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WASH AWAY

**TO KEEP KIDS
OFF DRUGS.**

D.A.R.E.

**TO KEEP KIDS
OFF DRUGS.**

D.A.R.E.

To reach America.

Sparked by the impressive success of D.A.R.E. in Los Angeles, law enforcement agencies across the country and around the world have joined the crusade. By the end of the third year of the program, this partnership between law enforcement and education had already been adopted by 484 communities in 34 states, as well as in New Zealand, Australia and U.S. Department of Defense Schools throughout the world.

In 1987 that effort was formalized, with the establishment of D.A.R.E. AMERICA, a non-profit organization. D.A.R.E. AMERICA is a resource to communities, helping them establish and improve local D.A.R.E. programs. D.A.R.E. AMERICA supports officer training, coordinates fundraising and sponsorship opportunities and regularly monitors instruction standards and program results.

It also helps provide participating law enforcement agencies with educational materials, program outlines, student workbooks, drug awareness information for parents, information pamphlets for citizens and community groups... everything needed to put D.A.R.E. to work.

But its growth depends on you.

As a leader in your community, you can make things happen—right now. Meet with your local law enforcement agencies, your school board, chamber of commerce, business and professional associations. Help establish D.A.R.E. in your city, your home town.

D.A.R.E. AMERICA is a non-profit program dependent on private and corporate donations for its success. But it's a Blue Chip investment. Contributions to D.A.R.E. head straight for the classroom, reaching our young people before they're captured by drugs and alcohol. Reaping benefits for generations to come.

D.A.R.E.

Because you care.

The nation's leading law enforcement officers agree on one thing. They aren't about to beat the drug problem from the supply side. Not in our lifetime... and maybe not even in our children's.

Only by attacking the drug problem from the demand side can we hope to halt the flow of drugs. And that's where our children are.

Let's be there with them. Let's D.A.R.E. to win.

To join the crusade, call:

D.A.R.E. AMERICA
1-800-223-DARE

or write us at:

D.A.R.E. AMERICA
P.O. Box 2090
Los Angeles, CA 90051-0090



DARE-C-127
3/88



Teaching kids to never take drugs.

D.A.R.E. TO KEEP KIDS OFF DRUGS.

D.A.R.E.

Because we care.

They're our kids. Our future. Our legacy. And we all want the same thing for them—the best.

We want their futures to be bright, and secure, and healthy, and safe. And we want them to succeed. To join us in the worlds of business and commerce, law and medicine, manufacturing and selling, teaching and serving.

That's why we care. About their ability to cope with the challenges of life in contemporary America. About their capacity to resist the negative influences around them, to focus instead on their strengths and their potential.

And that's why we D.A.R.E.

D.A.R.E.

To believe in themselves.

D.A.R.E. A simple acronym with a big message. Drug Abuse Resistance Education. It's a crusade that works.

D.A.R.E. teaches our children—from kindergarten through high school—that popularity can be found in positive behavior, that belonging need not require them to abandon their values, that self-confidence and self-worth come from asserting themselves and resisting destructive temptations. D.A.R.E. teaches them not just that they *should* refuse drugs and alcohol, but *how* to do so.

D.A.R.E. gives our children the tools they need to build a better, fuller, more satisfying life.

The program was created in 1983 as a joint venture of the Los Angeles Police Department and the Los Angeles Unified School District. D.A.R.E. sends a highly-trained police officer into fifth and sixth grade classrooms every week for 17 weeks to teach students *how* to refuse drugs and alcohol. Separate components have been developed to introduce kindergarten through fourth grade students to the D.A.R.E. program and to follow-up in junior high and high school classrooms, spreading the D.A.R.E. message throughout the schools.

Assigned a "beat" in which they visit each of five schools one day a week, D.A.R.E. officers reach thousands of students every year.

The program follows a carefully structured curriculum, focusing on topics such as personal safety, drug use and misuse, consequences of behavior, resisting peer pressure, building self-esteem, assertiveness training, managing stress without drugs, media images of drug use, role models, and support systems.

By getting the message from a street-wise police officer—one who's been *out* there, one who *knows* how drugs and alcohol can destroy lives—kids take that message seriously.

And, by getting to kids when they're most vulnerable to social pressure—when they're 9, 10, and 11 years old or sooner—D.A.R.E. helps them build the willpower and the belief in themselves that they'll need to stay on track as they forge their futures.

D.A.R.E.

Because it works.

D.A.R.E. has been doing its job for half a decade. And it's succeeding.

It's not a one-hour, once-a-year visit by a stranger. It's four-and-a-half months of straight talk and conversation, with someone who becomes a friend, a confidant, an ally. It leaves a lasting impression on kids and their families. And more.

