC trained 18 agents in public speaking, and they give the school presentations. Their presentations include an educational alcohol videotape and student question-and-answer sessions. Since the ABC agents look young, they can establish a faster and better rapport with students.

The ABC also sponsors an annual statewide College Conference. Participants from more than 70 colleges and universities attend. Now in its 6th year, the College Conference promotes compliance with ABC laws and regulations and publicizes alternatives to alcohol-related social activities. The 25-person steering committee includes college students and helps develop the conference agenda of 30 to 40 sessions and identifies national speakers.

In June 1987, the Virginia ABC launched Campaign 21 to publicize the new State drinking age. Using the slogan, "It's 21 for everyone and for all alcoholic beverages," radio and television stations aired the message as public service announcements during prime time. The campaign includes posters, college newspaper art work, and vendor decals.

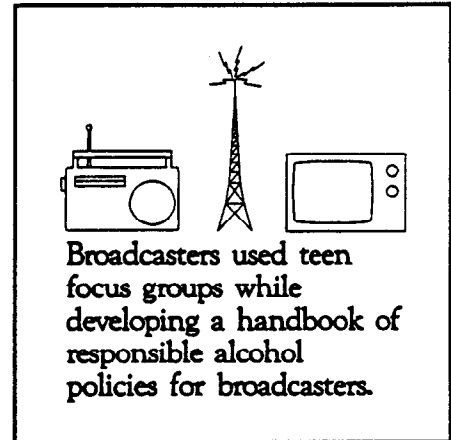
For more information, please contact:

*Mr. Tom Weedon, Director
The Information Division
Virginia ABC Department
P.O. Box 27491
Richmond, Virginia 23261
(804) 367-0649*

WASHINGTON STATE ASSOCIATION OF BROADCASTERS

CREATIVE TECHNIQUE	LOCATION AND SCOPE	TARGET AGE GROUP	PARTICIPATION
HANDBOOK OF RESPONSIBLE BROADCAST GUIDELINES	RADIO/TV STATEWIDE	15-20	COMMUNITY

Two years ago, the Washington State Association of Broadcasters (WSAB) formed a task force to prevent alcohol use and abuse by young people. The task force's initial goal was to "accomplish something meaningful and long-term." Specifically, the task force wanted to: (1) provide broadcasters with accurate, current information about alcohol use and/or abuse; (2) develop screening criteria for broadcast materials; (3) provide an advisory group to screen broadcast substance abuse materials, as well as provide sources for information, interviews and research; and (4) work with advertising agencies, breweries and wineries to help them produce commercials that would discourage the appeal of alcohol to young people ages 15 to 20. To accomplish these goals, WSAB used teen focus groups who addressed such issues as teen alcohol use, peer pressure, and current and future public service announcements (PSAs).



The WSAB also developed a handbook, "Tough Choices: Tackling the Teen Alcohol Problem." The handbook outlines responsible policies regarding programming, the newsroom, and PSAs. It discusses issues such as: Is a radio/TV station conscious of program content? Are teen alcohol PSAs used and evaluated? Does the newsroom have a written policy on alcohol coverage? Does the station portray alcohol as an acceptable form of celebration, such as spring break and team victories?

The program's executive director believes the handbook can help the broadcast community, not only in Washington State but throughout the country, to portray responsible images and utilize the media for positive gains.

For more information, please contact:

*Mr. Mark Allen, Executive Director
Washington State Association of Broadcasters
1200 Westlake Avenue North, Suite 414
Seattle, Washington 98109
(206) 286-2056*

APPENDIX

ADDITIONAL ENFORCEMENT PROGRAMS:

Cedar City Alcohol Abuse Reduction Program

Contact: Police Chief Peter Hansen
Cedar City Police Department
Box 249
Cedar City, Utah 84720
(801) 586-2956

Chemical Abuse Reduced through Education and Services (CARES)

Contact: Judge James Ray
Lucas County Juvenile Court
429 Michigan Street
Toledo, Ohio 43624
(419) 249-6719

Children of Drug Abusers and Alcoholics (CODA)

Contact: Mrs. Peggy L. Van Fleet, Director of Youth Services
The Southeast Council on Alcoholism and Drug Problems, Inc.
8515 Florence Avenue, Suite 200
Downey, California 90240
(213) 923-4545

Cooperative Enforcement Plan

Contact: Police Chief David W. Purdy
Columbus Police Department
1455 27th Avenue
Columbus, Nebraska 68601
(402) 564-3201

Fake ID Initiative

Contact: Mr. Bill Roche, Enforcement Supervisor
Alaska Alcoholic Beverage Commission
550 West Seventh Street
Anchorage, Alaska 99501
(907) 277-8638

The Monitor Program

Contact: Mr. Robert Robinson
249 North Brand Boulevard, Suite 741
Glendale California 91203-2615
(818) 956-8243

Practical Parenting

Contact: Ms. Marj Buchholz, Director
The Family Based Anti-Drug Initiative Program
Juvenile Court Services
3401 East Bonanza Road
Las Vegas, Nevada 89101
(702) 455-5295

