

## **Kansas Elks Association – Drug Awareness presentation 10-2019**

### **Burton Pianalto, Chairman**

How big do you think the drug abuse problem is with our youth?

Do you think the Youth Drug Abuse is getting worse?

I believe we are setting ourselves up for failure given the current epidemic of Opioid abuse and the rapidly increasing use of e-sigs by our youth. Let me throw a few numbers at you. Four out of five heroin users say they started with prescription pills. Why, because the cost of the prescription drugs is getting higher and higher and Heroin is about 1/8 the cost. Most addicts say they started with tobacco as a teenager. The teenager who starts using drugs or alcohol before the age 25 have a greater chance of developing an addiction. Our Children are using e-sigs – vaping – Jules, whatever you want to call them, because they have been hearing from the start – this is the safe alternative to smoking. No matter how it is delivered it is still a drug, nicotine, affecting the brain of the child. Thing about that for a while.

In 2018 the National Drug Threat Assessment published by the U.S. Department of Justice and the DEA produced a graph of the Number of Injury Deaths by Drug Poisoning, Suicide, Homicide, Firearms, and Motor Vehicle Crashes in the United States, 1999 – 2016.

*{deaths in USA by cause comparison graph displayed}* The red is the Drug deaths – 63,632. Let's put that number into perspective. You know the deadliest shooting at the Pulse night club in 2016 killing 50 people. If a shooting like that happened in the morning, noon and night – 365 days a year – it would still not be as much. 173 people a day!

The others – MV accidents, firearms, Homicide, and suicide, how many of these deaths have the underlying cause of Drugs.

- 190 youth die a month because of Opioids. Will this increase because of the current trend in the Vaping by our Youth?
- Cigarettes – although the statistics of youth actually smoking cigarettes use is declining, over 1 in 4 of high school students use tobacco products – mainly because of the e-cigarettes

#### **An addiction can be formed to nicotine in as few as three cigarettes.**

- Vaping – Vaping – an addiction can be formed in only three uses.
  - Headline last week: As vaping-related illness cases reach 1,300, health officials still don't know the cause
  - To date, 26 people have died of vaping-related illness. One was only 17 years old.
  - The lung damage in this outbreak resembles lungs exposed to chemical spills

- We must address this drug problem so we can protect our youth and help correct this problem of drug abuse. The future of our nations - is our youth. We should take this subject matter very serious and do everything within our power to address the drug problems. Wouldn't you agree?

The Elks Drug Awareness Program is the largest volunteer drug program in the Nation. The factual based information and activities provided by the Elks Drug Awareness Program is the best in the nation and verified by the DEA. The Elks Drug Awareness Program is our best chance to get this knowledge into the hands of our youth before they are pressured into trying drugs. With this information, our youth can be armed with the valuable information of why not to use drugs and they can make an informed decision.

How do we get this information into the hands of the youth (our Future)? There are many great programs being implemented today by our DAP Chairpersons and committees across the state. This has been very effective in the past but the threat against our youth is building, we must take strong actions to help save our youth.

I am looking to build connections and relationships to bring Elks Drug Awareness Program to the State. This network will be built between all the Elks and the Drug Awareness Program. By being able to present our program to the all the Elks, we can build our marketing network. We as Elks, must pull together to help the Drug Awareness Program, for the purpose of saving our children's lives. There are many new and improved tools available through the DAP and each tool may reach a different group of youth.

In the past we have been dropping off packets of DAP information to Teachers and School Administrator and saying it is the best in the business – you should incorporate this into your classroom. Going through this information and developing a strategy to present in the classroom is time consuming and what School personnel has extra free time? Who would buy insurance if an insurance salesman dropped off a package and did not explain how it would benefit us and how it works?

We need to learn how to use this valuable information and present it to the Schools in a fashion where it is easy for them to incorporate into the classroom. Sometime it may mean that we, the Elks, are the ones presenting the information in the classroom.

