

ELKS DRUG AWARENESS PROGRAM



"Prevention through Education"

DAP 125 Revised 4/2005



ELKS DRUG AWARENESS PROGRAM TABLE OF CONTENTS

ELKS DRUG AWARENESS PROGRAM MISSION STATEMENT	2
ELKS DRUG AWARENESS PROGRAM GOALS	2
ELKS DRUG AWARENESS RESOLUTION	3
INTRODUCTION	4
PURPOSE	4
CHAIR RESPONSIBILITIES	
Lodge Chair	4
District Chair	5
State Chair	6
Specialty Items	7
Committee Goals and Objectives	8
Committee Format and Structure	8
Meetings and Record Keeping	8
Funding and Budget Reporting	9
Tools and Materials Ordering	9
Electronic Ordering	10
National Drug Awareness Week	10
Red Ribbon Celebration	10
Committee Accomplishments and Reporting	10
RESOURCES AND ASSISTANCE	
Lodge Officers	11
District Committee Chair	11
State Chair	12
Networking	12
Coalitions	12
PUBLIC RELATIONS	
Local Newspaper and Television Stations	13
State Elks Newspaper	13
The Elks Magazine	13
STATE CHAIR	
State Association Annual Report Guidelines	16
SPECIAL PROGRAMS	
Red Ribbon and Enrique S. Camarena Award	17
Enrique S. Camarena Award Guidelines	18
GRAND LODGE PROGRAM INFORMATION	
Coloring Books	19
Essay Contest	19
Literature—State, District, Lodge	19
State Chair Training Programs	20
Starfish Story	21
WORKSHEETS AND FORMS	
Drug Awareness Committee Planning Worksheet (Attachment A)	22
Material Order Form (Example B)	
Drug Awareness Committee Project Planning Guide (Attachment C)	
Hold Harmless Agreement Waiver (Attachment D)	
Drug Awareness Program Statistical Report (Attachment E)	
Enrique S. Camarena Award Nomination Form (Attachment F)	
LODGE PROGRAM NOTES	28





ELKS DRUG AWARENESS PROGRAM MISSION STATEMENT

The mission of the Elks Drug Awareness Program is to promote constructive and cooperative approaches to the prevention of the use of illicit substances by the youth of the United States of America. This will be accomplished through education of students and parents, and by assisting scholastic institutions with programs and materials.

ELKS DRUG AWARENESS PROGRAM GOALS

Conduct conferences, workshops, and training seminars to promote an understanding of substance abuse. To provide a vision and practical skills needed to help prevent substance abuse.

To develop, collect, and circulate resources on substance abuse, including curriculum, manuals, articles, and other materials.

Elks Care - Elks Share

DRUG AWARENESS RESOLUTION ADOPTED BY THE ELKS NATIONAL CONVENTION WEDNESDAY, JULY 16, 1986

Be it resolved that the Benevolent and Protective Order of Elks, its state associations and local Lodges, affirm and support the concept of "no use" messages on drugs and alcohol to the nation's youth; and our opposition to the concept of "responsible use" of illicit substances. The message to our children must be "no illicit drugs ever" and "no alcohol under the legal age."

Be it further resolved, that the Benevolent and Protective Order of Elks, its state associations, and local Lodges oppose the legalization or decriminalization of the use, possession, sale, or production of psychoactive substances, including cannabis, cocaine, and heroin, for anything other than authorized research or scientific purposes.





Introduction

The Benevolent and Protective Order of Elks has committed itself to a Drug Awareness Program (DAP) directed at young persons in grades four through nine and their parents and teachers. We also recognize substance abuse occurrences with older youth and young adults. This program was formally established in 1983 at the Grand Lodge Session in Honolulu, Hawaii. Since that time the state associations and the Lodges of the Order have devoted countless voluntary hours to this program. All of this activity has resulted in numerous projects and programs that have been extremely successful. For more detail on the complete program, it is necessary for each volunteer committee member to read and familiarize themselves with this publication.

Purpose

This document is intended to serve as a guide for Elks' involvement in the Drug Awareness Program at all levels. It will outline areas of responsibilities and obligations for Lodge, district, and state levels of participation. Also included are suggested programs or projects that the various committees may undertake during the year. Information is provided about materials that are available to support your program and how to order them.

Members of the Drug Awareness Committees are part of one of the most significant activities of the Benevolent and Protective Order of Elks. This is one of the most rewarding and gratifying programs we as Elks have undertaken. However, it will only be as successful as involved individuals make it. The more time and effort expended to meet the needs of your community, the greater the rewards.

Chair Responsibilities

LODGE CHAIR

The Lodge chair of the Drug Awareness Program is responsible for the implementation of the state's Drug Awareness Program in his or her community. He/she must develop the methodology required for the program's unique requirements of that community. The chair will be responsible to the district chair and the state association for the program. He/she will oversee the activities of the Lodge committee and the implementation of a Drug Awareness Program in the Lodge in accordance with section 13.041 of the Grand Lodge Statutes. The Lodge committee is the most important link in the program because it is the direct link of communication with students, parents, and teachers. The image portrayed by the committee will affect how the Order of Elks is portrayed.

Training sessions: The Lodge chair will make every effort to attend all training sessions conducted within the state. He/she will deliver the information presented at these sessions to the committee members of the Lodge. The Lodge chair is responsible for the training of all members of the DAP committee in the Lodge.

Lodge annual report: Each year, at a time determined by the state chair, the Lodge chair will prepare a report of the accomplishments of the Lodge committee. This report will be sent to the state chair on a schedule as determined by the state chair.

Budget: The Lodge chair will develop a budget for the DAP to ensure that adequate funds are available to conduct a successful program. This budget should be submitted to the Lodge trustees for inclusion in the overall Lodge budget.

Lodge program: The Lodge chair will develop the DAP for the Lodge and ensure that the Lodge is conducting the program in accordance with the directions of the state guidelines. The Lodge chair will assemble a list of professional speakers who are



willing to speak at meetings and training sessions about the dangers of substance abuse; these individuals could be doctors, lawyers, and law enforcement personnel who have direct contact with abusers. This list should be shared with members of the state committee.

