



NATIONAL DRUG AWARENESS PROGRAM

TAKING PRIDE IN COMMUNITY

Since 1982, the Elks have developed an effective, community-based drug-prevention program by partnering with federal agencies including the Drug Enforcement Agency, Office of National Drug Control Policy, and the Substance Abuse and Mental Health Services Administration. These partnerships ensure the Elks Drug Awareness Program addresses the leading drug abuse issues facing communities today.

IN YOUTH

Elks believe that the youth of today are the leaders of tomorrow. With that in mind, the Elks Drug Awareness Program reaches out to youth of all ages and backgrounds. Through the nearly 2,000 Lodges in communities across the country, Elks work to combat youth substance abuse. Elroy the Elk, the program's mascot, reminds young kids that hugs are better than drugs, while older kids see the effects of alcohol consumption by wearing fatal vision goggles.

TAKING ACTION

TO EDUCATE

Through the Elks Drug Awareness Program, kids learn about healthy choices by participating in fun, engaging opportunities. The Elks Drug Awareness Program has produced a series of comic books focusing on peer pressure and bullying to helping kids make appropriate decisions. In addition, through the Drug Quiz show, kids learn important facts while competing in a game-show style contest. Other educational materials that the program offers include prevention tools for parents and teachers, videos, coloring books, posters, brochures, fact cards, and public service announcements.

TO INSPIRE

The Drug Awareness Program encourages kids from a young age to think about what it means to be drug free. By visiting www.elkskidszone.org, kids learn fun ways to live healthy lives. Through the program's annual video, poster and essay contests, kids can express their feelings on rejecting peer pressure. At events, including Red Ribbon Week ceremonies, Elks and their friends serve as role models who show kids that living drug free is the way to be.

TAKING PRIDE AND TAKING ACTION

Many of the promotional materials mentioned in this brochure are available at no cost by contacting your state's Drug Awareness Chair. To view contact information for the state chairs, visit www.elks.org/dap/contact.cfm. For more information on the Elks Drug Awareness Program, visit www.elks.org/dap, call 773/755-4700 or email DAP@elks.org. Visit www.elks.org/lodges to find an Elks Lodge near you.



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