



January 3, 2006

Re: A Call to Action

Dear SADD Advisor or Guidance Counselor:

Enclosed you will find the application packet for the 2005-2006 High School Outreach Program, "A Call to Action." The program overview, frequently asked questions, the response form, a two-sided flier from MADD, and a brochure from FACE can be found in this packet, along with SADD National Conference material. Using environmental strategies, A Call to Action encourages high school students to engage the community at large, focusing on the media, adults, and younger students to reduce underage drinking, illicit drug use, and impaired driving and to increase traffic safety. There are three Action Plans from which you may choose.

- ◆ **The Community Plan** focuses on raising awareness in your school and community and encourages youth to collaborate with local law enforcement officials.
- ◆ **The Peer Plan** focuses on peer education, using high school students to facilitate training sessions with local middle school students.
- ◆ **The Parent Plan** focuses on expanding knowledge and offering skills for parents to address the issues of underage drinking, illicit drug use, impaired driving, and traffic safety.

Each of the Action Plans has the same basic components of safety belt observations, media outreach, and advisor trainings. Beyond these basic requirements, the Peer Plan and the Parent Plan include additional components matched to their target audience. These two plans include more comprehensive programs so we are giving schools **more time** to complete the requirements for these plans. For a complete timeline and program descriptions, please read the enclosed program overview.

In evaluations from previous years, advisors informed us that often it was difficult to spend the grant funds because many of the programs were free. This year, you will receive direct ongoing services (advisor trainings, technical assistance), educational programs (videos from FACE and MADD), and comprehensive materials (an Action Guide to help execute your outreach plan) to help you meet program goals. You will also have \$200 of allotted funds for pre-approved expenses. A list of permissible uses for those funds is provided with the frequently asked questions.

I look forward to working with existing SADD chapters, aiding in the development of new SADD chapters and other youth safety groups, and providing resource information to all of the schools in Massachusetts. Please contact me toll-free at 1-877-SADD-INC or via e-mail at jcushing@sadd.org at anytime. Continue the great work out there!

Sincerely,

Julie Cushing

A CALL TO ACTION

Program Overview

Did you know?

- ◆ Alcohol is the number-one drug of choice among teens, and each day six teens die from alcohol-related causes.
- ◆ One in five eighth-grade students reports current drinking.
- ◆ Car crashes are the number-one killer of teenagers in this country – and two thirds of those killed were not wearing safety belts at the time of the crash.
- ◆ Teens have the lowest safety belt use rates and highest crash risk of any age group.

These problems cannot be successfully addressed, however, by focusing on youth alone.

- ◆ Teens are not the only ones who don't buckle up. Massachusetts ranks 48th out of the 50 states for lowest safety belt usage rates, adults included.
- ◆ Youth drink within the context of a society in which alcohol use is "normal" and images about alcohol are everywhere.
- ◆ Youth get alcohol – either directly or indirectly – from adults, oftentimes from their own parents.

It's clear that these problems are significant. It's just as clear that any plan to fix them must cover a lot of bases.

Using high school students to engage the community at large, A Call to Action focuses on adults, the media, and younger students to reduce underage drinking, illicit drug use, and impaired driving and to increase traffic safety.

Respond to A Call to Action and choose the plan that enables you to make a lasting and meaningful difference. Develop a comprehensive, long-term strategy that uses environmental strategies and prevention principles. Choose from these three **Action Plans** and work to reduce underage drinking, illicit drug use, impaired driving, and to increase traffic safety.

- ◆ The **Community Plan** focuses on raising awareness in your school and community and encourages youth to collaborate with local law enforcement officials.
- ◆ The **Peer Plan** focuses on peer education, charging high school students to train local middle school students.
- ◆ The **Parent Plan** focuses on expanding knowledge and offering skills for parents to address the issues of underage drinking, illicit drug use, impaired driving, and traffic safety.

The three Action Plans have the same basic requirements.

Safety Belt Surveys

Statistics show that of the approximately 6,000 teen occupants who die in motor vehicle crashes each year, approximately two thirds (more than 4,000) are not wearing safety belts. The percentage of young people in *alcohol-related* crashes who are not wearing belts is even higher. We all know that safety belts save lives: however, in Massachusetts the safety belt usage rate is only 63%, compared to the national rate of 80%.

Students, working with local law enforcement officials, will conduct safety belt observations to highlight the safety belt usage in your school and community. This collaboration can be the start or continuation of a meaningful partnership in your prevention efforts.