Project Graduation

Contacts: Police Chief Ben Conant
Sheriff's Department
23 Western Avenue
South Paris, Maine 04281
(207) 743-8934

Mr. Tom Mowett
Project Graduation
Department of Education
Bureau of Instruction
Division of Alcohol and Drug Education Services
Stevens School Complex, State House Station #57
Augusta, Maine 04333-0057
(207) 289-6500

Rainbow Bridge

Contact: Mr. Denny Ganley, Director
Rainbow Bridge Juvenile Justice Center
626 South 6th Street
Minneapolis, Minnesota 55415
(612) 348-8920

ADDITIONAL PREVENTION PROGRAMS:

Camp Tuff Enough

We're Worth It

Contact: Ms. Lucille Fleming, Director
State of Ohio
Department of Alcohol and Drug Addiction Services
2 Nationwide Plaza
280 North High Street--12th Floor
Columbus, Ohio 43215
(614) 466-3445

CornerStone Project, Inc.

Contact: Mr. Dennis Beaver, Director
P.O. Box 2660
Little Rock, Arkansas 72203
(501) 375-6520

Developing Capable People

Contact: Mr. H. Stephen Glenn, President
Sunrise Associates
P.O. Box 788
Fair Oaks, California 95628
(916) 961-5556

Developing Resources for Education in America (D.R.E.A.M.)

Contact: Ms. June M. Milam, Executive Director
D.R.E.A.M.
1935 Lakeland Drive, Suite B
Jackson, Mississippi 39216
(601) 362-9329 or 1-800-233-7326

Discovery Center

Contact: Mr. Robert Morton, Drug and Alcohol Project Coordinator
Discovery Center
530 LaGonda Way, Suite A
Danville, California 94526
(510) 837-0505

Florida Informed Parents for Drug Free Youth, Inc.

Contact: Ms. Jeane Myddelton, Executive Director
Florida Informed Parents for Drug Free Youth, Inc.
241 John Knox Road, Suite 200
Tallahassee, Florida 32303-6677
(904) 922-4280

Friday Night Live

Contact: Mr. Pat Barr
Friday Night Live
9738 Lincoln Village Drive
Sacramento, California 95827
(916) 440-5483

Hot Pursuit

Contact: Lt. Karl Tresselt
Sgt. Bill Taylor
Columbus Police Division
120 West Gay
Columbus, Ohio 43215
(614) 645-4610

Iowa High School/College Conference

Contact: Mr. Mark Campbell, Youth Coordinator
Governor's Traffic Safety Bureau (GTSB)
307 East Seventh Street
Des Moines, Iowa 50319-0248
(515) 281-5430

"It's OK Not To Drink"

Contact: Ms. Sharon Rose
It's OK Not To Drink
1306 Oak Avenue
Davis, California 95616
(916) 756-5610

Professor Bodywise

Contact: Dr. Sabrina Klein, Program Manager
Educational Theatre Programs
Kaiser Permanente Medical Program
1950 Franklin Street, 3rd Floor
Oakland, California 94612
(510) 987-2223

Prom Promise

Contact: Ms. Mary Sabine
Nationwide Insurance
Prom Promise
One Nationwide Plaza
Columbus, Ohio 43216
(614) 249-6022

REACH America

Contact: Mr. Stephen Avery, Associate Director
National Federation of Parents for Drug Free Youth
P.O. Box 3412
Albuquerque, New Mexico 87190
(505) 345-7174

The Scott Newman Center

Contact: Mr. Kevin C. Watson, Project Officer
The Scott Newman Center
6255 Sunset Boulevard, #1906
Los Angeles, California 90028
(213) 469-2029

Sooner Alcohol-Narcotics Education (SANE)

Contact: Reverend Don Chaffin
101 Northeast 23rd Street
Oklahoma City, Oklahoma 73105
(405) 575-3354

Student Assistance Program

Students Organized to Develop Attitudes (SODA)

Contact: Ms. Cindy Barnes
Commonwealth of Virginia Department of Education
Youth Risk Prevention, 21st Floor
P.O. Box 6Q
Richmond, Virginia 23216-2060
(804) 225-2834

The Washington Regional Alcohol Program (WRAP)

Contact: Ms. Pam Beer, Director
The Washington Regional Alcohol Program
P.O. Box 15048
Chevy Chase, Maryland 20815
(301) 565-4161

Youth Eastside Services (YES)

Contacts: Ms. Sharon Olsen, Coordinator
Alcohol/Drug Prevention
Youth Eastside Services
16150 N.E. 8th
Bellevue, Washington 98008
(206) 747-4YES

Ms. Mary Schatz, Prevention Coordinator
King County Division of Alcohol and Substance Abuse
(206) 296-0617

Youth-to-Youth

Contact: Ms. Lori Frantz, Program Director
Youth-to-Youth
700 Bryden Road
Columbus, Ohio 43215
(614) 224-4506