Coalitions: The Lodge chair should join forces with other organizations in the community that are working to eliminate substance abuse among the youth of the community. If there are no other coalitions in the area, he/she should attempt to bring together organizations interested in prevention of substance abuse. With several organizations performing this work jointly, more can be accomplished, and it will eliminate redundancy.

Materials: The Lodge chair will monitor the use of the drug abuse materials at various appropriate outlets for these materials. He/she should follow up to ensure materials are being delivered to the youth of the community. Outlets should be developed for Elks educational materials, such as schools, libraries, doctor's and dentist's offices, or other public places. The state or district chair's allotment of materials should be made available to supplement each individual Lodge's allotment for special programs that may require more than the available Lodge allotment.

Training: The state chair will develop and deliver DAP training to each Lodge and district as needed. He/she should coordinate this training with the district chair to ensure that the latest information is available to each Lodge.

Communication: The Lodge chair should maintain contact with both the district and state chair during the year. Copies of letters and schedules for special programs should be sent to the state chair for information. A chain of communication through the district chair to the state chair and back to the Lodge chair should be maintained at all times. This can be accomplished through a periodic newsletter or direct mailings.

DISTRICT CHAIR

The district chair is responsible for the implementation of the state's Drug Awareness Program in his/her district. The district chair will be responsible to the state chair and the state association for this program. He/she will oversee the activities of the Lodge chair and the implementation of a Drug Awareness Program in each Lodge in the district in accordance with section 13.041 of the Grand Lodge Statutes.

State training sessions: The district chair will make every effort to attend all training sessions conducted by the state chair. He/she will deliver the information presented at these sessions to the Lodge chair of each Lodge in the district. The district chair is responsible for the training of all members of the program in the district.

Annual report: At a time determined by the state chair each year, the district chair will prepare a report of the accomplishments of the district DAP. This report will be sent to the state chair on a schedule as determined by the state chair.

Budget: The district chair will assist the state chair in the development of a budget for the DAP to ensure that adequate funds are available to conduct a successful program. This budget should be submitted to the state association for inclusion in the overall budget for the state.







State program: The district chair will develop the DAP for the district and ensure that each Lodge in the district is conducting a program in accordance with state guidelines. The district chair will assemble a list of professional speakers who are willing to speak at meetings and training sessions about the dangers of substance abuse; these individuals could be doctors, lawyers, law enforcement personnel who have direct contact with abusers. This list should be shared with the members of the state committee.

Coalitions: The district chair should join forces with other organizations in the communities of his/her district that are working to eliminate substance abuse among the youth of the state. If there are no other coalitions in the area, he/she should attempt to bring together organizations interested in prevention of substance abuse. With several organizations performing this work jointly, more can be accomplished, and it will eliminate redundancy.

Materials: The district chair will monitor the use of the materials requested by Lodges of the district. He/she should follow up with the Lodge to ensure that the materials are being delivered to the youth of the district. Outlets for Elks educational materials should be developed, such as schools, libraries, doctor's and dentist's offices, or other public places. The district chair's allotment of materials will be made available to supplement individual Lodge allotments for special programs that require more than the normal allotment.

Training: The state chair will develop and deliver DAP training to each Lodge and district as needed. He/she should coordinate this training with the district chair to ensure that the latest information is available to each Lodge.

Communication: The district chair should maintain contact with all Lodge chairs during the Elks year. Copies of letters and schedules for training or special programs should be sent to the state chair for information. A chain of communication through the district chair to the Lodges and from the Lodges back to the chair should be maintained at all times. This can be accomplished through a periodic newsletter or direct mailings.

STATE CHAIR

The state chair is responsible for the implementation of the Grand Lodge Drug Awareness Program in his/her state. He/she will develop the methodology required for the program's unique requirements of that state. The state chair will be responsible to the state association president and the state association for this program. He/she will oversee the activities of the district chair and the implementation of a drug-free program in each Lodge in the state in accordance with Section 13.041 of the Grand Lodge Statutes.

Fall conference: The state chair will make every effort to attend the annual training conference conducted by the Grand Lodge program staff. He/she will deliver the information presented at the conference to the district chair and to each Lodge of the state. The state chair is responsible for the training of all members of the program in the state.

Annual report: Following the annual training session each year, the state chair will prepare a report of the accomplishments of the state's DAP. This report will be sent to the national director of the program by the first of September.

Budget: The state chair with the district chair will develop a budget for the DAP to







ensure that adequate funds are available to conduct a successful program. This budget should be submitted to the state association for inclusion in the overall budget for the state.

State program: The state chair will develop the DAP for the state and ensure that each Lodge in the state is conducting a program in accordance with the directions of the state guidelines. The state chair will assemble a list of professional speakers who are willing to speak at meetings and training sessions about the dangers of substance abuse; these individuals should include doctors, lawyers, law enforcement personnel, and others who have had direct contact with abusers. This list should be shared with the members of the state committee.

Coalitions: The state chair should join forces with other organizations in the state that are working to eliminate substance abuse among the youth of the state. He/ she should also attempt to bring together organizations interested in prevention of substance abuse. With several organizations performing this work jointly, more can be accomplished, and it will eliminate redundancy.

Materials: The state chair will order and monitor the use of the materials requested by members of the state committee. He/she will approve and transmit orders for materials to the appropriate location in accordance with the materials guidelines of the Grand Lodge staff. He/she should follow up with the Lodge to ensure that materials are being delivered to the youth of the state. He/she should develop outlets for Elks educational materials in such places as schools, libraries, doctor's and dentist's offices, and other public places. The state chair's allotment of materials should be made available to supplement a Lodge's allotment for special programs that require more than the normal Lodge allotment.

Training: The state chair will develop and deliver DAP training to each Lodge and district as needed. He/she should coordinate this training with the Grand Lodge staff to ensure that the latest information is available. He/she may call upon the members of the Grand Lodge staff to assist in the development and delivery of this training.

Communication: The state chair should maintain contact with members of the Grand Lodge staff during the year. Copies of letters and schedules for training and special programs should be sent to the Grand Lodge staff for information. The state chair should maintain a chain of communication through the district chair to the Lodges on a regular basis. This could be accomplished through a periodic newsletter or a direct mailing.

SPECIALTY ITEMS

In addition to the materials available through the Grand Lodge, there are other sources of information and specialty items that may be used by your Lodge. It is important to note that these items will have to be purchased by your Lodge committee. They are not available through the Grand Lodge. The National Committee has made provisions in some cases for special prices of these items to Elks Lodges. Below are some of these suppliers and where to contact them.