Media Outreach

Important messages like those that SADD chapters promote deserve as much exposure as possible. You gain credibility and maximize the impact of your message simply by working with your local media. School programs and media campaigns should be ongoing and consistent to achieve long-lasting effects. To avoid sending mixed messages, the same message should be delivered and coordinated through multiple channels encountered by young people – family, school, media, community organizations, and law enforcement.

Students will publicize the results of the safety belt surveys, along with national, statewide, and local statistics. A comprehensive media tool kit with sample press releases, public service announcements, and sound bites will be provided. By educating the public, we can raise the 2004 Massachusetts safety belt usage rate from 63% to the national average of 80% or higher.

Advisor Training

Advisors will attend one *free* advisor training. All training costs are covered, including transportation, training facility, meals, and supplies. The following are the topics covered in the training.

- ◆ Definition of developmental youth assets
- ◆ Outreach and recruitment strategies
- ◆ Advisor's role in supporting young people
- ◆ Environmental strategies
- ◆ Prevention principles
- ◆ Media relations and interview tips
- ◆ Development of a strategic communications plan for working with the media
- ◆ Program assistance for the Peer Plan and the Parent Plan

All Call to Action participants will receive an Action Guide.

Action Guide

This comprehensive program manual will include the following components.

- ◆ Safety belt observational surveys
- ◆ National and statewide statistics
- ◆ Signage and messaging points
- ◆ Media tool kit
- ◆ Peer Plan training materials
- ◆ Parent Plan facilitation materials

Action Plan Descriptions

COMMUNITY PLAN: one-year program

The fact that many teenagers do not buckle up is no surprise, given that Massachusetts has the second lowest safety belt usage rate in the nation. Crashes are the number-one cause of death among teenagers today. The attitude held by many adults that underage drinking is inevitable, harmless, and/or a natural part of adolescent development helps create an atmosphere in which drinking at a young age is perceived to be acceptable.

The Community Plan provides a way to increase awareness of and knowledge about the dangers of underage drinking, illicit drug use, impaired driving, speeding, and driving without a safety belt. Its goal is to change societal norms as well as individual attitudes and behaviors about underage drinking, illicit drug use, impaired driving, and traffic safety. Working with local law enforcement officials and the media, you can positively influence these trends.

Community Plan requirements:

1. **Safety Belt Observational Surveys** – Conduct two safety belt observational surveys: one at your school and one in the community, working with local law enforcement officials.
2. **Media Outreach** – Conduct media outreach: publicize the results of the safety belt surveys, along with national, statewide, and local statistics.
3. **Advisor Training** – Attend one *free* advisor training (descriptions on page 2).

Community Plan components:

- ◆ **Action Guide**, which contains the safety belt surveys, relevant statistics, media tool kit, and useful information on signage and messaging; and
- ◆ **\$200** of allotted funds to be used for signage and messaging.

PEER PLAN: two-year program (pending available funds)

In school, young people draw conclusions about alcohol use and driving behaviors from what they see and hear from their friends, classmates, older students, and teachers. Peer education is an extremely powerful tool when working with youth because it builds on the credibility that young people have with their peers and younger students. Research suggests that people are more likely to hear and personalize messages, and thus to change their attitudes and behaviors, if they can identify with the messenger and believe they face the same concerns and pressures. Virtually all prevention research suggests that a peer-to-peer program is an essential ingredient of any meaningful prevention program for youth.

The Peer Plan educates high school students about the issues of underage drinking, illicit drug use, impaired driving, and traffic safety. The high school students will then conduct three peer trainings with middle school students. Students will have up to two years to complete the program requirements. The advisor training will support this program, and technical assistance will be available upon request.

Peer Plan requirements:

1. **Safety Belt Observational Surveys** – Conduct two safety belt observational surveys: one at your school and one in the community, working with local law enforcement officials.
2. **Media Outreach** – Conduct media outreach: publicize the results of safety belt surveys and alert the media to the valuable peer education training this program requires.
3. **Advisor Training** – Attend one *free* advisor training. The training will prepare advisors to implement the peer education requirements.
4. **Peer Education** – Conduct three peer education programs with middle school students during this school year and next school year. The Action Guide will have facilitation tips, peer education activities, and discussion guides. In addition, schools that choose this program will receive a free MADD Multimedia Class Pack (description below).

