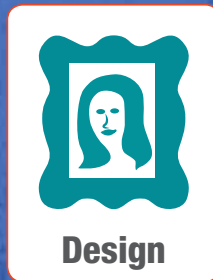
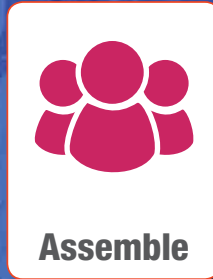


PEERx ACTIVITY GUIDE

Spread the word about prescription drug abuse



Creative ideas and step-by-step instructions empowering teens to educate their peers about the dangers of prescription drug abuse



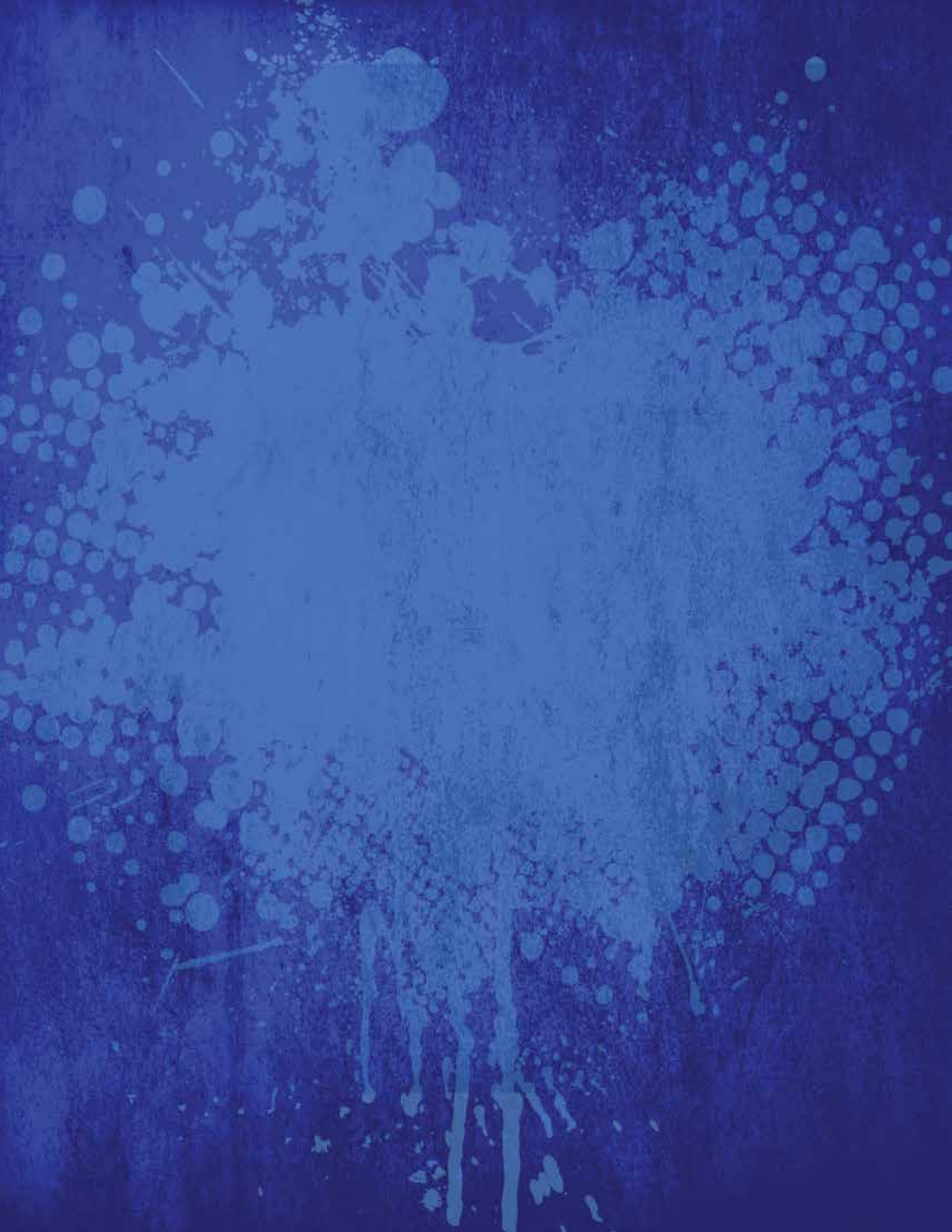


PEERx is an online initiative developed by the National Institute on Drug Abuse to educate teens in 8th to 10th grades on the dangers of prescription drug abuse. Visit www.teens.drugabuse.gov/peerx to find unique ideas for engaging teens in the facts and encouraging them to “Share a dose of reality: Prescription drug abuse **IS** drug abuse.” Students can:

- **Confront real-life choices** and call the shots in Choose Your Path, an interactive video activity that lets them assume the role of the main character and watch their decisions play out onscreen.
- **Get the facts** about different classes of prescription drugs that are frequently abused.
- **Download** free, colorful images to spread the message via t-shirts, stickers, and wallpaper.
- **Use the step-by-step instructions** in this Activity Guide to lead their peers in fun, educational activities.

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Wear the message.

“Wearing the message” is a super creative, fun, and simple way to raise awareness about the dangers of prescription drug abuse within your school and community. Get creative and develop your own messages and images to put on a t-shirt. Or keep it simple and use NIDA’s PEERx downloadable images to spread the word. However you choose to do it, make sure it’s unique and includes the message.

Here’s what you’ll need:

- **T-shirts.** Get some plain white or pale-colored t-shirts to use as your base.
- **Printer.**
- **Inkjet iron-on transfer paper** (available at your local craft or office supply store). Choose opaque transfer paper for dark-colored items and transparent transfer paper for light-colored items. Transparent transfer paper may help you avoid white outlines around your artwork. Always read the instructions that come with the transfer paper.