A PLUS DESIGNS Amy Northrup, President P.O. Box 597 Griswold, Iowa 51535

Phone: 712-778-2182 Fax: 712-778-2192







SKILLMAN ADVERTISING ARTS Charles Skillman, President P.O. Box 970 Sunrise Beach, MO 65079

Phone: 573-374-8727 Toll Free: 800-553-9318 Fax: 573-374-8906

E-mail: skillman@usmo.com

Dave Roche Colorado Embroidery Works 24767 Red Cloud Drive Conifer, CO 80433 Toll Free: 800-927-2746

E-mail: DRoche6533@aol.com

COMMITTEE GOALS AND OBJECTIVES

Planning of committee activities is important. These plans will identify the size of the budget and manpower requirements to complete the projects. The committee should have a planning session toward the end of the Lodge year. (Attached is a Planning Worksheet [Attachment A]). This may include items that might not be worked this year but deferred until next year. Projects and schedules should be agreed upon so the committee can be functioning at the start of the new Lodge year. A committee with no plan will not accomplish a great deal. Only small accomplishments can happen without plans. With poor planning, we cannot forecast budget requirements for the year. It is extremely difficult to modify the Lodge budget once it has been accepted by the membership.

It is also wise to prepare both a long- and short-term plan. The short-term plan is what you should expect to complete this year. A long-term plan is for projects that may require additional time and planning to accomplish, and possibly more funding than the Lodge can include in the current year's budget. It may require fundraising activities or coordination with other Lodges or community groups.

A good planning activity is to make a list of each item required for completion of the project. Next, establish a time schedule for each item. This should have a start date and a completion date. Then make assignments as to who will be responsible for each item. At committee meetings, each member should report on progress or problems associated with the activities for which they are responsible. See Project Planning Guide (Attachment C).

COMMITTEE FORMAT AND STRUCTURE

The Lodge Drug Awareness Committee should have the following officers: chair, appointed by the Exalted Ruler; secretary; and treasurer. The responsibilities of the chair were described earlier. The committee secretary needs to keep records of the activities of the committee so that they may be reported to the state chair and ultimately to the National Committee. See the attached Activity Report (Attachment C). The secretary should keep minutes of the meetings. This information will be valuable for succeeding committee activity. It will identify activities that worked well, and those that created problems. It will prevent making the same mistakes in the future. The committee treasurer should keep track of the committee's expenses and budget. The treasurer should also prepare the committee budget for submission to the Lodge for approval.

MEETINGS AND RECORD KEEPING

Each Lodge Drug Awareness Committee should meet regularly, at least once a month. The committee should decide which day is most convenient for the members to meet. The meetings should be planned by the chair and have an agenda. A good meeting must be planned and controlled by the chair. The meeting should be only one to one and a half hours long. If your meetings are kept short and focused, the members will continue to attend. The meeting should







begin with a prayer and salute to the flag. The secretary will read the minutes of the previous meeting and have them accepted by the committee. The chair should review the agenda for the meeting and ask if any additional items need be included at the meeting. *Robert's Rules of Order* should be used to ensure that the meeting is properly conducted. The meeting should be closed with a prayer.

FUNDING AND BUDGET REPORTING

The Lodge is required by Grand Lodge Statute to present and approve a detailed budget during the month of April for the current Lodge year. See Section 12.070 of the Annotated Statutes for details. Each Lodge committee should prepare and present to the Lodge budget committee or trustees the committee's budgetary requirements for the coming year no later than the early part of February. Using the Planning Worksheet that the committee prepared will provide a good estimate of the funding required to complete the committee's activities for the year. Be aware that the Lodge's financial condition may require that adjustments be made to the plans, or it may be necessary for the committee to find alternative methods to fund the activities.

Suggested funding sources: The Drug Awareness Committee could sponsor a function at the Lodge, e.g., a dinner dance, golf outing, etc. Approach local merchants for donations. Corporations such as McDonald's, Burger King, and major supermarkets or businesses might also help. Phone companies, banks, and other community businesses are also possible sources of support. This is an opportunity to join with other groups in the community such as schools, Parent Teachers Associations, churches, community drug awareness organizations, or fraternal groups like the Moose or Masons. Many Elks Lodges have partnered with their community's law enforcement agency and supported the D.A.R.E. programs.

Some Elks Lodges have worked with local sports teams and sponsored drug-free athletic events such as baseball games, with each child at the game receiving a baseball with the team logo and Elks Drug Awareness message.

Many businesses are more than willing to participate in Elks Drug Awareness activities. Donations may be in the form of cash or merchandise. Donations have included pencils, pens, and other promotional items with the local business name or logo on it. Supermarkets have donated food items such as hotdogs and the trimmings. The main thing is to ask for their support for the project. It is a good idea to join forces with other groups in a project the committee has started or one that the other group is working on. The community may not support numerous small drug awareness activities but may support one major joint effort. *The key to success is getting the message to everyone as often as possible.*

TOOLS AND MATERIALS, ORDERING SOURCES AND AVAILABILITY

Drug Awareness information is printed by the Grand Lodge and made available to all Lodges on a "no cost" basis. These materials are not free, but the cost of preparation, printing, and distribution is funded by the National Foundation. These materials should be marked "**DONATED BY THE ELKS.**"

The distribution of Drug Awareness materials should be controlled by the Lodge committee. Materials are not intended to be handed to everyone but only to those who request it. Do not set up a booth and hand materials to every passerby. The information will end up thrown on the ground or in the nearest trash can. The cost of these materials is very high, and we must use them wisely.

When ordering materials, be sure they will be used. The materials generally come in boxes of 2,000 pieces. The materials are shipped by United Parcel Service (UPS) and cannot be delivered to Post Office boxes. Make sure that the materials will be received at a valid address. Undeliverable materials are sent back to the shipper. Returning packages to the Grand Lodge is costly. Order forms will be made available by the state chair, and copies of these order forms are included with this document (Attachment B). Each Lodge can order 2,000 pieces of every brochure in each Lodge year. Each state chair usually has a limited supply of materials available and may be able to fill small orders. The completed order form must be sent to the state chair for approval. It generally





takes about two to four weeks for delivery. Forms sent directly to the Grand Lodge will be returned to the state chair for approval. This will add additional time to the delivery of the material. When ordering, make sure the order arrives early enough to be delivered before you need it.

