

**FACING THE CHALLENGE---EMPOWERING THE CHANGE**  
**PROMOTING A DRUG-FREE COMMUNITY**

On Friday, October 24, 2008, 101 community leaders met at Baker's Best in Fairlawn and enjoyed two most informative presentations, "Addiction 101" and "Impacts on Society, Education and the Workforce" by Mike Otey of Pennsylvania. For a number of years, Otey has been the coordinator of the Family Education Program at Caron Treatment Centers, sharing his deep understanding of addiction with thousands of patients and their families. The conference was coordinated by Pulaski Community Partners' Coalition and the Pulaski County Chamber of Commerce.

After lunch, the group broke up into small groups by sector, and focused on "Consequences of doing nothing: Benefits of doing something." Many ideas and suggestions were then reported out of these small groups, the main points of which are listed below.

**YOUTH-SERVING:**

**We have:**

- \*PCPC
- \*Rock Youth: faith-based
- \*Rec. Center – "Central Gym"
- \*Schools
- \*Clubs: Beans & Rice
  - Girl Scouts
  - Boy Scouts
  - 4-H Club
- \*YMCA
- \*Community College/Universities
- \*Rec. Department
  - Sports
- \*Church
- \*Hospital
  - Health Fairs
  - Knowledge Center – info.
- \*Mental Health Clinic – NRV Community Service
- \*NRV Community Action

**We want:**

- \*Community "Rec" Center
- \*Classes for Community
  - Awareness
- \*Elementary School
  - Training
- \*Everyone on Board
  - Message out to community:
    - School

Church  
Clubs  
Rec. Depts.  
Police Dept.  
Court Services

(All these groups need to network!)

**\*Family Involvement**

Extended  
Teachers

**\*Advertising**

Newspaper – Free Community Calendar  
Website  
Sporting Events  
Youth Rally  
Community Bulletin Board  
Festivals

**\*Resource Fair**

**Action: Drug Free Community**

**\*Positive message**

**\*Knowledge**

**\*Participation**

**\*Man—Treatment Plan**

DSS  
Court System  
School System

**\*Summer Camps (each group would have a day at camp to discuss  
Drug Awareness/Drinking & Driving – invite parents)**

Band  
Cheerleading  
Church  
Football

**\*Kids to Play Big Part**

All ages – “Let’s get the message out to everyone:

**TEAM WORK!**

**\*Be Consistent: Time & Energy!**

**BUSINESS COMMUNITY:**

**\*Co-ordinate with school systems for educational programs geared to  
adolescents.**

**\*Employment Expectations**

**\*Mentorship**

**\*Provide communications to employees on a regular basis:**

**\*expectations and obligations of the employee/employer**

**\*provide information on existing EAP’s, policies and other resources  
that may be available to employees**

**\*Employee Training**

- \*helping supervisors understand substance abuse and appropriate actions to remedy situations
- \*Giving to Charitable Organizations
  - \*money, time, mentorship programs
  - \*apprenticeship programs
- \*Educate employers on what a “Drug-Free Workplace” Environment is
  - \*education on how to implement drug-related policies
  - \*tools to foster “drug-free” environment and get help for troubled employees

**FAITH-BASED:**

**Challenges:**

- \*Willing to acknowledge the issue/ministry need
- \*Making an open atmosphere for addicted/family
- \*Going outside church walls to show we care and can help
- \*Knowing about/getting good resources to share
- \*Following up and staying connected

**Action:**

- \*Work on collaborating among other churches
- \*Share any resources that are available
- \*Embrace asset-building framework
- \*Draw on support programs already existing, e.g. Celebrate Recovery

**GOVERNMENT:**

- \*Communicate existing laws
- \*Examine sentencing policies
- \*Encourage resource/agency coalitions
- \*Best practice: look individually
- \*Disseminate contact information
- \*Establish rehab, treatment, prevention center(s)
- \*Non-traditional recreation/activity
- \*Solicit corporate partnerships
- \*Big Brothers/Big Sisters – mentorship/clearinghouse

**CIVIC & VOLUNTEERS:**

- \*Parents are the key
- \*Mandatory training for drug education and abuse (agencies....library, YMCA, churches, sports, Boy Scouts, workplace):
  - education
  - intervention
  - what do/can you do
  - enforcement
  - promote consequences
  - awareness

- \*PCPC (Promoting as 1 philosophy): connecting people & connecting resources, like
  - Virginia 2-1-1 to get resources & assistance
  - & No wrong door;
  - Make PCPC a membership organization that would saturate the community, address their needs, and provide information, resources and positive alternative options.

