

Think about it...



What's in the Spring Break Box?

- I. The Basics: How to Use Program Materials to Your Advantage
- II. Backgrounder – SADD's **Think About It...** Campaigns
Why Spring Break?
- III. Spring Break Campaign Instructions
- IV. Resources, Media Kit, Evaluation Tool
- V. **Spring Break at Home**
 - A. NOYS Project Manual
 - B. NYSD Tool Kit
 - C. NYSD Service Learning Curriculum
 - D. NYSD Poster
 - E. Gimmies: Seeds
- VI. **Spring Break Away**
 - A. Slicks for Posters, Table Tents
 - B. Gimmies: Postcards, Luggage Tags

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Core Campaign Messages

Teens today have choices about their lifestyle.

- The choice whether to use alcohol and other drugs is in the hands of the individual.
- Education, media portrayal, positive peer pressure, and communication with adults can all influence an individual's choice to be substance-free or not.

Spring Break has tremendous potential depending on the choices you make.

- It can be an opportunity to work as part of a team to help others in your community and a chance to build your self-esteem if you choose to dedicate a few hours of your time to a service project.
- However, if you choose to use alcohol and other drugs, drive impaired or ride with an impaired driver, it can be a potentially deadly vacation.
- Whether staying at home or traveling, spring break is an opportunity to make safe, positive choices.

Join teens across the country who are saying YES to safe, substance-free activities.

- Refusing to use alcohol and other drugs shows that you have a strong sense of yourself and that you are able to resist pressure from your peers.

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Tips for Effective Media Relations

Determine who will be the best reporters and media outlets to cover your event. Different stations have different beats. Spend some time tracking the various interests of your local media. If there is a particular newspaper reporter or a TV station in your area that devotes a significant amount of coverage to school events or community efforts to ensure the safety of its youth, cultivate a relationship with them. It is always better to be able to communicate with a specific person or department when looking for media attention; otherwise, your information is likely to get lost in the shuffle of busy newsrooms.

Keep a list of your media contacts. Always record basic information about whom you have contacted (you may want to keep a simple log). Be sure to record what materials you have sent to them, when they were sent, when follow-up calls were made, and what kind of coverage you received.

Make sure that your media contacts realize that your story is worthy of coverage! Remember that you are competing with hundreds of other groups and organizations for media coverage. Before pitching your idea, you need to be sure that the media will recognize how newsworthy your event is. Find an angle that will be appealing for media coverage. Here is a simple checklist to determine the newsworthiness of your event:

1. Does your event reflect a current trend that is often reported in or covered by the media?
2. Does the story give useful information?
3. Does the story have a human interest aspect?
4. Will your story/event affect many people in the community?

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Media Contact Record

Media Outlet (TV or radio station, newspaper): _____

Reporter: _____

Mailing address: _____

Telephone: _____ Fax: _____

Field of interest/Beat: _____

Materials sent: _____

Date sent: _____

Follow up call made/Date: _____

Coverage received? Yes No

Description: _____

Other information: _____

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Sample Media Advisory

**[INSERT SCHOOL] SADD CHAPTER PROMOTES A SAFE SPRING BREAK
AT HOME AND AWAY**

Think About It... Spring Break: *The Power of Teamwork*

WHAT: Members of the **[INSERT SCHOOL]** SADD Chapter are appealing to their peers to have a safe spring break at home and away. As part of National Youth Service Day, the members of SADD will be serving the community by **[DESCRIBE SERVICE PROJECT AND LOCATION]**. The **[INSERT SCHOOL]** SADD chapter will also be promoting safety and awareness about issues such as binge drinking, date rape drugs, and alcohol poisoning in the school prior to the start of spring vacation.

WHO: This event is being sponsored by **[INSERT SCHOOL]**'s SADD (Students Against Destructive Decisions) chapter as part of a national campaign entitled **Think About It... The Power of SADD**.

WHEN: The service project will take place from **[INSERT START TIME]** until **[INSERT END TIME]**.