In two studies,* one by the Evaluation and Training Institute and another funded by the National Institute of Justice, a sample of students who had completed the D.A.R.E. curriculum shows:

- significantly less substance abuse, including cigarettes and alcohol;
- a sharp decrease in school vandalism and truancy;
- improved student work habits;
- reduced tension between ethnic groups;
- reduced gang activity;
- a more positive attitude toward police; and
- better student rapport with teachers and school officials.

And now D.A.R.E. is working nationwide, even worldwide. For all our kids.

*Source: "A Short Term Evaluation of Project D.A.R.E." by Bill Dejung. Published in *Journal of Drug Education*, 1987.

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Dare to Keep Kids Off Drugs

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**REAGANS NAMED HONORARY D.A.R.E. GRADUATES
FOLLOWING SIGNING OF OMNIBUS ANTI-SUBSTANCE ABUSE ACT**

Washington, D.C. -- President and Mrs. Reagan were named honorary graduates of the nationally-acclaimed D.A.R.E. (Drug Abuse Resistance Education) curriculum in White House ceremonies today.

D.A.R.E.'s founder, Los Angeles Chief of Police Daryl Gates, and three twelve-year-old D.A.R.E. students wearing black and red "D.A.R.E. To Keep Kids Off Drugs" T-shirts, presented the honorary certificates to the First Lady in recognition of the Reagan's contributions to helping children resist pressure to experiment with drugs. The students, their D.A.R.E. teacher and an Arlington, Va., police officer, also presented a proclamation signed by D.A.R.E. graduates in 30 states pledging to live drug-free lives.

The presentation immediately followed the President's signing of the Omnibus Anti-Substance Abuse Act, a comprehensive bill devoting \$2.6 billion in federal funds over two years to drug education, treatment and law enforcement -- including \$350

million for drug education in fiscal year 1989 and \$275 million for anti-drug grants to state and local law enforcement agencies.

D.A.R.E. teams local police departments and school districts across the nation in striking at the demand side of the drug problem. In 44 states and three foreign countries, specially trained veteran police officers lead a 17-week D.A.R.E. course for fifth and sixth grade children, teaching and role playing techniques for resisting pressure to experiment with drugs.

"The Reagans have been the only First Family in memory to bring a crime-related issue to the forefront of national attention," commented Chief Daryl Gates, who founded D.A.R.E. in 1983 as a cooperative effort of the Los Angeles Police Department and the Los Angeles Unified School District. "Their efforts have contributed immensely to creating a national concern for this country's drug problem and a recognition that the only real solution, the long-term solution, is to eliminate the demand for drugs -- and that means teaching kids how to stay off drugs before they ever get started.

"Both the President and the First Lady have been very supportive of D.A.R.E.," Gates said. "Mrs. Reagan has attended a D.A.R.E. class session in our schools in Los Angeles, and the President issued a proclamation recognizing September 15, 1988 as National D.A.R.E. Day. We're proud to name them honorary D.A.R.E. graduates."

An identical copy of the proclamation signed by D.A.R.E. students across the nation and addressed to the Reagans was

entered into a D.A.R.E. time capsule in National D.A.R.E. Day festivities in Los Angeles.

Along with Chief Gates, those making the presentation included Arlington, Va., students, Brian Kelley, Alexandra Fielding and Andrew McCallister; their D.A.R.E. instructor, Officer Ken Rosenberg; their teacher at Jamestown Elementary, Joyce Murray; and Darlene Pfeiffer, representing D.A.R.E.'s first national corporate sponsor, Kentucky Fried Chicken.

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NEWS

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D.A.R.E. WILL TEACH 1.5 MILLION CHILDREN DRUG RESISTANCE SKILLS IN 1988

This year, 1.5 million school children in 25,000 classrooms across the country will learn the skills they need to resist pressure to take drugs or join gangs, thanks to the highly acclaimed D.A.R.E. (Drug Abuse Resistance Education) program.

D.A.R.E. is a police officer-led, semester-long series of classroom lessons that teach fifth and sixth grade children how to resist pressure to experiment with drugs and alcohol. From its beginnings in 1983 as a joint effort of the Los Angeles Police Department (LAPD) and the Los Angeles Unified School District (LAUSD), the D.A.R.E. program has proven so successful that it has expanded into more than 750 communities in 43 states, Australia, New Zealand, American Samoa and in Department of Defense overseas schools.

