

# DrugFree Greenville

## Community Substance Abuse Prevention

### 2016 Year In Review

#### WALKATHON

- \$ Produced and distributed 3400 “NEW original activity handouts with drug prevention messages.
- \$ Encouraged successful campus Walkathon awareness challenges & school assemblies resulting in: all GISD schools held jeans pass “I am a Jean-ius – Drug Free” wristband promotions; **Bowie** principal participated in Water Balloon Race, **Lamar** principals stepped in as cafeteria workers to serve lunches to their students, **Travis** principals participated in a dance contest, **LP Waters** principal took more than a few “Eggs On the Head” for DFG; **Carver** principal and assistant principals were the target of their students in “Color the Principal”; 800 Hunt County residents participated in annual prevention awareness DrugFree Greenville Walkathon, planned and implemented by 300 volunteers coordinating promotional kick-off, rest stops, support services, and end of walk activities including Appetite Alley and free family games & entertainment.
- \$ Walkopoly resulted in \$53,000 raised in support of DFG and over 100 signs with 163 names displayed for four weeks in a show of support and commitment to community drug prevention.

#### PUBLIC EDUCATION

- \$ Published 894 column inches of prevention and health related education in DFG weekly *Herald Banner* column, 17 photos; additional materials published in *Hunt County Shopper*.
- \$ Presented prevention information each semester to GISD counselors at monthly district meeting.
- \$ Provided drug education, health & safety stickers, bookmarks and coloring sheets to 750 participants at Tools For Schools project.
- \$ Updated additional pages on DrugFree Greenville website titled “In The Know” because it’s what you don’t know that can hurt you. Pages feature over 40 informational and educational articles in categories including Gangs, Alcohol, Drugs, Violence, Teen Pregnancy, and Communications. Website: [www.drugfreegreenville.org](http://www.drugfreegreenville.org).
- \$ Maintained presence on social media (Facebook, Twitter, Instagram, LinkedIn) with PSAs, events and information.
- \$ Presented drug education updates to Golden K and Lions Club.
- \$ Presented Red Ribbon Wrap UP information to GISD Administration.
- \$ Participated in ACE Summer Showcase held at Lamar Elementary School.
- \$ Participated in Drug Take Back Event sponsored by Greenville Police Department and GEUS. Resulted in the collection of over 87 pounds of prescription and OTC drugs.

## RED RIBBON

- \$ Sponsored a Back to School elementary counselors lunch to disseminate Red Ribbon and prevention information.
- \$ Packed and delivered 425 Red Ribbon supply sacks and boxes to Greenville schools, churches, organizations and businesses containing 5,500 lapel ribbons, Tie one on door & mailbox ribbons and prevention information.
- \$ Hosted 20 volunteers at Red Ribbon Round-Up brunch.
- \$ Distributed 5,400 age-specific elementary activity books, wristbands and school promotional materials, 3,000 I Can Be Anything I Want to Be – Drug Free pencils to elementary & middle school; 1,300 LION PRIDE – Personal Resolve In Drug-free Excellence pens, Drug Free Winners mini footballs, secondary level; as well as 3,000 feet of Tie One On ribbon.
- \$ Distributed to 425 kindergarten students coloring sheets and mini-teddy bears with drug prevention ribbons – “Drugs are Unbearable”.
- \$ Sponsored and coordinated Nancy and Her Friends assembly for 2,100 1st thru 5th grade elementary students at Greenville Municipal Auditorium.
- \$ Sponsored and coordinated Nancy and Her Friends assembly for 375 students at 6th Grade Center.
- \$ Sponsored assemblies at GHS, GMS, HEC and Greenville Christian School with presenter Keith Davis.
- \$ Celebrated being drug-free with 450 preschool students, GPD & McGruff at LP Waters, Greenville Christian School during Red Ribbon Tricycle Parades in cooperation with Knights of Columbus.
- \$ Encouraged McGruff’s Red Ribbon Balloon Release at St. Paul’s with 50 pre-school students.
- \$ Coordinated paper grocery sacks being decorated with prevention messages by 2,500 elementary students for grocery store customer use.
- \$ Facilitated GHS Red Ribbon Pep Rally attended by elementary student delegations with campus drug-free message run-through banners from all GISD schools.
- \$ Facilitated partnership with GISD, City of Greenville and Greenville PD to provide city-wide elementary assemblies for 2,500 students at municipal auditorium.
- \$ Facilitated partnership with Greenville Middle School, GEUS and Greenville Fire Department for Crack Kills Egg Drop Challenge at GMS.
- \$ Coordinated Crack Kills Egg Drop Challenge & curriculum for 375 8th grade students at Greenville Middle School and Greenville Christian School.
- \$ Facilitated Fumble Fingers impairment activity & prevention curriculum for 400 7th grade students at Greenville Middle School and Greenville Christian School.
- \$ Facilitated Wesley Wrap-Up with youth groups from Highland Terrace Baptist and First Baptist Greenville. Wrap-Up was cleaned up by Wesley United Methodist youth group.