Occasionally, new types of drugs will be identified, and informational brochures will be prepared. Special printings will be run in limited quantities and will not be available for general distribution. This material will be made available in areas that have experienced usage of these new drugs. Special orders for this type of brochure will be handled by the state chair. As sample copies of these brochures become available, they will be provided to the Lodge chair for information.

Material has been prepared for different age groups; some material is intended for use by adults. Other materials were designed to be used by students at different grade levels. For example, the coloring books would not be used by high school students. And "Tips for Teens" would not be understood by second graders. Attached is a chart of the available material and the intended audience. Questions about this material should be directed to your state chair.

ELECTRONIC ORDERING

State chairs may order materials from the Grand Lodge by computer at *www.elks.org/GrandLodge/dap/orderform.cfm*. State chairs must first register. Upon registration, he or she will receive an ID and password, which will allow him/her to order electronically. A sample of this form can be found in Attachment B. This is a list of what can be ordered.

NATIONAL DRUG AWARENESS WEEK

This is normally scheduled in May. This is an opportunity for Lodges to get the community involved. Write to your community government and request a proclamation designating this time as National Drug Awareness Week. This provides your Lodge with an opportunity to sponsor a Drug Awareness fair. This activity should be planned with enough lead time to make it a success. Make sure that community leaders and the media are invited.

RED RIBBON CELEBRATION

This is scheduled for the last week of October and is a nationwide event. This is a project of the Elks, and national Red Ribbon kickoffs are scheduled each year. Information on locations and dates will be communicated to each state chair. Plan to have all Elks and their family members proudly wear the red ribbon during this week. Elsewhere in this manual you can find information on vendors who can provide you with red ribbon materials and merchandise. Ribbons are customized with the Elks name on them.

COMMITTEE ACCOMPLISHMENTS AND REPORTING

Keeping track of what your committee accomplished during the year is extremely important. Complete and concise records of each activity during the year will become an aid to your committee's success in future years. An important tool in keeping information about each activity of the committee is to get in the habit of preparing a report at the conclusion of the activity. This report should contain programs that worked well and also define problem areas. This will provide information for future activities, and it will prevent repetition of the same mistakes. It will also allow improvement upon the things that were successful. A report should include the following information:

Date and purpose of the activity. A short description of what the committee set out to accomplish and if the goal was met.

What was the intended audience? Was it a program directed to youth or adults, the age group or school grades of the youth.

What was the number of attendees? This should include the number of adults, students, and volunteers working on the function. Volunteers should include Elks,







members of the Lodge auxiliary, or any other organization that assisted in the program.

How much time was spent on the program? The time required in the planning, setting up, and the actual program itself. A total of all volunteer hours worked.

What was the cost of the program? This should include the actual dollar amount of funds provided by the Lodge. It should also include the total dollar amount of donations contributed by other donors. It should also provide information on willing contributors. In addition, it should also provide information so that donations from the same donor are not solicited too often.

There should be a short closing statement from the committee with a recommendation to alter or consider this type of program again. If this program is to be repeated, an approximate time schedule should be developed. Information collected by the Lodge is important to the state association and Grand Lodge. The statistics provided by each Lodge are assembled by the state and totaled up for the entire country. These statistics are provided to various government agencies and support the purposes of the Order of Elks. It is essential that this information be collected by the Elks to support our position in the community and country. Enclosed is a copy of a Drug Awareness Program Statistical Report (Attachment E) that will allow the tracking of information required by the state chair each year.

Resources and Assistance

LODGE OFFICERS

The officers of the Lodge are a resource to be called upon to assist your committee efforts. If you are planning an activity that requires additional assistance to complete, you should call upon the Exalted Ruler. The Exalted Ruler can ask for Lodge members to provide the additional assistance required. This help may come from the members of the Lodge, which can include the Lodge officers. If the Lodge has a ladies auxiliary, they can be a valuable resource in the drug program. There may be teachers among the Lodge or auxiliary membership who will have direct contact with the school system. Many of our members may belong to Parent Teachers Associations. The PTAs also will be interested in sponsoring and participating in awareness programs.

When you request assistance, make sure that the activity is well planned so that you can instruct the member about exactly what is needed and how to go about getting it done. When you provide explicit instructions for the task it will be completed the way you planned it. Also the next time you need assistance, volunteers will know that they will be given detailed instructions for the completion of the task. This will make getting volunteers easier in the future.

DISTRICT COMMITTEE CHAIR

The district chair is a representative of the state association and committed to the implementation of the Grand Lodge Program. He/she should be considered a resource for your committee and is in a position to provide assistance and experience for the successful completion of your committee activities. The district chair was most likely a Lodge chair and has experienced many of the programs you are planning. He/she will also have access to the efforts of the other Lodges in the district. He/she should be able to direct you to another Lodge that may have experience in a program you are planning. The district committee should have regular meetings at which this type of information should be shared. Discuss your plans with the district chair. If he/she is not familiar with the activity you are planning, he/she can call upon the state chair, who has access to all the activities in the state. If need be, the state chair can get assistance from other states that may have had a similar program. A key to the success of our program is the experience we have gathered and the sharing of this information.



STATE CHAIR

Your state chair is the state association's representative to the National Committee and has access to information from all the state associations across the country. The state chair is responsible for the implementation of the Grand Lodge Drug Awareness Program in your state. The state chair has the opportunity to attend informational sessions with other state chairs where information is shared and discussed. The state chair brings a good deal of useful information back to the state and is available to assist you at any time. Do not hesitate to contact him/her for advice if you need it.

The state committee should conduct meetings at the state level so that Lodges in the state can discuss programs and plans. There are also projects that will be conducted at the state and national level. Information about these programs will be provided to your Lodge by the district and state chairs. The state chair is also the central point of contact for ordering Grand Lodge brochures. All requests for this information must be coordinated by the state chair, who must approve all requests. Those requests that are not approved by him will be returned by the Grand Lodge, which will cause delays in shipping.