- **Iron.** If you are using the downloadables from the PEERx Web site, you will need to print your downloadable onto inkjet iron-on transfer paper so that you can easily transfer the image to your shirt.
- **Art supplies.** If you plan on creating your own artwork or writing your own messages about prescription drug abuse on your shirt, you will need supplies such as fabric paint, glue, patches, glitter, or fabric markers. Get as creative as you want!
- **Designs.** You can make your own designs, or use the downloadable designs from the PEERx Web site: www.teens.drugabuse.gov/peerx/downloads.

Here’s how to do it:

- **Ask** your school’s art department for extra plain t-shirts and other supplies to donate to help you create your t-shirts. If the art department is willing to help, make this a group activity. Set up a table during lunch or after school. Display the supplies and printed downloads from the PEERx Web site on a table so everyone can see them and feels invited to get involved. Entice your friends and classmates to join in on the fun and create a cool t-shirt with a message, a new image, or both about preventing prescription drug abuse.
- **If you are using the downloadables** from the PEERx Web site, you’ll need to print your downloadable onto inkjet iron-on transfer paper. Use an inkjet printer to print your downloaded artwork onto the transfer paper. The artwork on the PEERx site comes in two forms: a flipped (backward) mirror image of the design and a regular (non-flipped) image.
- **Once you print** the image onto the paper, use an iron to transfer the image to the shirt. Have an adult supervise you.
- **Host a t-shirt campaign.** Have everyone who makes a shirt wear it on the same day for a successful t-shirt campaign. This way, all of you will spread a very powerful drug prevention message. There is always power in numbers!



Hold a school assembly.

There's no better way to spread the word throughout your school about the dangers of prescription drug abuse than to hold an assembly that everyone can attend. Here, your peers, teachers, and administrators can come together to voice their concerns about prescription drug abuse and address what steps the school can take as a whole to prevent it.