Peer Plan components:

- ◆ The **Action Guide** contains peer training materials about underage drinking, illicit drug use, impaired driving, and traffic safety. Students will be trained to lead the activities included in the Action Guide and will implement them in the middle school trainings.
- ◆ The **Class Pack** (\$250 value) from MADD is an extension of MADD's multimedia assembly show. The video and discussion guide in the Class Pack give students the opportunity to look deeper into issues of underage drinking, illicit drug use, impaired driving, and traffic safety issues and to have a group discussion.
- ◆ **\$200** of allotted funds to be used for signage and messaging

PARENT PLAN: two-year program (pending available funds)

Parents and caregivers play a vital role in influencing teens. They serve as role models in their use of alcohol, they control the availability of alcohol in the home, and they model driving behaviors. A recent study shows that children whose parents are involved in their lives – who hold regular conversations, attend after-school events, and listen to their teens' problems – are less likely to drink or smoke. A 2005 report from the American Medical Association (AMA) shows that one in four teens, and one in three girls, have parents who provide them with alcohol.

The Parent Plan is designed to reach out to parents and other adults about the issues of underage drinking, illicit drug use, impaired driving, and traffic safety and to enhance parents' knowledge and skills around these issues. High school students and advisors will facilitate two parent programs using the Action Guide and the accompanying video, "This Place," by FACE. FACE is a national non-profit organization that supports sensible alcohol policies and practices through the development of messages, strategies and training designed to create public awareness and action on alcohol issues. Students will have up to two years to complete all program requirements. The advisor training will support this program, and technical assistance will be available upon request.

Parent Plan requirements:

1. **Safety Belt Observational Surveys** – Conduct two safety belt observational surveys: one at your school and one in the community, working with local law enforcement officials.
2. **Media Outreach** – Conduct media outreach: publicize the results of safety belt surveys and invite the media to attend the valuable parent programs you will be facilitating with the young people.
3. **Advisor Training** – Attend one *free* advisor training. The training will prepare advisors to implement the parent education requirement with the youth.
4. **Parent Education** – Conduct two parent programs this spring and next year using the materials in the Action Guide and the FACE video "This Place" (included). The program can be implemented with small or large groups.

Parent Plan components:

- ◆ The **Action Guide** contains all the information necessary to host a parent program, such as sample agendas, facilitation tips, icebreakers, informative games and activities, and discussion guides. The Action Guide also provides resources for parents and informative handouts.
- ◆ **"This Place"** (\$229 value) by FACE is an effective 15-minute video that takes a compelling look at where underage youth get alcohol, how they are drinking it, and what the outcomes are when teens drink too much too young. It also reveals how the environment we live in contributes to young people's drinking younger and more frequently.
- ◆ \$200 of allotted funds to be used for signage and messaging

After you have selected the Action Plan that is right for you, please complete the Response Form, indicate your selection, and fax or send the form to Massachusetts SADD.

Fax: 1-508-481-5759

Mail: Massachusetts SADD
255 Main Street
Marlborough, MA 01752

MADD Multimedia Assembly Show

As part of a special partnership with MADD Massachusetts,
80 schools will receive a **free** MADD multimedia show
(\$675 value, see enclosed flier).

If you have any questions, please contact Tiffany Corey at Massachusetts SADD toll-free at 1-877-SADD-INC (723-3462) or e-mail Tiffany at tcorey@sadd.org.

A CALL TO ACTION

Frequently Asked Questions

What are Allotted Funds?

Each school participating in A Call to Action is eligible to spend up to a maximum of \$200 on support materials for its programming initiatives. Purchases must adhere to the Allotted Funds guidelines (see below). For questions about whether an expense adheres to the guidelines, please contact Tiffany Corey at tcory@sadd.org or 1-877-723-3462.

How are Allotted Funds used?

Allotted Funds will be issued on a reimbursement basis unless ordered through certain vendors. Advisors must upfront the cost for any programming support materials and forward all original receipts to the Massachusetts SADD office for reimbursement. Some vendors (the SADD Store) will bill Massachusetts SADD directly for purchases, requiring no upfront funds. Receipts may be forwarded as accrued, or with the final report. An Expense Form must accompany each batch of receipts. The Expense Report form will be included in the Action Guide and may be photocopied to accompany each batch of returned receipts. Only expenses that adhere to the Allotted Funds guidelines will be reimbursed. It is important for advisors to confirm that each expense appears on the list below, or receives prior approval from Massachusetts SADD. No other expenses will be reimbursed.

What expenses adhere to the Allotted Funds guidelines?