NETWORKING

Networking, or the coordination with others, is a function that can assist our programs and the programs of others. The key to success is getting the information to the youth of our country. There are numerous groups in every community that are formed with similar purposes as ours. It is to our advantage to join forces and share resources. The formation of community coalitions is one of our primary objectives. Your committee should be actively seeking other coalitions to unite with. When we join forces, we can accomplish much more. It eliminates redundancies and makes these joint efforts more productive. Joining with Lodges in your area is a natural extension of our program. But joining with other fraternal groups like ours can be extremely beneficial. The Moose and Masons may also have drug programs in place. Our Lodges need to try to make contact with their representatives so that we can work together. There are also government agencies for drug prevention that are looking to form coalitions with programs such as ours.

Your committee should contact the local government agency for your community and try to set up a cooperative effort. The school system normally has a drug education coordinator. Contact this person by contacting the school board in your community. School administrators are generally receptive to our information and willing to use it in the school program. The law enforcement organizations in your community are involved in drug education programs. We have worked with the local D.A.R.E. in many Lodges across the country. An effort started in Tennessee and Georgia called "Hands Across the Border" has been developed that is generally associated with Red Ribbon Week. This project provides for the sharing of programs with neighboring states. As this program is developed, it will be expanded to other states and could become part of our national program. This is an example of what can be accomplished when we join forces with other groups with similar purposes.

COALITIONS

A successful Drug Awareness Program in the community needs the support of as many organizations as possible. The Elks program strongly supports the formation and union of our program with those of other programs in your community. Your Lodge committee should actively seek to form or join coalitions or community action committees in support of the drug awareness efforts in the community. This type of information is very useful to your Lodge and state association, and it should be collected and reported through your Lodge and state association to the National Committee. Information concerning coalitions should also be reported on the DAP Statistical Report (Attachment E).







Public Relations

LOCAL NEWSPAPERS AND TELEVISION STATIONS

Public relations is your greatest asset in the Drug Awareness Program. Newspapers and television will get our message to the largest possible audience with minimum effort. Thousands of people read newspapers or watch television each day. You can reach 10 times the number of people with one newspaper article or television spot than you could hope to reach with one face-to-face program. The first step is to establish contact with the local media. Visit the newspaper and meet the people responsible for publishing local events. Explain the purpose of our program and ask for their assistance. This could come in the form of coverage at your program. A reporter and photographer may be sent to cover a specific event.

Make sure that the event you want covered is important enough to have the media provide coverage. If your program is going to be presented to a large number of people, they will likely provide coverage. If it is a small group, however, you should be prepared to take pictures and prepare your own write-up of the event for the newspaper. If you are planning a major event, call the local TV stations and ask them if they want to cover the activity. You should be in a position to provide information that will make them want to be there, such as the number of participants, topic, and special guests who are expected to participate. These guests could range from government officials, sports personalities, or guest speakers. When you are inviting special guests, let them know that you expect media coverage. Media coverage is usually a good incentive to have these important people take the time to attend your activity.

If you have a public broadcasting station or a local cable company, you can count on them to advertise your program without charge. This type of coverage can help make your program a success.

STATE ELKS NEWSPAPER

Many state associations have developed a state newspaper or newsletter. Use your state newspaper and provide it with information about what your Lodge is doing in the Drug Awareness Program. This will help your program, and it may spark another Lodge to sponsor a similar activity. Check with the state chair of this publication for deadlines and schedules of printing. He/she can also provide you with the format of information required by this publication. This type of publicity is good for your program. Members of your Lodge may develop an interest because of your article and want to become part of the committee.

THE ELKS MAGAZINE

The Elks Magazine will publish pictures and short articles about events in your Lodge. Photos should depict the beneficiaries of the Elks benevolent and charitable programs. The magazine cannot publish photos of Drug Awareness activities that do not show youth involvement. The magazine will publish photos of high-ranking government officials, but again, there must be young people in the photo if it is a Drug Awareness activity. Do not send photos of posed groups of more than 10 people, or of only one person. Identify everyone in the photo and include titles. In writing your article, be sure to answer the reporter's five W's: who, what, where, when, and why.

The magazine is printed monthly, except July/August and December/January when it is printed bimonthly. The magazine staff works on each issue two to three months in advance of publication, so it is important to submit material within four weeks of the event. The magazine cannot use material that is no longer timely. Be sure to include your name and address and also a daytime phone number so the magazine can contact you if necessary. If you want your photos back, say so—the magazine returns photos it cannot use, but it will only return photos it uses if requested. The following information was provided by *The Elks Magazine*. These guidelines are intended to help you get your material published. The first checklist will help you prepare your submission. The second indicates the kinds of materials the magazine can use, as well as materials more appropriate for local or state publication.







Fraternal News checklist:

Is material less than FOUR weeks old? Material should be submitted as soon as possible after the event occurs. Four weeks is the *latest* deadline. Our goal is a *timely* presentation of the activities of the Order.

Is the photograph either 35 mm printed on glossy paper or a high-resolution digital image submitted electronically? Suitable photographs for our production methods include both technologies. If you submit digital images, make sure that the camera was set at 300 dpi or higher resolution. While we prefer black-and-white, we can reproduce color photos if the quality and importance of the photograph merit reproduction. We *cannot* reproduce Polaroids or prescreened photos.

Is the photo of good quality? We cannot publish photos that are out of focus, have poor contrast, are grainy, or are poorly framed or composed.

Is explanation of event clear and complete? Answer the reporter's "five W's" (who, what, where, when, and why) as clearly as possible.

Are all individuals clearly identified? Identify all individuals in the photograph from left to right. Double-check all spelling of names and offices held.

No writing on the photograph, front or back? Writing on the back will make an impression, which will leave a photograph unusable. Use a separate page for an explanation of the photo.

Is the photograph protected? Pack the photograph flat with protective cardboard to prevent creasing.

No paper clips or staples! Paper clips or staples can scratch or tear a photograph.

Is subject matter suitable as specified? The guidelines list activities that can and cannot be featured (following page).

Other:			

Submit all materials to:

The Elks Magazine Editorial Department 425 W. Diversey Parkway Chicago, IL 60614-6196 or magnews@elks.org

Include your name, address, and daytime telephone number. (It is always courteous to send a concurrent copy to your Grand Lodge sponsor.)