Here's what you'll need:

- **Friends** and fellow classmates
- **A great location**
- **Banners**, posters, or flyers to advertise the assembly to your school

Here's how to do it:

- **Gather a group** of friends and classmates who feel as passionately as you do about spreading the word on prescription drug abuse prevention.
- **Recruit** a drug abuse prevention expert to speak. Perhaps he or she can bring someone who has beaten an addiction to prescription drugs to discuss it firsthand.
- **Talk** to your teachers or school administrators about securing a space where you can hold your assembly. Make sure the size is appropriate: if you are holding an assembly for the whole school, ask about using the auditorium or gym. If your assembly is for smaller classes, a classroom should work great. Discuss an appropriate time and date during which to hold the assembly.
- **Confirm** the date, time, and place in writing with your guest speakers. Make sure they can be there!
- **Work** with your teachers to spread the word about this important assembly. If you can, talk to your school principal about making this a mandatory assembly for all students. Write a blurb for the school newsletter, or write something for someone to read during the morning announcements.
- **Make sure** that your advertisements are eye-grabbing by including attractive colors, images, interesting taglines, and more. Don't forget to include information about the assembly: who, what, when, where, why, and how.
- **Arrange** for someone to videotape the event if possible. Post the video on YouTube and link it to your school's Web site. Email the video to peerx@iqsolutions.com for it to be considered as a feature on the Sara Bellum Blog!



Predict the future.

Have you ever tried to predict the future? Making a paper fortuneteller is a cool and interactive way to predict the possible side effects of abusing prescription drugs. Have your friends choose a drug, and write the drug names on the outside of the fortuneteller. Write the explanation of the drug's effects on the inside. Although it's not really predicting the future, you'll be able to share and predict what happens after using certain drugs. Print the helpful template from the Web site below, and use it to construct your own fortuneteller. This activity is fun and really simple!

Here's what you'll need:

- Fortuneteller template (http://teens.drugabuse.gov/peerx/pdf/PEERx_Toolkit_Fortuneteller.pdf)
- Printer
- Paper
- Friends to participate

Here's how to do it:

- **Print out** the fortuneteller template from the PEERx Web site onto a sheet of plain white paper.
- **Fold** the template based on the directions (lines indicated on the paper) found on the template to make the shape of the fortuneteller.
- **Gather a group** of friends, and take turns doing the activity for each other. Pass the fortuneteller around until everyone has gotten a chance to see the outcomes of the choices they make.



Write a radio PSA.

Public service announcements (PSAs) are perfect for sharing health information that benefits the general public. PSAs inform people about important issues, such as getting a flu shot before flu season begins. They can also warn people about something that can harm them, such as the dangers of texting while driving.

Because PSAs are unpaid messages delivered over the public airways, the Federal Communications Commission (as well as individual radio stations) determines guidelines on the content, subject, and length of PSAs. Groups that are selling their service must pay to place ads on the radio or television, whereas groups that are sharing information for the public good usually can take advantage of free PSAs.

Most PSAs are limited to 30 or 60 seconds and can air only for a specified period of time. The sponsoring organization has little or no control over when PSAs are aired. Usually, they fill slots in the schedule when the station has no paid advertisements. Because they are so brief, PSAs must be written succinctly; include the facts such as who, what, where, when, why, and how; and use words that grab the listeners' attention.

Here's what you'll need:

- **Pen** and paper or a computer
- **A watch** or clock with a timer
- **The radio station's PSA guidelines**—the PSA lengths accepted and the name and contact information for the station's public service director

Here's how to do it:

- **Contact** the public service director at any local station(s) where you think the PSA will reach the best demographic for your message. For example, if you are trying to reach teens, consider a station that plays dance, hip hop, alternative, or pop music. If you are trying to reach parents, you might consider a soft rock, soft jazz, or news station. Request information from each station about specific requirements, guidelines for length and format, and any restrictions. Make certain that the stations will accept a script for a PSA rather than a spot digitally recorded in a professional sound studio. Request a sample PSA that you can listen to, so you can become familiar with the style.
- **Write down the key points** that your PSA must convey and how many seconds you have to convey them. Be sure to cover who, what, when, where, why, and how.
- **Think** about how you will grab the audience's attention at the beginning of the PSA. Will you pose a rhetorical question, state a hard-hitting statistic, or use a funny statement?
- **Write** the rest of the PSA script to explain briefly the key information and hold listeners' attention.
- **Time yourself** reading the PSA aloud at a slow pace, as a radio announcer would do. If the spot is too long, rewrite it until it matches the PSA length required by the radio station.