**4500 volunteer service hours resulted in over 22,000 student participation hours during October’s Red Ribbon observance.**

## SHATTERED DREAMS

- Presented honor cords to Shattered Dreams participants graduating May/June 2016.
- Maintained social media presence on Facebook with Shattered Dreams page.

## **KITE FLY**

- \$ Sponsored Kite Flies at Greenville Sixth Grade Center and Greenville Christian School at which 450 6<sup>th</sup> graders decorated kites with prevention messages and flew them with 125 adult community mentors.
- \$ Coordinated updated community mentor mailing list for SGC student Kite Fly invitation letters.
- \$ Facilitated 30 GCS 7<sup>th</sup> grade students in pre-assembly project for 550 kites through GCS Be My Witness Day.
- \$ Involved 31 Greenville High School Peer Assistant Leaders as high school student mentors

## **EYE OUT FOR DWI**

- \$ 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 intersection of Wesley and Poplar Streets viewed by 25,619 cars daily for 20 days.

## **YOUTH DEVELOPMENT**

- \$ Cooperated with Greenville Christian School SADD chapter.
- \$ Incorporated GHS PAL mentors into WALK, Tricycle Parades, Kite Fly, Heroes Lunches, Red Ribbon, and Halloween On The Square.
- \$ Conducted youth leadership training for 31 GHS PALs with national PAL trainer Tory Gant.
- \$ Facilitated student involvement of GHS- PALs, GHS NJROTC, GHS & GMS cheerleaders, Highland Terrace Baptist Church youth as mentors and sponsors of kids' games and activities after the WALK.
- \$ Encouraged and reinforced Project Graduation through use of DFG column and special banner.

## **LUNCH & LEARN COMMUNITY RESOURCE LUNCHEON**

- \$ Developed and facilitated county-wide event to bring together area educators and agency resources.
- \$ Partnered with Wesley United Methodist Church for use of facility.
- \$ Developed & distributed booklet with resource information and contact information for both educators and service agencies.
- \$ Provided 50 Walk away from drugs with DrugFree Greenville@ Community Chest agency resource cards, DFG brochures, foot-shaped notepads and bags to collect agency information at luncheon.

## **NETWORK**

- \$ Maintained Network membership list, sent monthly meeting notices and updates, and provided email information exchange.
- \$ Hosted 393 agency representatives from Hunt, Dallas, Collin, Rains, Kaufman & Grayson Counties at DFG=s Interagency Network meetings, featuring 20 agency presentations to exchange information and find common solutions to prevention and health related concerns.
- \$ Updated 380+ member email contact list; maintained and shared Network Interagency directory list.
- \$ Updated and distributed 12,000 Community Chest Resource Card featuring 72 agencies.

## **PARENT SUPPORT**

- \$ Sponsored Parent Power at GISD Administration Building with featured speaker Carlos Cruz.

## **HEROES**

- \$ Hosted school counselors meeting to disseminate Hero Card, Principal Challenge and drug prevention education information.
- \$ Produced 75 new Hero Cards of Greenville police officers, firefighters and EMT personnel for use by emergency first responders to encourage positive interaction between local heroes and elementary children.
- \$ Developed and distributed 3,200 Heroes Bingo Games to elementary students city-wide.
- \$ Hosted 700 students and parents at Heroes Night at GHS Indoor Athletic Facility providing an interactive experience with GPD officers, GFD firefighters and AMR-EMTs and an opportunity to collect autographed Hero Cards.
- \$ Facilitated City of Greenville/GISD Nutrition & Transportation partnership to provide Heroes Winners Lunches and GPD police escorted school bus transportation. Provided 510 winning elementary students the experience of celebrating and eating lunch with police officers, firefighters & EMS first responders.
- \$ Coordinated assistance and mentoring of younger students provided by 25 GHS student PALs and Crimestoppers.

## **HALLOWEEN ON THE SQUARE**

- \$ Promoted safe, family Atrick or treat@ alternative through mailings to 90 churches and all Hunt County school districts and distributed 3,500 flyers to Greenville elementary students.
- \$ Distributed 1,000 trick or treat sacks containing drug and tobacco prevention messages to 1,000 participants at Halloween on the Square.
- \$ Distributed ABe Drug Free@ lollipops and mini activity books.

## **AMAZING RACE AGAINST DRUGS (REPLACED PREVENTION BASEBALL)**

- \$ 375 sixth grade students directly benefited from 100 volunteer hours, through 'Amazing Race' conducted at Sixth Grade Center, by learning the dangers of alcohol, tobacco, marijuana, prescription drugs and other drugs, specifically focusing on gateway drugs which included Minor and Tobacco Laws and the harmful effects of tobacco.
- \$ Partnered with faculty at Greenville Sixth Grade Center to develop new event – format, study materials, and prizes.
- \$ Facilitated 2 day event with assistance of school staff and volunteers. Prizes for event provided by Shenaniganz, Chili's and YMCA.

**Thanks for your support!**