Fraternal News guidelines: The editors of *The Elks Magazine* appreciate your effort to make the magazine the best it can possibly be. These guidelines have been developed to make it easier to tell the readers of *The Elks Magazine* about your Lodge's successful programs. Please take a few minutes to study the guidelines to help you submit the correct photos and news items.

General material must involve Lodge or state association activities that showcase the recipients of your charitable and benevolent good works.

Photos should be "human interest," depicting the event, not merely groups posing for the camera. The recipients of the charitable work are the focus.

Photos of veterans' activities should show the veterans our program serves. Photos of Drug Awareness activities must show youth involvement.





Desired news items and photos:

- Charitable activities
- Civic involvement
- State major projects
- Mortgage burnings
- Dedication of new Lodge homes
- Visits of the Grand Exalted Ruler
- Institution of new Lodges
- Youth programs, including Drug Awareness—in action
- Veterans service activities—not check or certificate presentations
- Elks National Foundation activities at work—not check or certificate presentations
- State and national Hoop Shoot and Most Valuable Student winners—local and district winners should be submitted to state association publications
- Elks ladies activities—acceptable only in connection with Lodge projects

Items for your local media—print, radio, and television:

- Elk of the Year Awards
- · State association awards
- Publicity on future events
- Poems, eulogies, editorials
- Lodge officer installations
- Obituaries of non-GL officers
- Student/Teenager of the Month/Year Awards
- "Old-Timer" recognition programs
- Initiation group pictures or relative initiation pictures
- Disappearance of an Elk, or of members of an Elks family
- Photographs of large groups (more than 10 people) or of one person
- Advertising for profit (except paid advertising; submit to Advertising Department)

Pictures of or references to alcohol use and non-Elks activities are not acceptable for public.

Mandatory activities not covered: Mandatory activities such as Flag Day, Memorial Sunday, the Lodge Bulletin Contest, National Youth Week, and the Christmas Program are **NOT COVERED** by *The Elks Magazine*. These stories should be submitted to your local media, state publications, and/or the sponsoring Grand Lodge committee as follows:

Flag Day Americanism Committee
Elks Memorial Sunday Lodge Activities Committee
Lodge Bulletin Contest Lodge Activities Committee
National Youth Week Youth Activities Committee
Christmas Program Lodge Activities Committee

Poster and essay contest: Lodge, districts, or states that submit posters for the National Coloring Book or essays to the Grand Lodge Essay Contest must attach the Hold Harmless Agreement Waiver (Attachment D) to all entries, properly filled out and signed. Failure to attach this document with a youth entry will automatically disqualify the entry from the contest and public recognition. All entry dates and contest rules may be obtained from either your state chair or the Elks website at *elks.org*.









State Chair

STATE ASSOCIATION ANNUAL REPORT GUIDELINES

This report is due to the national director no later than September 1 each year. If no report is received by September 15, the state sponsor will be notified and asked to take appropriate action.

Prepare a brief description of three but no more than five of the most significant activities your state has accomplished during the past Lodge year. This should be no more than four paragraphs in length for each activity. Your report should be no longer than five pages in length, plus five pages of newspaper articles, letter, or pictures. Please do not reproduce certificates that you may have awarded to those who assisted with your state's program. This report should be typed on standard letter size stationary ($8\frac{1}{2} \times 11$ inches) and camera ready for reproduction. This copy must be the original and not a duplicate. Originals produce better quality finished products. The report should contain a short description of the activity. In addition, information about those factors that contributed to its success should be included. Also provide information about pitfalls or problems that should be avoided. Include contact information about the person most familiar with the project. This will allow other states to perhaps run similar projects and provide them with someone who can provide detailed advice on ensuring a successful project. If you plan to include newspaper clippings, please include original copies. It is important that they fit the $8\frac{1}{2} \times 11$ inch format. Larger newspaper articles may have to be reduced to fit the format and may be difficult to read. If you plan to include photographs, please paste them on blank $8\frac{1}{2} \times 11$ sheets of paper in the sequence you wish them to be reproduced.

Part two, statistical data section: Complete the Statistical Report (Attachment E), and be sure to include information related to your involvement with community action groups or coalitions. These groups constitute organizations working on various types of drug programs that can provide mutual support for each other's programs.

Your involvement with these groups is also needed and welcomed. Information about these groups is important to the success of our programs. In this section of the Statistical Report, provide information about these associations and *use a black pen*. Report the name of the group and the year that Elks became involved with these groups. Also indicate if the group was started by the Elks (this would include groups in which the Elks were a part of the team that was responsible for formation of the coalition). If additional space is needed to show these associations, please attach pages as required. This report should be typed or clearly handwritten so that it will reproduce properly. This section may also be entered and submitted online at the Elks Drug Education Center (*elks.org/GrandLodge/dap*) by clicking "State Association Annual Report."

Report guidelines at a glance:

- Report is due to the national director by September 1.
- Report must be typed on $8\frac{1}{2} \times 11$ inch white paper.
- Original copy must be sent for reproduction purposes.
- No more than five typed pages, containing the most significant accomplishments by the state program.
- An additional five pages of pictures are permitted—pictures or newspaper articles must also be original (NO COPIES). Copies do not reproduce well. All parts of the report must fit on a standard $8\frac{1}{2} \times 11$ inch page.
- Do not send copies of certificates, contest guidelines, or booklets.

Statistical Report:

- Must be included with the total report. All items should be completed.
- This part of the report should also be typed on $8\frac{1}{2}$ x 11 inch white paper.
- Report on coalitions that you actively participate with on a regular basis.







Special Programs

RED RIBBON AND ENRIQUE S. CAMARENA AWARD

It didn't take long for the Elks to realize that the mission of the Drug Awareness Program couldn't be accomplished by the Elks alone. We needed partners in our effort! Over the years, partnerships have been formed, and none have been more rewarding, more positive than our coalition with the Red Ribbon Campaign.



Enrique Camarena grew up in a dirt-floored house with the hopes and dreams of making a difference. He would have made a great Elk! As a young man he worked his way through college, served in the Marine Corps, and became a police officer. When he decided to join the U.S. Drug Enforcement Administration, his mother, Dora, tried to talk him out of it. His response to her was quite simple: "I'm only one person, but I want to make a difference."

Sound familiar? Isn't that why *you* decided to get involved in the Elks Drug Awareness Program?