- **Type the final spot** in all capital letters, double-spaced. Boldface or underline anything that needs to be emphasized by the radio announcer.
- **Make sure** you title the PSA and note its length. Be sure to provide your name and contact information so the public service director can reach you to discuss any changes.
- **Proofread** the PSA for any errors. Check all phone numbers and Web addresses carefully to make absolutely certain they correctly lead listeners to your organization!
- **Send** the final PSA to the public service director of each radio station. Provide a cover letter with some background information about your organization and the overall issue of prescription drug abuse (check out our fact sheets at www.teens.drugabuse.gov/peerx/the-facts for statistics you can include) so the station understands who is sending the spot and why it is important to air it.
- **If you don't hear back** from the public service director within a few business days of sending the PSA, follow up by phone or email to inquire whether the station will use your spot.



Host a “Relieve the Stress Fest!”

Most students get a little stressed out from time to time—for example, in September when you’re getting into the swing of a new school year, when midterms and final exams are approaching, and during report card time. To help your peers relieve their stress in a healthy way, host a “Relieve the Stress Fest” at school. Administrators, teachers, and even other students can demonstrate a variety of simple stress reduction techniques that help keep teens off drugs. Use the techniques you learn to relieve your stress instead of engaging in risky behaviors.

Students can take the stress relief techniques that they learn and apply them during stressful periods throughout the year, and for the rest of their lives. Teachers and administrators should be encouraged to participate as well. Everyone should get in on the fun! Not only will they serve as examples, but getting everyone involved will help build a sense of community. The best part is that most of the stress-relieving activities proposed for a “Relieve the Stress Fest” require only a small effort and a few resources that your school should already have on hand!

Here’s what you’ll need:

- **A large room.** A gymnasium, cafeteria, or a large classroom will work for your stress-relieving events!
- **Yoga mats or regular exercise mats.** You just need something to put between you and the floor. You will probably find mats in your school’s gym supplies area, or you can ask a local gym or exercise studio if you can borrow their mats temporarily.
- **Music and music player.** Don’t forget the speakers so everyone can hear! You might need to get approval on the music list from a school administrator before the event. Remember, yoga music should be calming and relaxing, and aerobics music should have a strong beat that makes people want to get up and move!
- **Volunteer instructors.** As an alternative, use TVs, DVD players, and workout DVDs.
- **Sports activities.** Offer sports activities, along with the appropriate equipment, for those who prefer not to do group exercise.
- **Poster board and markers.** Don’t forget to advertise your “Relieve the Stress Fest” in the weeks leading up to it. Create posters with encouraging messages about eating well and getting enough sleep, and place them throughout the school.

Here’s how to do it:

- **Contact** your principal and see if the activity you choose can be done for your entire grade. Don’t forget to ask which date and time work best. Make sure you have your school principal’s full approval before you announce the event or make any arrangements.
- **If you are able to do the activity** at your school, check with the facilities administrator or gym teachers to see when the gym is available for use.
- **If your grade has a lot of students,** you may have to divide groups by homeroom and offer different activities at different times or even on different days.