- more -

D.A.R.E. TEACHES DRUG RESISTANCE SKILLS
2-2-2-2

D.A.R.E. AMERICA launched to meet demand

The overwhelming national and international demand for the D.A.R.E. program led to the creation of a national non-profit organization, "D.A.R.E. AMERICA," in September 1987. Headquartered in Los Angeles, D.A.R.E. AMERICA serves as a resource to communities, helping them establish and improve local D.A.R.E. programs.

D.A.R.E. AMERICA supports officer training, coordinates fund-raising and sponsorship opportunities and regularly monitors instruction standards and programs results. Nathan Shapell, head of California's "Little Hoover" Commission, presides over D.A.R.E. AMERICA's Board of Directors, supported by philanthropist Armand Hammer, Virginia Governor Gerald L. Baliles and Diane Disney Miller.

D.A.R.E training is unique

D.A.R.E. goes far beyond traditional drug abuse programs. Typically, these programs emphasize drug identification and the harmful effects of drugs and alcohol. They warn children not to use these substances, but don't teach them how to resist the pressures to try them. D.A.R.E. gives children skills to recognize and resist the subtle and overt pressures that cause them to experiment with drugs and alcohol.

D.A.R.E. TEACHES DRUG RESISTANCE SKILLS
3-3-3-3

"The D.A.R.E. program has become a model that can be exported to other cities," says Daryl F. Gates, Los Angeles Chief of Police. "Rather than just offering slogans or organizing rallies, D.A.R.E. teaches children how to deal with peer pressure. It's the only program I know of that gives children something substantial to use when they're confronted with drugs."

The D.A.R.E. program includes 80 hours of police officer and teacher training, a semester-long curriculum and accompanying classroom materials targeting fifth and sixth grade students, along with pre- and post-program testing. Separate components have also been developed for kindergarten and junior high school students and their parents.

Veteran Cops Assigned Classroom "Beats"

The curriculum for the D.A.R.E. program, developed by LAUSD, was designed to be taught by officers because fifth and sixth grade students are frequently much more sophisticated about substance abuse than are classroom teachers. Veteran police officers can answer student questions based on their training and experience. Prior to entering the D.A.R.E. program, each officer undergoes 80 hours of special training in areas such as child development, classroom management, teaching techniques and communication skills.

-more-

D.A.R.E. TEACHES DRUG RESISTANCE SKILLS
4-4-4-4

"The police officers assigned to D.A.R.E. have come straight from the streets," says Gates. "Their years of direct experience with the ruined lives and street crimes caused by substance abuse gives them a credibility unmatched by teachers, movie or television celebrities or professional athletes."

Program Builds Self-Esteem

"Many experts in education and medicine believe substance abuse prevention must begin early," says Los Angeles Schools Superintendent Dr. Leonard Britton. "D.A.R.E. targets our students when they are most vulnerable to tremendous peer pressure to try drugs or alcohol. The 17 lessons help children build their self-esteem, manage stress, foresee behavioral consequences, resist pro-drug media messages, and identify alternatives to drug use. It doesn't just tell them to say 'no;' it teaches them how to say 'no.'"

-more-

D.A.R.E. TEACHES DRUG RESISTANCE SKILLS
5-5-5-5

National Fund-raising Effort Started

"Project D.A.R.E." was initially funded by the LAPD, LAUSD, private gifts and corporate donations from Arco, the Coca-Cola Bottling Company and others, creating a three-way partnership among law enforcement, education and the corporate community. The program received a State grant from the Office of Criminal Justice Planning in 1984. The LAPD supplied the personnel, and the Crime Prevention Advisory Council provided logistical support. Private and corporate donations have been vital to the program's expansion.

"This program's continued growth depends on the financial support of individuals, government and businesses across the country," says Shapell, who spearheads national fund-raising efforts.

Success of Program Documented

D.A.R.E.'s success is measured by ongoing evaluation conducted by the Evaluation and Training Institute (ETA), a Los Angeles-based independent research firm. A.H. Training and Development Systems, of Springfield, Illinois, conducts ongoing evaluation for D.A.R.E. in Illinois.

D.A.R.E. TEACHES DRUG RESISTANCE SKILLS
6-6-6-6

Initial findings from ETI's long-term study begun in 1985 show that the program has far exceeded its goal of helping students combat peer pressure to use drugs and alcohol. It also has contributed to improved study habits and grades, decreased vandalism and gang activity and has generated greater respect for police officers.

