

The Drug Store Project  
A community's efforts in Drug Prevention for its youth.

**Program Description 2017 Event**

**The Drug Store Project** is a comprehensive middle school drug prevention program designed to educate youth about the dangers of substance use and abuse. Here in South Lake Tahoe, **The Drug Store Project** is in its **14th year** and continues to be the single largest collaborative prevention activity that is conducted in our area.

While our community did not “invent” the concept of this program, we certainly “made it our own.” Early on the team of like-minds in our community collaborated with the idea that each of us could bring our talents and know-how together for a common good: providing our youth with an impressive opportunity to learn that they themselves will be the individuals making the final decisions when it comes to drug experimentation and use.

This year we will impact **325 sixth-grade students** from Lake Tahoe Unified School District, Zephyr Cove Elementary, and Diamond Valley School in addition to home schooled youth. The event will be conducted at Lake Tahoe Community College on **Tuesday, April 4, 2017.**

Last year the following entities participated in our program: Barton Health, Barton Health Foundation, California Conservation Corps, California Highway Patrol, CALSTAR, Diamond Valley School, Douglas Co. Search & Rescue, Douglas Co. Sheriff's Office, Drug Free Community Grant, El Dorado Community Foundation, El Dorado Co. District Attorney, El Dorado Co. Mental Health, El Dorado Co. Probation, El Dorado Co. Public Health, El Dorado Co. Search & Rescue-Tahoe Team, El Dorado Co. Sheriff's Office, EDSO Sherriff's Team of Active Retirees, El Dorado Co. Superior Court, JCV Photography, Joint Task Force Domestic Support-Counter Drug, Harrah's Harvey's Lake Tahoe, Harrah's HEROS Program, Kiwanis Club of Lake Tahoe, Kiwanis Club of Tahoe Sierra, Lake Tahoe Community College, Lake Tahoe Resort @Heavenly, Lake Tahoe Unified School District, Lake Valley Fire Protection District, Lake Valley Firefighter's Association, McFarlane Mortuary, Optimist Club of Lake Tahoe, Partnership of Community Resources, Pro Leisure, Rotary Club of South Lake Tahoe, Soroptimist Int. of Tahoe Sierra, So. Lake Tahoe Fire Department, So. Lake Tahoe Police Department, SLTPD-Explorers, SLTPD-K9, So. Lake Tahoe Police Officer's Association, South Tahoe Drug Free Coalition, South Tahoe High School, Tahoe Douglas Fire Protection District, Tahoe-Douglas Rotary Club, Tahoe Turning Point, Tahoe Youth & Family Services, Zephyr Cove Elementary, and Community Volunteers.

It is the involvement by these organizations and service clubs which sends a clear message that our community values and cares for our youth and will do whatever is necessary to keep students healthy and drug free.

In addition we work to assist other interested communities with the technical assistance needed to provide this special programming for their own youth. Each year we welcome “visitors” to our program who observe the event with the anticipation of holding their own. They take back with them the belief that if the program helps just one child to make a better choice, then the program is a success.

**The Drug Store Project** is a series of vignettes which students experience first-hand. Each vignette is approximately 11 minutes in length. Systematically students move in groups of 35 through the “story-line” for the day. The location chosen, Lake Tahoe Community College, is a deliberate one. We want students to focus on the future and all the possibilities ahead of them. The college location brings to many their first experience of being on our college campus.

*Station One: Gateway Drugs* (Led by Partnership of Community Resources)

Students are provided with an overview of the drugs identified as “Gateway Drugs” (tobacco, alcohol, and marijuana). The emphasis of this vignette is to provide all students with a foundation of information needed to understand the physical, social, and psychological effects of drug experimentation and use.

*Station Two: The Pharmacy* (Led by SLEDNET)

The scene begins with a presentation by officers focusing on illegal drugs in our community. After the initial presentation students are given the opportunity to walk by a drug display. While observing the different displays of drugs, a pre-selected student takes a bag of “dope” and places it in their pocket. A local law enforcement officer witnesses the act and places the student under arrest for possession of illegal drugs.

*Station Three: Juvenile Hall* (El Dorado County Probation)

Students watch as a probation officer fingerprints, photographs, and books their fellow classmate. The probation officer then places the designated student into a jail cell. Juvenile hall officers then present to the audience what it is like to reside in juvenile hall.

*Station Four: The Court Room* (El Dorado County Superior Court, Public Defender, and District Attorney)

The student appears in court with a public defender before a judge and a prosecutor. The judge explains how the legal system deals with the possession of drugs.

*Station Five: Drug Counseling* (Tahoe Youth & Family Services)

A Substance Abuse Prevention Counselor demonstrates an assessment with classmates observing. The audience then receives a presentation with information on chemical addiction and the risks involved when individuals make a choice of using.

*Station Six: The Party* (Law Enforcement and STHS High School Students who attended the Drug Store Project when they were in 6<sup>th</sup> grade)

The student is faced with the choice of whether to stay clean or to use drugs again. The student chooses to continue to use drugs and attends a party. While at the party, the student collapses on the floor from an apparent drug overdose. Police Officers and EMTs arrive on the scene, perform CPR, and transport the student to the next station; the Emergency Room.