- **Once you know** when and where you will host your “Relieve the Stress Fest,” visit your local gym or exercise studio and ask to speak with the manager or group exercise manager and ask if they know of an instructor who may be available to volunteer to showcase a few classes and techniques for a great cause. It benefits the gym or exercise studio, which could expand its client base with potential new members!
- **Check with your peers** and even teachers who may want to get involved. If you have more than one classroom available for your activities, you can set up stations and have students rotate from room to room at designated times. Consider breaking your event into a 2-hour block of time, with stations that students can go to every half-hour so that each student can visit many stations. One could teach meditation techniques, another could be a yoga lesson, and another might teach a short hip-hop dance routine.
- **Find a CD** or online radio station that plays relaxing music (be sure to get approval from your school administrator). Have everyone find a space on the mats you’ve provided, and share some relaxation tips and breathing techniques. You can find a variety of these pointers online. Teach students to meditate for a few minutes each day.
- **After everyone is relaxed**, introduce yoga as a fun way to stay flexible and reduce stress. If you can’t find a yoga instructor to volunteer, check out a DVD from your school or local library (make sure you have a DVD player and a compatible TV with good speakers).
- **Dance parties** are a fun way to reduce stress and get a great workout. Tune the radio to your favorite station and freestyle it, or find a dance DVD that students can follow. Teach students that it’s a great way to squeeze in exercise, reduce stress, and have fun at the same time.
- **Set up** a bunch of different sports in your gym or on the sports fields outside, and encourage your peers to try each activity to see which they like best. Sports can include dodgeball, kickball, four square, jumping rope, basketball, volleyball, or whatever you’d like!
- **Talk** to your teachers and administrators about encouraging afterschool recreational sports that all students can play. This is a great way to reduce stress and have fun with friends.
- **A small, but informative poster campaign** can be an effective way to help give your peers tips on how they can reduce stress. Plan to make these posters in the weeks leading up to your “Relieve the Stress Fest.”
- **Make some posters** to advertise the big event as well. Convey three things that can help manage stress: developing organizational skills, having good study habits, and maintaining proper eating habits. A poster should be dedicated to each one of these areas and should include helpful tips for maintaining these skills. Younger students may need help with juggling homework and playtime, while older students may need the tools to develop essential skills to prepare for tests. Also include a poster about keeping your brain healthy and staying off drugs. You can find lots of science-based information on this topic at www.teens.drugabuse.gov. Check out the PEERx section of this site for information about prescription drug abuse, and consider making a poster about this topic, too.
- **Make sure** you have the support of teachers and administrators, including guidance counselors who deal daily with mental, emotional, and physical health.
- **Arrange** for some photographers from your school’s yearbook committee to cover your event for the yearbook.



Create a classroom CSI.

Ever seen “CSI: Crime Scene Investigation” or one of the many awesome detective shows on TV? Not only are they fun to watch, but creating your own crime scene investigation is a great way to learn about the dangers of prescription drug abuse. The objective is to work your way backward through a story that you create with your peers or teachers, so that you and your friends can use the facts to figure out what happened. In working to solve the case, you will investigate all the possible factors that may have led up to the “crime scene.” You and your peers can use this chance to talk openly about which drugs may be in the victim’s system, why, and what other factors may have served as a motivation to abuse prescription drugs.

Here’s what you’ll need:

- **Creativity!**
- **A teacher’s help**
- **Researchers** to develop the clues and writers and a computer to draft the story and plan the scenario
- **An actor** to play the teen victim
- **An actor** to play the doctor or forensic scientist
- **Actors** to play the teen’s parents
- **Actors** to play the teen’s friends
- **Investigators or detectives** to examine the “crime scene” and figure out the victim’s cause of death
- **Props**
- **A camera** and someone who will capture the event on film

Here’s how to do it:

- **Ask your teacher** to host this event and make it a learning experience for you and your peers about the dangers of prescription drug abuse.
- **Designate actors**, researchers, investigators, and writers, and assign the necessary roles. Everyone can play a part.
- **Ask the writers** to create a crime scene scenario. They should think of a real-life scenario to which you and your friends can relate. Share the script or story with a few other people so they can help keep the discussion going. When they write the script for your story, the writers should consider the following:
 - ◆ **The plot.** We recommend starting it off with the story of a young person who dies or winds up in the hospital emergency room as a result of prescription drug abuse.
 - ◆ **Clues.** Start asking your peers to think about what substance could have caused this teen’s death or health condition. Then, determine what clues could help the investigators identify the substance of abuse. Have your designated researchers explore the facts about the substance you choose to feature in your scenario, and make the side effects and consequences as realistic as possible. Check out the PEERx Web site (www.teens.drugabuse.gov/peerx) for facts about prescription drug abuse and side effects of commonly abused drugs.