WHERE: **[INSERT SERVICE PROJECT AND LOCATION]**. Local media are encouraged to attend and participate in activities by sending camera crews and reporters to cover this student-led effort to reduce the use of alcohol, illicit drugs, and the number of youth alcohol-related traffic fatalities.

For more information, please contact **[INSERT ORGANIZATION CONTACT NAME AND PHONE NUMBER]**.

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Sample Press Release

[INSERT SCHOOL LETTERHEAD]

FOR IMMEDIATE RELEASE

[INSERT CONTACT NAME]

[INSERT DATE]

[INSERT PHONE NUMBER]

LOCAL STUDENTS ASK PEERS TO **THINK ABOUT IT...**

[INSERT SCHOOL NAME] SADD CHAPTER REMINDS STUDENTS ABOUT
THE POWER OF TEAMWORK

[INSERT CITY, STATE] – As teens across the country face difficult choices about alcohol, other drugs, and impaired driving during their spring vacation, [INSERT SCHOOL NAME] students will affirm their commitment to their own safety and the safety of their friends by devoting part of their spring break to serving their community. The event will be held at [INSERT LOCATION AND TIME]

[INSERT NAME AND TITLE] said, "We want to be sure that our friends are safe and feeling good about themselves during spring break. By offering a fun alternative to the drinking scene and its pressures, we hope to encourage the entire student body to join us in serving others."

[INSERT SCHOOL NAME] SADD members have worked hard to gain the support of the community by recruiting volunteers and supplies to help [INSERT SERVICE PROJECT DETAILS].

The [INSERT SCHOOL NAME] SADD Youth Service Day project is held in conjunction with National Youth Service Day and is part of a national program entitled **Think About It... The Power of SADD**: four seasonal campaigns to promote teen safety.

For more information about the **Think About It...** campaigns or the work of SADD, please visit www.saddonline.com or call 1-877-SADD-INC. For more information about National Youth Service Day, visit www.ysa.org or call 202-296-2992.

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Sample Drop-In Article

LOCAL SADD CHAPTER ENCOURAGES STUDENTS TO THINK ABOUT IT... SPRING BREAK: *THE POWER OF TEAMWORK*

The problem of underage drinking, other drug use, and impaired driving continues to plague teenagers across the country. SADD (Students Against Destructive Decisions) uses the power of young people themselves to help their peers make positive decisions and avoid potentially fatal risks. Today's youth has incredible potential to make a positive difference in the lives of their friends. SADD gives them the tools to do just this. A collaboration between SADD and NHTSA (National Highway Traffic Safety Administration) has resulted in the creation of four new and exciting campaigns that ask teens to **Think About It...** . The second of these campaigns is entitled **Spring Break: *The Power of Teamwork***.

Spring break brings a much anticipated opportunity for students to rest and relax. Spring break has the potential to be a memorable time spent with friends. The first part of ***The Power of Teamwork*** campaign will address students remaining at home. By providing alternate, positive activities for students remaining at home, students will have an opportunity to work as part of a team with their friends and schoolmates to serve their community in a service project of their choice. Such service activities have been shown to improve self-esteem, promote the value of teamwork, and highlight youth as part of the solution to any problems the community might face.

The second component of ***The Power of Teamwork*** will address students planning to travel during the vacation. Unfortunately, in recent years Spring Break has become synonymous with the potential for great danger. Part of this campaign will focus on peer to peer education about the dangers of binge drinking, alcohol poisoning, and date rape drugs, all of which have become part of the spring break scene in places like Daytona Beach, Cancun, and Montreal. By using positive peer pressure, teens will educate their peers about the importance of safety while away on spring break.

"The beauty of the **Think About It...** campaigns is that they don't tell us not to do certain things. Instead, teens are encouraged to have substance-free parties, serve their communities, and communicate regularly with their friends and family. SADD trusts that teens are capable of making safe, responsible decisions as long as they have alternatives to drinking, using other drugs, and making dangerous decisions," said **[INSERT SADD MEMBER'S NAME]**. "By showing us how to take the lead in educating our peers and serving our community, the **Think About It...** campaigns have become the cornerstone of our program."