The DEA sent Enrique to work undercover in Mexico, investigating a major drug cartel believed to include officers in the Mexican army, police, and governmental officials. On February 7, 1985, the 37-year-old left his office to meet his wife for lunch. On his way to his vehicle he was abducted by five men. One month later, his tortured body was found in a shallow grave.

In honor of his memory and his battle against illicit drugs, friends and neighbors began to wear red satin ribbons. Parents, sick of the destruction of alcohol and other drugs, had begun forming coalitions. Some of these coalitions, like the Elks, took Enrique as their model and embraced his belief that one person can make a difference! These coalitions also adopted the symbol of Enrique's memory, the **red ribbon**.

The National Family Partnership organized the first nationwide Red Ribbon Campaign in 1988, and since that time the Elks have helped reach millions of adults and children.

National Red Ribbon Week is held each year in the last week of October. Yearly, this event offers the opportunity to publicly celebrate and promote healthy, drug-free lifestyles. Each year, as we grow, we realize that out of this tragedy we can make a strong statement by wearing and distributing this simple satin ribbon. Enrique gave his life doing what Elks do every day. We're not involved in Drug Awareness for the fame, the glory, or the recognition—frankly, little of that comes our way . . . we do what we do because it's who we are. We are proud to take a stand and say: "No illicit drugs!" We say it by wearing the red ribbon.

As Enrique's mother would say: "Sigan adelante con sus trabajos." Continue your work. Chairs may find the following websites useful in planning events or getting more ideas:

www.redribbonresources.com www.nfp.org www.redribboncoalition.org www.imfree.co

You can also check online with your State Department of Health Services for information, data, and other links in your area.

We want you to get involved in your state with Red Ribbon Week by encouraging your local Lodges to contact their communities. Elsewhere in this manual you will also find some information on vendors who can provide you with red ribbon materials, merchandise, event ideas, and planning advice. The Elks Drug Awareness Program does not endorse any particular merchandiser, but we have made available to you information on those we trust.

We also want you to get involved in the Elks Enrique S. Camarena Award, which is something you can do on the state level, relatively easily and with little to no cost. Selecting an award winner can be combined with Law Enforcement Night. Speak with your Americanism chair and see if this can't be a combined effort. The Elks Drug Awareness Program will provide you with





a citation award to present at a function. This will certainly get your state and or local Lodges publicity.

Attached you will find a nomination form and guidelines that you can use. You can modify these forms to give to your local Lodges. States are encouraged to provide a single award winner and send it to the Elks Drug Awareness director.

Each year we will select a national winner from the entries submitted, and that person will be recognized on the national level along with the state association submitting the nomination. What are you waiting for?

Attachment F must be attached to all nominations.

ENRIQUE S. CAMARENA AWARD GUIDELINES

The Elks Enrique S. Camarena Award has been established by the Benevolent and Protective Order of Elks to recognize and honor law enforcement officers who have made a significant contribution in the field of drug prevention and who personify Agent Camarena's belief that one person can make a difference.

Law enforcement nominees must:

- Be an individual, not a corporation or organization
- Be a law enforcement professional
- Be a positive role model committed to a healthy lifestyle
- Have made an outstanding contribution in the field of drug awareness/prevention
- Have gone beyond the normal responsibilities of their position.

Guidelines:

18

- Nominations must be submitted with Elks Nomination Form (Attachment F).
- Nominations should be typed in narrative form and be no more than two pages in length. It should include as many of the following as possible:
 - -Ways the nominee's commitment has helped youth in your state
 - —Specific achievements, such as new programs developed through nominee's efforts
 - —Leadership and organizational abilities of the nominee
 - —Time and effort spent "above and beyond the call of duty"
 - —Success in motivating others.
- Letters of support from the nominee's respective community and/or employer are encouraged, but not required.



4/12/2005 10:49:01 PM



Grand Lodge Program Information

COLORING BOOKS

Coloring book rules:

- Only one poster per state will be considered. Each state must choose the poster and submit it to the Grand Lodge directors.
- Each winner must have a Hold Harmless Agreement Waiver (Attachment D) submitted with the poster.
- Poster submitted must be no larger than 11 by 24 inches in size.
- New coloring books are produced only after the Grand Lodge has accumulated 16 posters.
- Each entry must have the following information submitted with it:
 - -Name: first and last
 - -Address
 - -City, state, and postal code
 - —Phone number
 - -Lodge name and number
 - —Name of state chair submitting poster

ESSAY CONTEST

- Grand Lodge directors will establish a new theme each year.
- All entries must be received or postmarked by April 1 each year.
- A \$500 bond will be awarded to the winner.
- Only one submission will be accepted per state.
- Only one submission from the state chair will be accepted.
 - —Hold Harmless Agreement Waiver must be attached to the entry.
 - -Each entry must also show: student name, school name and location, and address.

LITERATURE

Literature is provided on a "no charge" basis to all Elks Lodges. Order forms must be filled out and sent to the state chair for approval. The state chair, after approval, may mail, e-mail, or fax the form and request to the Grand Lodge for shipment.

Literature—state chair:

- The state chair must approve all requests for literature.
- Literature may be shipped only in the prepackaged cartons of 2,000 (or 500), as specified on the order form.
- Shipment address should be to a business address when possible.
- The state chair may request up to 6,000 pieces of each publication.
- The state chair should have a supply of literature on hand at all times.
- Before ordering literature: 1) Determine if any material is currently being stored by the requesting Lodge; 2) check for prior orders within the same Elks year; and 3) verify delivery information.



Literature—district chair:

- The district chair must order literature through the state chair.
- The district chair may request up to 4,000 pieces of each publication.
- The district chair should have a supply of literature on hand at all times.
- Before ordering literature: 1) Provide smaller quantities of literature when requested by Lodges or other organizations; 2) provide smaller quantities as required for displays, trailers, etc.

Literature—Lodge chair:

- Each Lodge chair should check literature supplies that are on hand before placing a new order.
- Each Lodge chair may order 2,000 pieces of each publication by completing the order form and submitting it to the state chair.
- Lodge chairs requiring less than the minimum shipment quantities should order these amounts directly from the state or district chair.

STATE CHAIR TRAINING PROGRAMS

- The Grand Lodge directors will assist state chair in presentations of state training programs.
- A national director will come to your state site for the training program.
- A national director will provide training programs and materials suitable for your location and program requirements.