### **LAW ENFORCEMENT:**

- \*Society needs to get serious about the problem and recognize destructive enabling behavior.
- \*Needs to be a consistent consequence to delinquent behavior.
- \*Detention Centers need to be worse than home (not better, i.e, Pizza Night).
- \*Educate students to the fact that their actions as juveniles can affect their lives as adults.
- \*Hold parents partly accountable for their children's actions (i.e., community service).
- \*\*Circuit Courts need to have more criminal court days!

### **HEALTH CARE:**

#### **CREATE ADOLESCENT INPATIENT SERVICE:**

- \*Explore funding sources
- \*Create Board of Directors for service
- \*Seek facility for inpatient service
- \*Begin increased education through public schools
- \*Increase chemical dependency therapy personnel
- \*Economic development for community

### **EDUCATION (GROUP 1):**

#### **Communication:**

- \*Analyze vocabulary, so that parents, students, and teachers have common language.
- \*Positives—regular mailings about programs that are vetted by medical profession.

#### **Resources:**

- \*Discourse on 18 v. 21 drinking age (risk reduction at the university level).
- \*We have pretty good health services for pre-K thru 16, counseling services, crisis counselors.
- \*Conversations with students and how to get to parents.
- \*Out-sourcing counseling services at R.U. through Carilion (on campus).
- \*Need area treatment centers for addicts.
- \*University/Community College opportunities to mentor; also National Guard.

\*Pre-service teacher prep – blocking & student teachers need mentor training as part of their degree.

**Policy and Community Change:**

\*Higher ed - drinking age.

\*Universities are not handling issue and are tolerating an earlier practice for drinking.

\*Underground parties.

\*ABC/police issuing citations at tailgate parties.

\*Way too fragmented in approach.

\*Might consider:

Ads on race car;

Took “tobacco” ads away, but we have “alcohol” ads.

\*Connect needs for ads with governance changes.

\*Targeted students---maybe we need to target parents; hit the right audience.

\*High tolerance in society.

\*PSA statements to public – use to publicize.

\*Draw the line – Grade 4 – behavioral training for parents and students;

\*Decisions and consequences.

\*Teach decision-making strategies in Grade 4.

**Training & Education:**

\*Have meeting spaces (K-12 & higher ed.)

\*Myriad of existing programs and organizations in place

\*Students are a resource: PK – 12: older students;  
Higher ed.: blocking students/  
student teachers

\*Energize relationships with faith-based organizations

\*Mandated orientation at critical transitions (MS,HS,H.ED) for parents and students.

**EDUCATION (GROUP 2):**

**Parent desired outcomes:**

\*Educate parents re: prevention

\*Awareness of available resources

**Student desired outcomes:**

\*Making good choices

\*Raising student awareness of at-risk behaviors and warning signs

\*Support for students with dependent parents

\*Provide extracurricular activities, after-school programs, social time, clubs

**Ideas:**

\*Identify milestone opportunities for communication with parents

\*Catchy slogan/phrasing to intrigue/capture interest relevant

to target audience

- \*Brainstorm with successful parents
- \*Summer education program for parents (transitioning students)
- \*Acquire funds
- \*Help students see into the future
- \*Look at Pride Survey & Disc. Data

**Action Steps:**

- \*Provide info to parents re: drug prevention, at-risk behaviors, etc.
- \*Engage RU or high school marketing students
- \*Form focus groups: share ideas with other parents – meet with them off campus
- \*Plan and partner with community agencies
- \*Employ a grant writer
- \*Simulation exercises with students on career and money management
- \*Create focus groups to address those issues

**EDUCATION (GROUP 3):**

- \*Pre-middle school parenting classes
- \*Student support program available to every school:  
Students receive support for:
  - \*Divorce
  - \*Incarcerated parents
  - \*Death/grief
  - \*Domestic violence
  - \*Students that are caregivers
  - \*Achievement problems
  - \*Any emotional stressors
- \*Random drug searches:
  - \*Drug dogs search lockers/backpacks

**PARENTS:**

**D.A.R.E. for PARENTS**

**LAW ENFORCEMENT  
PCPC-NRVCS**

**PARENTS**

**SCHOOLS**  
(nurses, coaches, and counselors)

**COMMUNITY**  
(faith, medical, recreation, businesses)