- ◆ **Details.** How did the victim come into possession of the drugs? Why did he or she do it? What factors influenced his or her choices? How could this have been avoided?
- ◆ **Lesson.** Ask everyone to discuss what they've learned. What are the risks of using the drug you chose to include in the story? What can cause teens to use this drug? How can they say no when offered drugs?
- **Give out some resources** so your friends and peers can learn more about the dangers of prescription drug abuse. Refer them to the PEERx Web site (www.teens.drugabuse.gov/peerx) or the Sara Bellum Blog (www.teens.drugabuse.gov/blog) to get their questions answered, read about drugs in the news, and learn more about drug abuse prevention. Do a read-through. You and a few of your peers can create a script, reading certain sections at a time and guiding the discussion.
- **After** you do a dry run in your classroom, invite others from your school to come to your "crime scene" and solve the crime.
- **After each scene,** ask others to discuss what just happened and how the disastrous outcome of the featured scene could have been prevented. As your classmates get closer to figuring it out, act out the next scene and provide more clues.
- **Students should discuss** openly what may have happened to this person, and how he or she could have died. If students need more from a particular clue, the victim can speak to offer information about that clue, offering helpful hints that could lead to the next clue or help solve the mystery.
- **Can't think of a scenario?** Here are a few ideas to get you started:
 - ◆ **Start at the end.** A teen is in the hospital as a result of prescription drug abuse. Work backward to find out what drug the person took and whether he or she mixed it with other drugs or alcohol or took an excessive dose of prescription medications. Don't forget to include where he or she got the drugs.
 - ◆ **Show an older teen** who now lives at home, is no longer in school, and doesn't have a job. Work backwards to reveal that, although the teen meant only to try the drug a few times with other friends, his or her friends all stopped using and moved on with their lives, while this person continued to abuse the prescription drug for the "high" and became addicted. What are the consequences for this person's actions? You decide. Focus on what this teen has missed as a result of this addiction.



Participate in Drug Facts Chat Day.

NIDA's Drug Facts Chat Day takes place during National Drug Facts Week. During Chat Day, students can log onto any computer at their school and ask some of our Nation's experts about illicit drug use and prescription drug abuse, a big problem among teens in the United States.

Your school must register and obtain a user code to participate. This is a unique, interactive, and fun opportunity to ask experts anything you want about drug use and abuse. All questions are welcomed!

Here's what you'll need:

- **Ask a teacher** or administrator if your school has already registered for Chat Day. If your school hasn't registered, let the teacher or administrator know that Chat Day is a great opportunity for students to learn more about the science behind drug abuse and addiction, and show the teacher or administrator the Chat Day Web site (www.drugfactsweek.drugabuse.gov/chat) to learn more. If your school is not able to register, you can still watch the live Chat Day discussion on the NIDA Web site.
- **Reserve a computer lab**, or use the school's library or media center. This is a great event for you and your peers in science, health, and gym classes—any class that addresses health education. Each student can log into a computer and watch the live chat, or students can gather around their teacher's computer and ask questions as a group.