The goal of SADD is to empower teens and encourage them to consider the impact of their choices on their friends and family. SADD's **Think About It...** campaigns put the responsibility back on teens themselves to learn the facts, make informed decisions and then help their friends to do the same.

To find out more about SADD and its **Think About It...** campaigns, please visit www.saddonline.com.

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Sample In-School Announcement

Spring Break at Home

Student 1: I'm definitely not going away this spring break. It costs too much money and I don't want to go to one of those places where everyone is drunk and passed out and acting like idiots.

Student 2: I agree. My mom wanted me to visit my cousins but what's there to do in **[INSERT SMALL, SMALL LOCAL TOWN]?** Instead, I'm going to join SADD in National Youth Service Day.

Student 1: Hey, that sounds like a great idea. Give me the 4-1-1.

Student 2: Instead of sitting around watching re-runs or playing video games, I'm going to make a difference. This year we're going to **[DESCRIBE SERVICE PROJECT].**

Student 1: That sounds cool. I can still sleep late most days and it won't take up too much vacation time.

Student 2: Be sure to spread the word! The more people the better!

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Sample In-School Announcement

Spring Break Away Date Rape Drugs

Student 1: I'm really excited to go away for spring break. I can't wait to hit the beach and catch some rays and maybe go to a few parties but I'm a little nervous.

Student 2: Why?

Student 1: Well, I've heard of this awful thing called the "date rape drug." I'm not really sure what it is or what it does.

Student 2: Oh yeah. I've heard of it too. My sister got some information on it when she went back to college this fall and she gave it to me to share with my friends so that nothing bad happens to us.

Student 1: Can you tell me about it?

Student 2: Unfortunately, the date rape drugs like Rohypnol and GHB have no taste, no color and no smell. Sometimes at clubs or parties, people will put them in a punch bowl or in someone's drink. When the drug dissolves in the drink, it is undetectable. About ten minutes after the victim has ingested the drug, she will begin to feel dizzy and disoriented. She might be too hot, too cold or feel sick to her stomach. The victim will lose consciousness and is an easy target for rape or sexual assault.

Student 1: That's awful! How can I protect myself and my friends from becoming victims of date rape drugs?

Student 2: Well, for starters, never accept a drink from someone you don't know, no matter how cute he is. Never put your cup down, leave, and come back for it. Never take a drink from a punch bowl. And finally, only accept drinks in unopened containers.

Student 1: Thank you so much for telling me. I'll be sure to let everyone on the beach know about this. You're a lifesaver!

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Sample In-School Announcement

Spring Break Away Alcohol Poisoning

Student 1: I'm really worried about a few of my friends who are going away for spring break.

Student 2: Why?

Student 1: I'm afraid they might drink too much and get alcohol poisoning.

Student 2: I didn't know you could get poisoned from alcohol.

Student 1: Oh, definitely. If you have more than four drinks in a row, that's considered binge drinking which could lead to alcohol poisoning.

Student 2: How do you know if your friend has it?

Student 1: If your friend doesn't respond when you yell or shout at him, if he passes out, if his breathing slows or his pulse is irregular, if he pukes and doesn't wake up, or if his skin is clammy, cold, or purplish.

Student 2: What should you do if you think your friend has alcohol poisoning?

Student 1: Well, for starters don't leave him alone. Call 911 immediately. Don't worry about getting into trouble; remember that you could be saving his life. Be sure to roll your friend onto his side so he won't choke if he throws up. Don't try to get him to drink coffee or take a shower; that won't help at all. Stay with him until help arrives and explain the situation to the paramedics.

Student 2: Thanks for telling me. That's really valuable information.

Student 1: Be sure to tell any of your friends who are going away for vacation about the dangers of alcohol poisoning. Friends have to look out for each other!

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