Printed promotional materials: Invitations, flyers, notices, posters, letters, signs, table tents, newsletters, brochures or similar items to promote or announce an event

Signage: Billboards, bulletin boards, marquees, metal signs, bumper stickers, ribbon magnets, banners or similar items that display prevention or safety messages.

Speakers/presentation group fees: Presentations must address at least one of the following grant issues ~ underage drinking, impaired driving, other drug use, safety belt use, or other traffic safety issues.

Clothing/Accessories: T Shirts, sweatshirts, hats, shorts, backpacks/book bags, pens, pencils, or similar items to promote programming initiatives. Must include safety message and/or SADD logo/chapter name.

What expenses DO NOT adhere to the Allotted Funds guidelines?

Food/candy/beverages

Items that may contribute to “Distracted Driving”: Hot/cold cups, CD holders, car antennae accessories, air fresheners

What if I have a question about whether an expense qualifies?

Contact Tiffany Corey at tcorey@sadd.org or 1-877-723-3462.

What are the advisor trainings?

Each advisor participating in A Call to Action is required to attend one advisor training. Multiple training sessions will be offered. Advisors will receive a basic program overview, and training on facilitating their chosen Action Plan (Parent Plan or Peer Plan) and on working with the media. Advisor training has been shown in other states to:

1. improve program effectiveness,
2. strengthen the advisor network, and
3. increase advisor satisfaction.

What if I cannot attend the advisor training?

Multiple training sessions will be offered to accommodate as many advisors as possible. Advisors will receive critical programming and other valuable information to assist them with the implementation of A Call to Action. If you cannot attend any of the training sessions that are offered, please contact Julie Cushing at jcushing@sadd.org or 1-877-723-3462.

Why did you revamp High School Grant Program?

Feedback from advisors participating in previous grant programs indicated that it was increasingly difficult to spend the \$1,000 in grant funds because a majority of the grant programming was free. This year’s program was redesigned to provide schools with new comprehensive programming that is “pre-packaged” to include the tools, resources, training and technical assistance required to successfully implement initiatives to decrease underage drinking, impaired driving, and other drug use, and to increase safety belt use and awareness about other traffic safety issues. A Call to Action uses a focused approach to target these issues by involving communities, parents and younger youth.

I've tried working with the media and it is frustrating. Do I have to work with the media?

Media is an effective way to educate the public about important youth issues and to highlight the tremendous work being accomplished by local high school students throughout the Commonwealth. Often, once a media link is established, it becomes self-sustaining. It also gives students a significant sense of achievement.

All participating schools are expected to contact their local media regarding the required Safety Belt Observations. To assist you in these media efforts, the Action Guide will include resources and tools to help you work more effectively with the media including sample press releases and articles, sound bites, tips on working with the media, and media contacts and the advisor training will address these issues. Massachusetts SADD is working closely with the GHSB to identify ways in which we can increase the visibility of our collaborative efforts and generate more interest within media circles. Staff in our office will be pleased to help any advisor who is having difficulty connecting with the media.

A CALL TO ACTION

Response Form

Identify which Action Plan is right for you! Register before it's too late!

SCHOOL INFORMATION

School Name _____

School Mailing Address _____
Street (No PO Boxes) City Zip

Main Telephone Number _____

CONTACT INFORMATION

Name _____ Title _____

Telephone _____ Fax _____
(including extension)

E-mail _____ Are you the SADD advisor? Yes/No
(required)

If not, who is the SADD advisor? _____

ADDITIONAL OPTIONS

Would you like to be in a directory of participating schools to contact each other? Yes/No

Would you like to receive the free MADD multimedia presentation? Yes/No

Would you like to serve as a media contact? (You will be contacted and given more information about what this role entails.) Yes/No

SCHOOL PROFILE

What is your school population? _____

What grade levels do you serve? _____

Please indicate which best describes your school: _____ Rural _____ Suburban _____ Urban

Please describe the alcohol, other drug, and traffic safety issues that face your school/community.

Why are you interested in participating in "A Call to Action"?

Which ONE plan are you applying for? _____ Community Plan _____ Peer Plan _____ Parent Plan

Describe the desired outcome(s) from participating in this program.

FREE MADD Multimedia Program!

As part of a special partnership with MADD Massachusetts, 80 schools will receive a ***free*** MADD multimedia presentation.

**Send your Response Form to Massachusetts SADD
by fax to 1-508-481-5759 or by mail to 255 Main Street, Marlborough, MA 01752.**