Here's how to do it:

- **Brainstorm** and discuss. Sit down with your friends or classmates before the chat to think of questions you want to ask NIDA scientists.
- **Make sure** that you take advantage of the resources you have so that you can ask NIDA scientists a thoughtful question.
- **Check out the Sara Bellum Blog (www.teens.drugabuse.gov/blog)**. Written just for teens, this blog connects you with the latest scientific research and news.
- **Check out *Drugs, Brains, and Behavior: The Science of Addiction* (www.drugabuse.gov/scienceofaddiction)**. This 30-page full-color booklet explains the science behind drug abuse and addiction in a way that everyone can understand.
- **Check out *Heads Up: Real News About Drugs and Your Body* (<http://headsup.scholastic.com>)**. These science-based facts and lesson plans from Scholastic and NIDA address the effects drugs have on the teen brain and body.
- **During the chat, type your question** into the chat box, and have scientists answer it in real time. If your questions aren't answered during the chat, check back later to read the Chat Day transcript and see if your questions have been answered. Check out the transcript from Chat Day 2011 at www.drugfactsweek.drugabuse.gov/chat/2011.
- **Spread the word!** Let your friends, peers, and teachers know about Chat Day, and encourage them to get involved.
- **After the chat, hold a discussion** with your peers based on the answers received and talk about what you have learned.



Hold an artwork contest or poster campaign.

Show off your creative skills! Hold an artwork contest or poster campaign where you, your friends, and your peers create illustrations to showcase what you've learned about prescription drug abuse. Start by researching the effects of different types of drugs such as OxyContin, Vicodin, Adderall, Ritalin, Xanax, and Valium. Create a painting, drawing, poster, sculpture, or whatever creative medium you like best to illustrate what you have discovered. You might want to focus on the behavioral or physical effects that prescription drug abuse can have on a person. Make sure you have fun with your creation, and don't forget to display your art so that your school and community can see it!

Here's what you'll need:

- **A place to showcase your artwork.** Check with your teacher or principal to make sure you and your peers have a secure and large enough space to display your work.
- **Materials to create your masterpiece.** What you'll need depends entirely on what you decide to create. Check with your school to see if you can use school art supplies or ask your parents to help you purchase some materials at a local art supply store. Don't forget to check with your art supply store of choice to see if they have a student discount.
- **A description of your piece.** Write a brief summary on an index card about what your artwork is trying to say. You can make this description as fancy and artistic as you want!

Here's how to do it:

- **Find inspiration!** Click around the PEERx Web site at www.teens.drugabuse.gov/peerx and find something that is important or interesting to you. Brainstorm the best way to portray it, and let your imagination run wild! You might choose to create a painting, a collage, a poster, or a sculpture. It's totally up to you. If you need more inspiration, don't hesitate to research images and drawings online or in good old-fashioned books.
- **Consider making this project a group activity!** Get together with a few of your friends and collect scrap materials and items from your homes or wherever you can find assorted objects. Use these items any way you want to come up with a cool final product that depicts the consequences of prescription drug abuse. One idea is to create two opposite images. One can depict life as a drug-free teen, and the other can convey the opposite—what happens to a teen's brain after abusing prescription drugs. If you need help, ask your parents or teachers for assistance.



Issue a proclamation for Prescription Drug Abuse Awareness Day.

A **proclamation** is made when your governor, mayor, county executive, or state legislator designates that an event is official. For example, in 2010, NIDA held the first annual National Drug Facts Week, and many state and city officials proclaimed that it would be recognized as an official week-long event throughout the local community. A proclamation is a great way to spread the word!

For this activity, you can ask your mayor or governor to issue a specific proclamation for a Prescription Drug Abuse Awareness Day.

Here's what you'll need:

- **Template** to customize (www.drugfactsweek.drugabuse.gov/files/ndfw_proclamation.doc).
- **Computer** with Internet connection. Take a look around the PEERx Web site (www.teens.drugabuse.gov/peerx) for facts about prescription drug abuse.
- **Phone.**

Here's how to do it:

