



ADDITIONAL PROJECTS AND ACTIVITIES

When young people learn the truth about drugs and their dangers and realize how important the information is, they naturally want to share this knowledge with others. They will have many creative ideas of their own about how to campaign for a drug-free community.

A group in Adelaide, Australia, told city officials about The Truth About Drugs program and gained permission to paint a mural on the walls of a local railroad station. In another city a group sponsored Olympic-type games where 300 children participated in relay races, a balloon race and painting a giant banner. Other groups have joined in civic parades, carrying large The Truth About Drugs banners. Another team in the United Kingdom sponsored a series of drug-free rock concerts and created a drug education coloring book that they distributed to schoolchildren.

Starting your own Truth About Drugs activity begins with deciding that you want your friends, family members, students or members of the community to be drug-free.

Following is a summary of the most popular activities that anyone can do anywhere to spread the drug-free world message.

- Read *The Truth About Drugs* booklet and the individual drug education booklets in this series.
- Share the booklets with others and get their agreement to work with you on an activity.
- Use the activities described in this section or others to promote drug-free living. Start with a drug-free information booth or a Drug-Free Pledge-signing event in schools, churches or community events.



- Be creative. Whatever you decide to do, you will find widespread agreement with and support for your drug prevention actions, and most everyone—mayors, police officers, teachers and business owners—will be happy to help you with your events and group activities.
- Document your events with good photographs and videos. This will enable you to show others what you did and gain their support for more activities.

SET UP INFORMATION BOOTHS

Set up a Truth About Drugs information stand or booth where people can ask questions and learn the facts about drugs. Pick a local park, shopping center, mall, school—anywhere many people gather. Obtain any needed permission and set it up, with a Truth About Drugs banner on display, so you can distribute booklets or fliers. Play the They Said/They Lied public service announcements on a portable audiovisual system.

Young volunteers staffing such info stands can answer questions using their knowledge of the drug education booklets. They can also invite former drug users to come to the stand and tell their stories. These firsthand accounts of how drugs can destroy a life carry a lot of emotional impact.

DISTRIBUTE PROGRAM MATERIALS

An important part of getting out the truth about drugs is the distribution of program materials—booklets and pamphlets. Pass out fliers in large crowds or door-to-door, inviting people to visit the info stand or drug awareness events. Volunteers commonly visit local stores to gain their support and cooperation in forwarding the drug-free message by placing posters in store windows or by displaying booklets for customers to pick up. Most businesses are happy to help in this way.

HOLD DRUG-FREE WORLD PLEDGE-SIGNING EVENTS

Millions of people from all walks of life have already signed the Drug-Free World Pledge—promising to live and promote a drug-free lifestyle. Set up a big poster-size (or larger) pledge at a Truth About Drugs info stand so people can sign it. This is a very popular activity. Then present these pledges with hundreds or thousands of signatures to community leaders as part of media events to raise public awareness about drugs or to gain civic support for drug education actions, events or concerts. You can also arrange for a group of schoolchildren or a delegation to visit famous athletes, entertainers, politicians or officials with a special Drug-Free Pledge to sign. Record these events with photographs and videos and ask local media to cover your events.



Here are several ideas of how to use the pledges to get the drug-free message out:

Get Athletes to Sign the Pledge: Professional athletes are always happy to support drug prevention activities. A simple action they can take is to publicly sign a Drug-Free Pledge—in the presence of media, students, officials or their teammates. To arrange such an event, contact an athlete or the local office of a sports team to set up a meeting and present the campaign to a player or official. Arrange a pledge-signing event with a special delegation of young people to present the pledge. The occasion should be documented with photos and video footage for use in promotional actions or to send to local media who can further publicize drug awareness and education activities.

Get Public Officials and Community Leaders to Sign the Pledge: Mayors, city council members and other officials are usually happy to meet with a delegation of young people, given a good enough reason—a presentation of The Truth About Drugs program is such a reason. Local government and community office staff are usually very helpful in setting up such meetings.

The two versions of the pledge (one for students and one for adults) are on the next two pages. Large-format pledges can be downloaded from drugfreeworld.org/educators