As I have found out, it is very difficult for one person to learn all this information and present it. The chairperson may not have the best connections to get these programs into the school but their fellow Elk may have the perfect connection or even work at the school. So the idea is to get all the Elks to see what is available through DAP, then someone may have an idea or ability to present it to the teacher, counselor, or principle; whoever is the key person at that school, each school is different.

I hope that presenting this information to all the Elks will help spark the Kansas Elks into becoming proactive in saving the lives of our youth.

**Let's look at some of the information available, I only have enough time to go over a few of the major items and I encourage you to visit sites and see what is available to see what will work in your area.**

**[Elks.org](#) - Click: [OUR PROGRAMS](#) Click: [Drug Awareness](#)**

One of the great programs provided by the Elks Drug Awareness Program is the changed [Comic book](#). This Comic Book helps student to become active participants in the mission to educate about and resist peer pressure, bullying and drug abuse. This Comic Book can be used to create work that can be graded and added to student portfolios.

- No longer ordered and handed out to public.
- Shipped directly to a teacher to use in a classroom setting.
- [Complete Teacher Guide](#) is a lesson plan for Grades 3-6 that can be adapted to each individual class.
- You can view, download, and print them if you want - But the DAP will ship them free to the school.

**Click: [Education and Resources](#) Click: [Educational items](#)**

**Under the Educational items you will find the following Tabs – each filled with great material and information.**

- **Audio PSA's** – everything from Alcohol – marijuana – to parenting. Maybe these can be broadcast at the schools during morning announcements or other times. I am actually using these this year to do PSA in the High School and Junior High School.
- **Items for teens** – contains all the literature you see here. Maybe these could be made available online at the school so the student would not be seen carrying a pamphlet. Students have come up to me after a presentation (after all the other students have left and asked if they could get a pamphlet)
- **Items for the Parents** contains the pamphlets pertaining how to help educate our children.
- **Media** = We will come back to this
- **Comic** – Clicking the What Hero's Do will take you to the same as above. Clicking the Avengers Never Alone will take you to an online version of this older comic. It is no longer printed.
- **En Española** – pamphlets available in Spanish.

**Clicking: [Red Ribbon week](#).**

This is a great time to get into the classroom to present information.

Who know what the true meaning of RED Ribbon Week?

Enrique "KIKI" Camarena! *One person can make a difference.*

The Elks has supported and was instrumental in the formation of the Red Ribbon Week from its very beginning. Red Ribbon Week is about an individual taking a pledge to "Say no to Drugs" to Honor the life of Enrique "KIKI" Camarena dedication to combat the drug problem.

The DAP would like to retake the Red Ribbon Week back and tell the Enrique "KIKI" Camarena story.

Clicking: [Contests](#)

The theme for the 2019-2020 contest is:

**"Life does not rewind, choose life not drugs"**

Clicking on each of the Drug Awareness Program Contest will take you to the rules and important information about each of them.

### [Essay Contest](#)

The contest is open to all 6th, 7th, & 8th grade students. **Participants must write their essay themselves**, but they may get help from teachers, parents, or friends in the form of ideas.

- **Length:** No longer than 250 words.
- **Paper size:** 8½ x 11 inch.
- **Text:** Typed, computer generated text, hand written or hand printed.

### [Poster Contest](#)

The contest is open to all 3rd, 4th, & 5th grade students.

**Poster paper:** Ideally, posters should be submitted on 8½ x 11 inch paper. However, posters submitted on paper up to 11x24 inches in size will be accepted.

### [Video Contest](#)

The contest is open to two age groups: Pre-High School and High School

- Participants: May be an individual or group
- Length: 2 to 5 minutes in length
- Format: Flash Drive or similar "mobile" media in readable format

Clicking: [Elks Kid Zone](#)

Takes you to a page that allows you to smoothly move to three different areas of Elks Kid Zone. [Trivia Game](#), [Coloring Books](#), or to the [home page of Elks Kid Zone](#). Elks Kid zone is a page designed for children to allow them to explore in a fun filled, fact based environment to learn about everything from stay physically fit, to dealing with bullies. There are many different things children can access directly and learn as they are having fun. Elks Kid Zone also features the winner of the DAP Poster, Essay, and Video contests.