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Backgrounder

D.A.R.E. -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE

"I have learned to say no to drugs and never take drugs. It messes your life up, and the people who take drugs are stupid. I was offered drugs and I said no. He put it in my face and I took it and stepped on it. He said it was good. I thought about Officer Sumpter and how he said to say no." -- Shawn, Fifth Grade

D.A.R.E. (Drug Abuse Resistance Education) has been teaching children like Shawn how to say "no" since its inception in September 1983. A joint project of the Los Angeles Police Department (LAPD) and the Los Angeles Unified School District (LAUSD), D.A.R.E. is a unique program designed to prepare elementary and junior high school children to resist peer pressure to experiment with drugs and alcohol. Resistance skills are taught through lessons focused on four major areas:

- Providing accurate information about alcohol and drugs;
- Teaching students decision-making skills;
- Showing them how to resist peer pressure;
- Giving them ideas for alternatives to drug use.

- more -

D.A.R.E. -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE
2-2-2-2

D.A.R.E. began five years ago when Police Chief Daryl F. Gates approached Dr. Harry Handler, then Superintendent of Schools, to enlist support for a cooperative effort to combat drug and alcohol use among elementary school children in Los Angeles. Traditional law enforcement efforts to control the distribution and sale of illicit drugs on school campuses, primarily through periodic "drug busts," had not made sufficient impact.

Chief Gates suggested that a new approach, focused on prevention and designed to build trust between the schools and law enforcement, was needed. Dr. Handler agreed, and a task-force composed of police and school personnel was appointed to develop the D.A.R.E. training program.

D.A.R.E. Begins With A Pilot Program

In September 1983, D.A.R.E.'s pilot program began with 10 Los Angeles police officers assigned as substance abuse instructors in Los Angeles City Schools. These officers were veterans, each with several years of street experience, giving them a credibility unmatched by classroom teachers.

D.A.R.E. -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE
3-3-3-3

Prior to entering the classroom, each officer participated in the D.A.R.E. 80-hour training course which includes curriculum developed by LAUSD health specialists. The officers were instructed in teaching techniques, elementary school operations, the preparation of visual aids, officer-school relationships, development of self-esteem, peer pressure resistance techniques, communications skills, child development and classroom evaluations.

Classroom "Beats" For D.A.R.E. Police Officers

Each officer was assigned a classroom "beat" in five elementary schools and reported to a different campus each school day. By maintaining a five-to-one ratio of schools per instructor, the 10 officers presented weekly programs at 50 schools during the first year. Since its initial officer assignments, D.A.R.E. has reached all 344 elementary schools and 58 junior high schools in the city of Los Angeles. The program reaches 100,000 Los Angeles students annually through classroom visits.

- more -

D.A.R.E. -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE
4-4-4-4

D.A.R.E. focuses on fifth and sixth graders, adolescents particularly vulnerable to peer pressure. Most students are first approached about drug or alcohol use at 9 to 11 years of age, though many are approached sooner. A program has also been introduced in Los Angeles junior high schools and includes school counselors who provide early intervention counseling to those students with potential drug or alcohol problems.

Introductory sessions are given in kindergarten and the early grades, setting the stage for later D.A.R.E. instruction. Also, a one-day D.A.R.E. program is available to any public or private school within the city. In almost all D.A.R.E. schools, workshops are held for parents and teachers to make them aware of the signs of substance abuse, to show them how to intervene and where to turn for help.

- more -

D.A.R.E. -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE
5-5-5-5

Independent Evaluation Proves D.A.R.E. A Success

According to the Los Angeles-based Evaluation and Training Institute (ETI), an independent research organization, Los Angeles students have not only learned to resist drugs but to combat peer pressure in other areas. Teachers and principals have noted a decrease in school vandalism and truancy, improved work habits and grades, an easing of tension between ethnic groups, reduction in gang activity, a more positive attitude toward police, and an improved outlook toward school. ETI reports that students enrolled in D.A.R.E. performed 50 percent better than non-program students in a post-test designed to measure student attitudes and knowledge concerning substance abuse.

The success of this four-year-old program, prompting its national expansion, is due to its innovative approach. In contrast with other drug abuse programs that dwell on drug identification and the harmful effects of drugs and alcohol, the emphasis of D.A.R.E. is on helping children identify and resist the subtle pressures that cause them to experiment with dangerous substances.

- more -

D.A.R.E -- TEACHING CHILDREN
HOW TO RESIST PEER PRESSURE
6-6-6-6

D.A.R.E. meets a school district's curriculum requirements, reaches children at the ages when they are most vulnerable to drugs and alcohol, implements pre- and post-testing that demonstrate the program's effectiveness, and incorporates the partnership of local police departments and school districts.

D.A.R.E. has expanded into more than 750 communities in 43 states, plus Australia, New Zealand, American Samoa and the Department of Defense overseas schools. The long waiting list for D.A.R.E. training is evidence of the program's success in teaching students how to resist drugs and alcohol.