- **It's best to start** this process 6 to 8 weeks in advance and to enlist the help of an adult to act as your advisor.
- **Contact** the communications or press office for your mayor or governor. You can find contact information for these public officials online. Ask what steps you need to take to get a proclamation issued. Tell the communications official your intentions in educating your community about prescription drug abuse by instituting a day-long or week-long observance.
- **Determine** how your community can get involved. Set up an information table at your school with fact sheets about prescription drug abuse (printed from the PEERx Web site at www.teens.drugabuse.gov/peerx). You can even recommend that your school register for National Drug Facts Week Chat Day. Customize a sample proclamation (www.drugfactsweek.drugabuse.gov/files/ndfw_proclamation.doc) with relevant statistics for your city or state. The proclamation should be written to include information on the importance of this event, as well as to emphasize the importance of peer-to-peer education, inquisitiveness, and the value of scientifically backed responses.
- **Send** your proposed proclamation to the mayor or governor. Don't forget to mention how and why it's important to educate your community about such a serious problem.
- **If the mayor or governor** seems unwilling to issue the proclamation, ask other officials in your community to lend their support and to encourage the mayor or governor to sign the proclamation.
- **Declare** any day or week of your choice as Prescription Drug Abuse Prevention Day or Week. Make sure to have the proclamation signed by your local government official. After the proclamation has been issued, thank your mayor or governor by inviting him or her to your event to present the proclamation publicly.
- **Send the proclamation** to local television stations, and ask them to inform the community about the special event you are holding. If the mayor or governor has agreed to present the proclamation at your event, inform the media a few days in advance of the date, time, and place of this presentation, so they can be there.
- **After your event**, don't forget to send thank-you letters to everyone who helped you out!



Activity Guide Feedback Survey

Evaluation is an important component of any marketing campaign. It enables you to assess the effects that a program is having and make adjustments based on that information.

Please complete this survey to evaluate the success of the event that you organized and implemented from the PEERx Activity Guide. If needed, you may ask for the help of an adult advisor in answering some of these questions. Send your completed survey to us at: IQ Solutions—NIDA RD, 11300 Rockville Pike, Suite 901, Rockville, MD 20852 or scan the form and email it to peerx@iqsolutions.com. You can also fax your completed evaluation to 301-984-4416 (attention: NIDA/PEERx).

Which event(s) as listed in the Activity Guide did you organize?

- Wear the message!
- Hold a school assembly
- Predict the future
- Write a radio PSA
- Host a "Relieve the Stress Fest!"
- Make a classroom version of the TV show, CSI: Crime Scene Investigation
- Participate in Drug Facts Chat Day
- Hold an artwork contest for a poster campaign
- Issue a proclamation for Prescription Drug Abuse Awareness Day

When (day, time) did you hold your event? _____

Where did you hold your event?

- In my school
- At a Community Center
- At a park
- Other (please describe) _____

What was the goal of your event?

- To change attitudes and perceptions surrounding Rx abuse
- To increase students' knowledge about the dangers of Rx drug abuse
- To change behaviors and reduce Rx drug abuse in my school/community group
- To encourage interaction with the PEERx materials
- All of the above

How many volunteers helped plan and run the event? _____

CONTINUED ON PAGE 14



How far in advance did you begin planning for this event?

- 2-3 months
- 1+ month
- 3-4 weeks
- 1-2 weeks

How many people attended your event? _____

If participants gave you any feedback on the event, were the comments :

- Very positive
- Somewhat positive
- Neutral (it was okay)
- Somewhat negative
- Very negative

How many of your participants gave you feedback?

- A few
- Half
- More than half
- All

Did you notify the local media about your event? If so, did you get any news coverage?

Were the instructions in the Activity Guide helpful? Is there anything you would change about them?

Do you have photos or video you would be willing to share with NIDA and would you be willing to have your event featured on NIDA's Sara Bellum Blog?



NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.

This charge has two critical components. The first is the strategic support and conduct of research across a broad range of disciplines. The second is ensuring the rapid and effective dissemination and use of the results of that research to significantly improve prevention and treatment and to inform policy as it relates to drug abuse and addiction.

NIDA NATIONAL INSTITUTE
ON DRUG ABUSE

National Institutes of Health
U.S. Department of Health and Human Services

PEERx

SHARE A DOSE OF REALITY:
PRESCRIPTION DRUG ABUSE IS DRUG ABUSE.

www.teens.drugabuse.gov/peerx