[The home page](#) provides clickable links to:

- The Elks Drug Awareness Program [Poster, Essay, and Video Contest](#).
- [Marvel Comics](#)
- [Getting Fit with Elroy](#)
- [Why Drugs are Bad](#)
- [Life Lessons](#) – Whether you're young or old, you're never too old to learn something! The Elks Drug Awareness Program makes this possible through a series of 3 to 5 minute videos, with a message from Milton Creagh, the National Spokesperson for the Elks. As Milton says: "*We live...we learn*".

One of the programs provided by the Elks Drug Awareness Program is the new and improved [Elks Teen Zone](#). The web site [elksteenzone.org](#) provides valuable information that Teens can access directly and more importantly - tools allowing teachers to bring DAP information directly to the classroom with very little effort. First let's look at some of the information teens can learn from directly.

### [Elksteenzone.org](#)

Home page brings a wealth of information that is great for Teenagers. Anytime you can get teens directed to this information they can access in their privacy of their rooms.

Covering subjects from:

[What is Drug Addiction?](#)

[What is Substance Abuse?](#)

[Social Consequences of Using Drugs](#)

[Health Subsequences of Drug Misuse](#)

[Cause and effects of Substance Abuse](#)

[Identifying signs of Addiction](#)

[Substance Abuse Resources](#)

### Clicking: [Lessons](#)

This brings up the four subject that have been transferred from the old system. They plan on doing all the subjects in the future. By clicking on the subject a teen can access the complete lesson. The lesson is in written form but it also has audio that goes along with it.

And now for the greatest improvement to the whole site. Something, I believe, any teacher would love to have.

### Clicking: [For Teachers](#)

This a valuable tool allowing teachers to bring DAP information directly to the classroom with very little effort. This enables the teacher to develop a lesson plan by clicking on the subjects they want to include. Three easy steps to start using this program in the classroom.

- 1 - Sign up and create a lesson plan.

2 - Add available Lessons to the plan.

3 - Generate lesson plan link.

This lesson plan includes clear objectives and with the ability to enable quizzes it allows the teacher to follow-up with detailed statistics of each individual student's individual performance.

### **National Drug Awareness Speaking Tour featuring [Ray Lozano](#)**

Ray Lozano is the #1 sought after youth [health Curriculum Presenter](#) in the area of drug and alcohol. I will be working to bring this fact based **presenter** to travel across Kansas teaching students on how to make smart choices and stay drug free in a funny, **thought-provoking**, intelligent and very motivating speech. This [instructional time](#) is provided free of charge to the schools by the Elks. (He is not free – he is actually very expensive; paid by the Elks DAP) The [instructional time](#) will be like watching George Lopez present a [content presentation](#) about drugs and Alcohol. He will be talking about Tobacco, Vaping, Jules, and many other drugs. I will be working to get Ray Lozano to Kansas next October (2020). Contact me if you are interested in bringing this dynamic speaker to you Schools and the schools around you.

Again: I hope that presenting this information to all the Elks will help spark the Kansas Elks into becoming proactive in saving the lives of our youth. I believe that we do a pretty good job in the towns that have Elks Lodges, but there is always room to improve when our Children are at stake. There are many towns in this State that do not receive Elks DAP and I believe we should be reaching out to them also. The problem is our DAP Chairpersons are already stretched working with our own towns and if all the Elks are working together the work load will be much easier.

I will be hosting Classes at the State meeting going over some of this information in more detail, along with discussions where we can share ideas about how to utilize this program to the fullest. Each area is different and not all programs will work in all areas. We just need to find the one that works best.

I am asking all the Elks to take time to learn one area of this great Drug Awareness Program and then work with the Program Chair of their lodge to expand what we are doing. Drug Awareness should not only happen during Red Ribbon Week – Red Ribbon Week should be the kickoff of what is to come