- # -



NEWS

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D.A.R.E. PROGRAM LESSONS

The following outlines the D.A.R.E. curriculum. One lesson is presented each week throughout a grade school semester.

1. PERSONAL SAFETY PRACTICE -- Acquaints students with role of police and practices for student safety.
2. DRUG USE AND MISUSE -- Helps students understand harmful effects of drugs.
3. CONSEQUENCES -- Helps students understand the negative consequences of drug use and the positive consequences of saying no to drugs.
4. RESISTING PRESSURES TO USE DRUGS -- Makes students aware of kinds of peer pressure they may face and helps them learn to say no to offers to use drugs.
5. RESISTANCE TECHNIQUES -- WAYS TO SAY NO -- Teaches students ways to say no in resisting various types of pressure.
6. BUILDING SELF-ESTEEM -- Helps students understand that self-image results from positive and negative feelings and experiences.
7. ASSERTIVENESS: A RESPONSE STYLE -- Teaches that assertiveness is a response style that enables a person to state his or her own rights without loss of self-esteem.
8. MANAGING STRESS WITHOUT TAKING DRUGS -- Helps students recognize stress and suggests ways to deal with it other than by taking drugs.

-more-

D.A.R.E. PROGRAM LESSONS
2-2-2-2

9. MEDIA INFLUENCES ON DRUG USE -- Helps students develop the understanding and skills needed to analyze and resist media presentations about alcohol and drugs.
10. DECISION MAKING AND RISK TAKING -- Helps students apply the decision-making process in evaluating the results of various kinds of risk-taking behavior, including that of drugs.
11. ALTERNATIVES TO DRUG USE -- Helps students find out about activities that are interesting and rewarding and are better than taking drugs.
12. ROLE MODELING -- Older student leaders and other positive role models that do not use drugs talk to younger students to clarify the misconception that drug users are in the majority.
13. FORMING A SUPPORT SYSTEM -- Students develop positive relationships with many different people in order to form a support system.
14. RESISTING GANG PRESSURE -- Helps students identify situations in which they may be pressured by gangs and evaluate the consequences of the choices available to them.
15. DARE SUMMARY -- Helps students summarize and assess what they learned from the program.
16. TAKING A STAND -- Students complete own commitment and present to class. Helps them respond effectively when pressured to use drugs.
17. CULMINATION -- Student graduation from the D.A.R.E. AMERICA program.

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FACT SHEET: D.A.R.E. (DRUG ABUSE RESISTANCE EDUCATION)

Founded: September 1983

Headquarters: Los Angeles, California

President, National Board of Directors: Nathan Shapell, President Shapell Industries; Director, California's "Little Hoover" Commission

Development: D.A.R.E. originated as a cooperative effort of the Los Angeles Police Department (LAPD) and the Los Angeles Unified School District (LAUSD).

Curriculum: Developed by LAUSD health education specialists. Specially trained veteran police officers teach a course in drug resistance techniques. Lessons focus on (1) providing accurate information about alcohol and drugs; (2) teaching students decision-making skills; (3) showing them how to resist peer pressure; (4) giving them ideas for alternatives to drug use.

Grade Levels Involved: Kindergarten through junior high school

States, Countries Implementing D.A.R.E.: 43 states in the U.S., the Department of Defense Dependent Schools, Australia, New Zealand, American Samoa

D.A.R.E. Programs in place: 790 (as of September 1988)

FACT SHEET: D.A.R.E. (DRUG ABUSE RESISTANCE EDUCATION)
2-2-2-2

Projected Number
of Classrooms Involved
in 1988:

25,000

Projected Number of Students
to be Reached in 1988:

1.5 million

Number of Lesson Plans:

In fifth and sixth grade classes, D.A.R.E. officers teach 17 lessons during a 17-week period. Four-week introductory courses are taught in the lower grades.

Materials:

Educational materials, program outlines for schools, student workbooks, drug awareness information for parents, information pamphlets for citizens and community groups

Funding:

LAPD, LAUSD funds; grant from Criminal Justice Planning in 1984; activities coordinated and managed by D.A.R.E. AMERICA; private and corporate donations, including Kentucky Fried Chicken as the first national corporate sponsor.

Successes and Results:

Independent evaluations show students have learned to resist drugs and combat peer pressure in other areas. School vandalism, truancy and gang activity have decreased. Relations between ethnic groups have improved. Students have developed a more positive outlook toward police and school.

Expansion:

D.A.R.E. is available to communities across the country.

- # -

Student's Name: _____

DARE Officer: _____

