

October, 2011



L.E.A.D. Initiative

Presidential Proclamation- National Substance Abuse Prevention Month

By providing strong support systems for our loved ones, and by talking with our children about the dangers of alcohol and other drugs, we can increase their chances of living long, healthy, and productive lives. During National Substance Abuse Prevention Month, we celebrate those dedicated to prevention efforts, and we renew our commitment to the well being of all Americans.

The damage done by drugs is felt far beyond the millions of Americans with diagnosable substance abuse or dependence problems—countless families and communities also live with the pain and heartbreak it causes. Relationships are destroyed, crime and violence blight communities, and dreams are shattered. Substance abuse touches every sector of our society, straining our health care and criminal justice systems.

For all these reasons, my Administration has made prevention a central component of our National Drug Control Strategy, and we have developed the first ever National Prevention Strategy. These strategies, inspired by the thousands of drug free coalitions across our country, recognize the

power of community based prevention organizations, and suggest that prevention activities are most effective when informed by science, driven by State and local partnerships, and tuned to the specific needs of a community.

By investing in evidence based prevention, we can also decrease emergency room visits and lower rates of chronic disease, easing the burden on America's health care system. We can improve student achievement and workforce readiness. Most importantly, we must continue to support the efforts of parents and guardians, our children's first teachers and role models, whose positive influence is the most effective deterrent to alcohol and other drug use and the strongest influence for making health choices.

Through national collaboration, community programs, and the help of engaged youth, parents, guardians, educators, law enforcement officers, clergy, and others, we can build a stronger, healthier America. This month and throughout the year, let us teach our Nation's young people to tackle life's challenges with resilience,

hope, and determination.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim October 2011 as National Substance Abuse Prevention Month. I call upon all Americans to engage in appropriate programs and activities to promote comprehensive substance abuse prevention efforts within their communities.

IN WITNESS WHEREOF, I have hereunto set my hand this third day of October, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA



<http://www.whitehouse.gov/the-press-office/2011/10/03/presidential-proclamation-national-substance-abuse-prevention-month-2011>

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Expansion Phase Monthly Activities

Each month our youth LEADers are asked to do a minimal of one Activity that has PREvention and CAMP focus! The focus on this quarter are as follows:

October—Community Service and Refusal/Resistance Skills
(Red Ribbon Week Oct. 23-31 and National Take Back Initiative for prescription drugs Oct. 29th)

November—Advocacy and Majority Rules/Normative Edu.
(Great American Smokeout Nov. 17 and National Drug Facts Week Oct. 31—Nov. 6)

December—Philanthropy and Refusal/Resistance Skills
(National Drug and Drugged Driving Prevention Month)

Quick Review of the L.E.A.D. Initiative

Now that our LEADers are working to take the message of the LEAD Initiative and deliver it to their peers, it is a perfect opportunity for you to do a quick review with them. Our LEADers need to be able to describe the LEAD Initiative and the purpose of peer-led prevention activities. Listed below are questions that you can use:

1. What is L.E.A.D.?

- L.E.A.D. stands for Leading and Educating Across Domains and it is a statewide project to strengthen youth leadership programs across Indiana

2. How many sites participate in L.E.A.D.?

- 15 participating youth agencies

3. Is PREV-CAMP a place you go in the summer to roast hot-dogs ?

- No. PREV-CAMP is a series of trainings and activities that focus on PREvention, Community service, Advocacy, Mentoring and Philanthropy.

4. What are the two PREvention training topics?

- Majority Rules/Normative Education
- Refusal and Resistance Skills

5. What makes the L.E.A.D. Initiative different from other programs?

- YOU—it is youth led.

The National Center on Addiction and Substance Abuse finds youth substance use at epidemic levels

Teen smoking, drinking, misusing prescription drugs and using illegal drugs are a public health problem of epidemic proportions according to a new national study by CASA. The study reveals how the American culture increases the risk that teens will use addictive substances and how the messages sent by adults, and glamorized by the tobacco and alcohol industries and the media, normalize substance use and undermines the health and futures of our teens. Highlights from the report are as follows:

- 90% of Americans who meet the medical criteria for addiction started smoking, drinking, or using other drugs before age 18
- 1 in 4 Americans who began using any addictive substance before age 18 developed an addiction, compared to 1 in 25 American who started using at age 21 or older
- 75% of all high school students have used addictive substances including tobacco, alcohol, marijuana or cocaine; 1 in 5 of them meets the medical criteria for addiction
- 46% of all high school students currently use addictive substances; 1 in 3 of them meets the medical criteria for addiction