*Station Seven: The Emergency Room* (Barton Health, Lake Valley Fire Protection District, So. Lake Tahoe Fire Department)

Once the student enters the emergency room, actual physicians and nurses attempt to revive the individual without success and they die. Adult actors play “grieving parents” are called into the emergency room where the doctor informs the parents that their son/daughter has just died. We want the youth to understand how the choices they make affect all of those who love and care about them.

*Station Eight: The Funeral* (McFarlane Mortuary, Sierra Community Church)

A mock funeral is conducted by a minister and mortuary personnel. The grieving parents are asked to share the memories they had of their deceased child. Students are then given the opportunity to observe their friend one last time. As they pass by and look inside the coffin, students expect to see their classmate, but instead they see themselves in a mirror. The sobering reminder is to not let this happen to you or those you love.

Station Nine: “Cheyanne’s Story” (Cheyanne)

This is a powerful, moving story told by one of the young ladies who grew up in our community and is now giving back. Cheyanne is a young woman who in her high school years nearly died from a drug overdose. The story she shares of “that moment”, the effect on her, her friends, and most of all her family, is honest and forthright.

Station Ten: Debriefing (Law Enforcement & TYFS)

Students are given the opportunity to share and discuss their experiences with a law enforcement officer and mental health professional.

Static Displays

The static display area is another component to the program. Agencies being represented include the El Dorado County Sheriff’s Department, South Lake Tahoe Fire Department, and South Lake Tahoe Police Department, California Conservation Corp, and CalStar.

**The need for funding:**

Securing annual funding is a reality. This program began and remains an event which is community supported. This “grass roots” effort is the reason it continues in lieu of agency budget cuts. Businesses that provide in-kind donations enable our program to be unlike others: Lake Tahoe Resort @ Heavenly provided lodging for out of town California National Guard in the amount of \$1250.00, Harrah’s Lake Tahoe in the amount of \$9800.00 provided the major food costs for students and volunteers the day of the event, and Lake Tahoe Community College in the amount of \$12,000.00 of facility space and personnel. Individuals throughout the community and agency personnel all participate the day of the event as individual volunteers and with agency support. Last year **1,760 hours** of agency and volunteer hours were recorded on the event day alone.

**The Need for this program and the commitment to the youth in our community.**

Every other year, all schools are required to participate in a student self-reporting survey entitled “California Healthy Kids Survey”. This survey asks students a multitude of questions about their health and drug use / abuse views. The survey is very comprehensive and continues to provide us with information regarding drug information amongst our youth. We as a community need to be concerned with what the students are telling us. Current research and self-reporting surveys show that drug experimentation occurs at age 9. You can access past survey information at this location: <http://chks.wested.org/reports/search>. In addition, the Drug Store Project conducts a pre and post survey on all students participating in the event. Last year’s information can be located at [www.makeschoolssafe.com](http://www.makeschoolssafe.com).

**Program Budget**

Our day-long event will focus on choices an individual can make when it comes to drug use and abuse. Our day will also focus on the positive aspects of remaining drug free and achieving goals. This event will be held at LTCC on April 4, 2017. Students will be rotated through all of the vignettes of the program and they will also be provided lunch in the site’s cafeteria area.

Our projected budget is based on actual expenditures from previous years. Expenses cover the costs for 325 youth and 220 volunteers which make the program possible. As our program has evolved over the years, so too has our need to account for all expenses of the program.

<b>Drug Store Project Budget 2016</b>	Expected outlay of expenses	In-kind Donations	In-kind Supporter
Food: snack, water, lunch for 520	\$1,500.00	\$9,774.00	Harrah's Lake Tahoe Caesar's Foundation
*520 grocery totes to use as Community Bags which carry drug prevention information for parents.	\$900.00		
Lodging	0	\$1,246.00	Lake Tahoe Resort @ Heavenly
Facility @ LTCC	0	\$12,040.00	LTCC
Rental Equipment: Pipe & Drape	\$900.00		
Staff-Program Coordinator	\$10,000.00		
TYFS Staff time	\$2,300.00		
Office Supplies/copying	\$300.00		
Postal Mailing	\$100.00		
ConstantContact Subscription -email communication for project	\$300.00		
SurveyMonkey Subscription for survey use	\$275.00		
TYFS added Insurance fee	\$100.00		
Teacher Substitutes (Actors)	\$300.00		
Drug Prevention Classroom Supplies	\$1,000.00		
Sponsor Appreciation Photos	\$200.00		
Postage	\$100.00		
Volunteers and agency personnel participation		<b>Priceless!!!!</b>	
	\$18,475.00	\$23,060.00	\$41,535.00

Not counting the in-kind donations provided by our businesses, the actual capital outlay for the program is \$18,475.00. The cost per pupil is \$57.00, a small amount of money to spend on a very priceless element; our youth. This community-owned program is in the process of securing funds from service clubs, grant opportunities, private donations, and agencies that serve the south shore area.

Let's continue to work together!



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