Training programs—What to do:

- The state chair *must request* a program director and receive approval for the program calendar date.
- Provide a suitable meeting location.
- Provide a program agenda.
- Provide program publicity.
- Ensure attendance will merit program expense.
- Ensure sufficient program time is available for the director's presentations.
- Provide lodging and meals for trainers. (Director's travel expense will be paid by the national program.)

Training programs—Preparing for a program:

- Obtain approval for program expense from state chair's budget (if required).
- Prepare a program agenda.
- Provide meal service.
- Provide facilities: tables, chairs, TV with VCR, projection screen, CD player, and any other items that may be requested by the presenters.
- Provide samples of Grand Lodge literature and other displays of interest to
- Make sure enough people will attend to justify program expense and travel.







Training programs—Who should attend?

The state chair must issue invitations and request RSVPs.

- State sponsor
- State president
- State president elect (if appropriate)
- All state officers
- District chair
- Lodge chair
- Volunteers (non-Elks, spouses, etc.)
- Community partners (coalitions)
- Law enforcement

STARFISH STORY

The starfish: A wise man was taking a sunrise walk along the beach. In the distance, he caught sight of a young man who seemed to be dancing along the waves. As he got closer, he saw that the young man was picking up starfish from the sand and tossing them gently back into the ocean.

"What are you doing?" the wise man asked. "The sun is coming up and the tide is going out; if I don't throw them in they'll die." "But young man, there are miles and miles of beach with starfish all along it. You can't possibly make a difference."

The young man bent down, picked up another starfish, and threw it lovingly back into the ocean, past the breaking waves. "It made a difference for that one," he replied.

Starfish story—Use as an award:

The starfish story was brought to the Elks by the Louisiana state Drug Awareness chair. It was then adopted by the Mississippi chair and shortly thereafter adopted by the national program as an award for the Enrique S. Camarena Program.

Possible usage:

- Program awards
- Training awards/recognition
- School programs.

Starfish pins and stories may be purchased from:

Skillman Advertising Arts P.O. Box 970 Sunrise Beach, MO 65079 573-374-8727







ATTACHMENT A

DRUG AWARENESS COMMITTEE PLANNING WORKSHEET

LODGE	NUMBER	DATE		
PREPARED BY				
==========			=======	=======
DESCRIPTION OF	ACTIVITY			
DATE OF EVENT				
ESTIMATED COS	т			
WORKSHEET:				
			MDI EMION	COST
=========			MPLETION ======	COST



ATTACHMENT B

اع Drug Awareness P	ogram	
Order Date:		
State:		
LODGE NAME:		
LODGE NUMBER:		
Ship To:		
	ments are by UPS - Please give street add	tress (No P.O. Boxes!)

PLEASE USE FULL BOX COUNT, ONLY!

No. of Boxes	Amt. Per Box	Code	Name			
	2,000	DAP 110	TIPS FOR TEENS—ALCOHOL			
	500	DAP 165	COLORING BOOK			
	300	DAP 185	PARENTING			
	500	DAP 200	Tips for Teens — Tobacco			
	2,000	DAP 205	tips for teens—inhalants			
	2,000	DAP 210	Tips for Teens — marijuana			
	2,000	DAP 215	Tips for Teens — hallucinogens			
	2,000	DAP 220	Tips for Teens — cocaine			
	2,000	DAP 230	BOOKMARKS			
	2,000	DAP 240	HEROIN			
	2,000	DAP 245	METHAMPHETAMINE			
	2,000	DAP 250	TIPS FOR TEEN — CLUB DRUGS			
	2,000	DAP 255	Tips for Teens — steroids			
	2,000	DAP 260	Tips for Teens — hiv/aids			

THIS ORDER MUST BE SENT THROUGH THE STATE DRUG AWARENESS CHAIR!!

State Chair Name						
Date						







ATTACHMENT C

DRUG AWARENESS COMMITTEE PROJECT PLANNING GUIDE

Lodge:	Number:	Date of Event:	
Project Coordinator:			
Project Description:			
===========	=======================================		:=======
Activity coordinator:			
		Completion Date:	
		Completion Date.	





ATTACHMENT D



Grand Lodge Benevolent and Protective Order of Elks

United States of America



Hold Harmless Agreement —WAIVER—

I	 	am, or son o	or daugher (if
hereby con name and publication	onsent to the d photo in <i>Th</i>	pient of an Elks wase of my (or he he Elks Magazine ering their programmer of Elks.	is or her) e or other Elks
Dated thi	s the	day of	, 20
Re	 cipient's signa	ature (if over 18 yea	ars of age)
	Parent/g (if recipient i	guardian's signatur s under 18 years o	re of age)
	Witness		
	Witness		

(This document should be signed by the recipient if the recipient is over 18 years of age or by his/her parent/guardian if he/she is under 18 years of age.)



DRUG AWARENESS PROGRAM STATISTICAL REPORT

 \bigoplus

State Association			
State Chairperson	200	00-2001	
Lodges in the state Lodge programs Districts in the state District programs Total state programs			
Number of youth reached Number of adults reached Number of Elks participating Number of non-Elks participating			
ENF grant to the program Total state/Lodge funding Total program expenditures			
Total volunteer hours: Elks Total volunteer hours: non-Elks Total hours all sources Hours x \$13.24			
Number of drug trailers Number of events using trailer Mileage traveled by trailer			
	LODGE	DISTRICT	STATE
Number of training sessions Number trained Elks & non-Elks			
COALITIONS: List the coalitions and/ 1		action groups joi	ned this year

DrugAwareness.indd 26 4/12/2005 10:49:02 PM

26



ELKS DRUG AWARENESS PROGRAM ENRIQUE S. CAMARENA AWARD NOMINATION FORM

NOMINEE:		
Title:		
Address:		_
City:	State:	Zip:
Work telephone:	Home telep	hone:
Nominee's employer/agenc	y:	
Elk Drug Awareness chair	submitting nomination	:
Name:	Tel	lephone:
Address:		
E-mail:		_

Send nominations to one of the national program directors







LODGE PROGRAM NOTES

COMMITTEE CHAIR:
COMMITTEE MEMBERS:
PLANNED PROGRAMS: