

Medical students are capable of becoming well versed in the facts about AIDS. They already have much initial preparation from their medical school training. Also, as evidenced by successful youth education programs on other health issues, such as smoking, nutrition, and substance abuse, teenagers respond well to talks by medical students. Finally, the medical students who participate in STATS will undoubtedly benefit by learning to communicate with their future patients on issues of health promotion and disease prevention.

An estimated budget for a local chapter to initiate STATS follows:

STATS manual (20 copies).....	\$140
Slide show	\$21
Video purchase	\$350
Correspondence.....	\$40

Telephone.....	\$40
Total	\$591

References.....

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3. Quackenbush, M., and Sargent, P.: Teaching AIDS: a resource guide on acquired immune deficiency syndrome. Network Publishers, Santa Cruz, CA, 1986.
4. DiClemente, R., Zorn, J., and Temoshok, L.: Adolescents and AIDS: a survey of knowledge, attitudes, and beliefs about AIDS in San Francisco. Am J Public Health 76: 1443-1445, December 1986.
5. Zelnik, M., and Kim, Y.: Sex education and its association with teen sexual activity, pregnancy, and contraceptive use. Fam Plann Perspect 14: 117-126, May-June 1982.

**Project Outreach:
Organizations Unified
To Reach Youth**

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This proposal won second prize in the contest for the 1988 Secretary's Award for Innovation in Health Promotion and Disease Prevention. The contest is sponsored by the Department of Health and Human Services and is administered by the Health Resources and Services Administration in cooperation with the Federation of Association of Schools of the Health Professions.

When Mr. Dunnington and Mr. Hayes competed for the award, they were senior pharmacy students at the University of Missouri-Kansas City School of Pharmacy. During the summer of 1988, they were interns at the U.S. Pharmacopeial Convention, Inc., Rockville, MD. Tearsheet requests to Gail Metcalf Schartel, University of Missouri-Kansas City School of Pharmacy, 5005 Rockhill Rd., Kansas City, MO 64110.

Synopsis.....

Youths of today are forced to deal with the external pressures of alcohol and drug abuse on all levels—from the older youngsters across the street pressuring them to be "cool," to the "cute dog" enticing them with the glamour of being the original "party animal." Through today's mass communications, young people are exposed to negative, self-destructive attitudes. It is important,

therefore, to expose them to a more positive influence and try to reach them through parental guidance, personal contact, and peer pressure.

To achieve this, the University of Missouri's Kansas City Chapter of the American Pharmaceutical Association's Academy of Students of Pharmacy, in conjunction with the Metropolitan Kansas City Area Task Force on Alcohol and Other Drug Abuse, proposed the development of an annual drug abuse prevention program that specifically targets fifth graders in the greater Kansas City metropolitan area. A primary goal of Project Outreach (Organizations Unified to Reach Youth) is to unite drug abuse prevention programs in the greater Kansas City metropolitan area in their outreach efforts to give positive support to Kansas City's youth against alcohol and other drugs.

Phase I of Project Outreach consisted of a series of programs for the parents in the community. Phase II entailed college students who spoke to fifth graders in their classrooms. These students also participated in poster and poem contests centered around drug abuse prevention. In Phase III, which featured an outstanding, motivated speaker, the sample group of 600 fifth graders in the area participated in a major event to give positive peer pressure to say no to drugs. Pertinent entertainment also was provided, and the governor of Missouri, John Ashcroft, attended the rally. In

the future, each fifth grader will receive a free T-shirt as a tangible reminder of the main event. In Phase IV, to reinforce concepts presented in previous programming, the college students returned to the fifth grade classrooms to speak.

Project Outreach programs are incorporated into existing drug abuse prevention programs and provide the foundation for the development of new drug abuse prevention programs in the greater Kansas City metropolitan area.

AS FIRST LADY NANCY REAGAN pointed out in her June 1986 speech before the World Affairs Council, there is a drug and alcohol epidemic in this country, and no one is safe from its consequences. The most recent statistics indicated that 15.2 percent of high school students have experimented with cocaine, and of the 21.6 percent of high school seniors who use stimulants, 1 percent use them daily. Ninety-two percent report having tried alcohol, and about 5 percent admit to being daily users. During any 2-week period, 37.5 percent of high school seniors report at least one occasion of heavy drinking. The use of heroin has remained steady; 1.2 percent report using the drug. Nine percent report experience with opiates other than heroin. However, these data, which were derived from surveying high school students, may be low because 15–20 percent of today's young people leave school before their senior year (1).

Drug use usually starts with smoking cigarettes, which serves as the first break from parental guidance. Experimenting with alcohol is apt to come next. After that, it seems as if there is no limit as young people begin to abuse the "street drugs"—cocaine, LSD, heroin, and various prescription drugs (2). According to the National Institute on Drug Abuse, the daily use of marijuana by the class of 1985 was 23 times as high among pack-a-day cigarette smokers as nonsmokers (1). Daily use of some illicit drug other than marijuana is 13 times as high. Overall, in 1987, more than half of high school seniors had tried an illicit drug (2).

Because of cocaine's highly addictive properties, it poses the greatest problem. Of young Americans reaching their late twenties, as many as 40 percent have tried this highly addictive drug. One million suffer from chronic addiction to cocaine. The members of the so-called baby boom generation—the "yuppies"—compose the largest group of cocaine users (1).

What Can Be Done?

The overall goal of Project Outreach is to demonstrate to the youth of Kansas City that they

do not need drugs to fit in with a crowd. The specific objectives are

- to create an ongoing, unified, comprehensive, metropolitan-wide effort toward a drug free youth,
- to raise the level of public awareness of the alcohol and drug abuse problem in Kansas City,
- to reemphasize to school districts the importance of a curriculum-based, comprehensive alcohol and drug abuse program,
- to promote and foster greater self-esteem in youth through an open and relaxed atmosphere,
- to provide high school students an opportunity for leadership and a sense of responsibility toward younger students in the fight against the use of alcohol and other drugs,
- to develop and strengthen proper decision-making skills concerning alcohol and other drug use,
- to educate parents about the importance of their role in preventing alcohol and other drug abuse,
- to develop a program that may serve as a model for other areas of the country in the fight against the use of alcohol and other drugs.

The kickoff for the project is a broadcast of the television program "America Hurts" on a local station. "America Hurts" is an excellent description of the horrors of drug abuse and its effect on society. Following the program, a panel of experts takes questions from viewers. Fifth graders are encouraged to watch the program with their parents, and Kansas City area schools are encouraged to hold classroom discussions about the film.

In the proposed schedule of events, Phase I of Project Outreach begins the week following the broadcast of "America Hurts" (see box, p. 81 for complete timetable). That phase includes programs for parents throughout Kansas City, with the primary goal of educating them about drug use and encouraging grassroots participation in the fight against drug abuse. The programs are presented by experts in the field of drug abuse prevention in school districts in the Kansas City metropolitan area during the 2-week period following the broadcast of "America Hurts." The presentations aim

1. to inform parents about how they may determine if their child is using drugs,
2. to educate parents on what to do if they discover that their child is using drugs,
3. to increase parents' awareness of the drug abuse epidemic,
4. to educate the parents about their important role in preventing drug abuse.

That parents play an important role in any successful drug abuse prevention program is well known. For that reason, parents need to be better educated about their impact in the prevention of drug abuse. Informing parents about the magnitude of the Kansas City drug abuse problem and what they can do to deal with the problem is imperative to the success of Project Outreach.

To initiate independent thought about drug abuse prevention among fifth graders, a contest is launched in school classrooms. The students compete by creating a poster or writing a poem. The winners receive recognition and prizes for their efforts.

During Phase II, college and high school volunteers enter fifth grade classrooms to give a brief preview of the main event described subsequently as Phase III. These volunteers present a program that introduces on a smaller, more personal level, the message to be reinforced at the main event. These visits also help to create enthusiasm among the fifth graders. The college volunteers should be students in the health sciences—pharmacy, medicine, nursing, and dentistry.

The main event, Phase III, is planned as the focal point of Project Outreach. It involves all fifth grade students in the greater Kansas City metropolitan area and takes place in a setting that fifth graders regard as nonthreatening. The Royals Stadium, home of the Royals baseball team, provides an environment that generates, it is hoped, enthusiasm for the project among the students. Further, entertainment provided by selected musical talent enhances the excitement. Phase III takes place on a school day to create a field-day-like atmosphere so that the youngsters associate the project with a favorite activity.

On the day of the main event, the college and high school student volunteers accompany the fifth graders on buses to the stadium. The fifth graders receive a free T-shirt that displays a message such as, "I say NO!" that serves as a reminder of the project's message long after the main event has been staged.

Central to the main event is the message deliv-

Timetable for Project Outreach

1. Training for student speakers (6-8 weeks before main event)
2. Pre-event survey (6-8 weeks before main event)
3. Broadcast of "America Hurts"
- Phase I: education programming for parents (6 weeks before main event)
4. Phase II: pre-event classroom programming (2-4 weeks before main event)
5. Phase III: main event
6. Phase IV: post-event classroom programming (2-3 weeks following the main event)
7. Post-event evaluation and survey (3-4 weeks following the main event)

ered by a motivational speaker steering the students to the conclusion that they do not want to take drugs. The event climaxes with the students' firm and loud acclamation, "Just say no to drugs!" After reverberating throughout Royals Stadium, the acclamation will continue to echo in the minds of those present.

Following the main event, the fifth graders return to school and home on their regular schedule. That evening, they have the option of returning with their parents for the Royals' game. (The parents will have been given the opportunity, before Phase I, to receive complimentary tickets to the game.)

Before the game, volunteers among the fifth graders participate in a "Just Say No" march. National and local figures and project leaders deliver brief speeches, and the winner of the poster or poem contest throws the honorary first pitch of the game. The Royals' game will conclude the eventful day.

Phase IV takes place during the 2- to 3-week period following the main event. High school and college student volunteers return to the fifth grade classrooms for followup discussions of the main event's theme to reinforce the concepts, values, and decision-making skills developed at the main event. Such a message delivered to fifth graders—not just once, but annually—has a long-term effect.

In September 1988, approximately 600 fifth graders in the Kansas City area participated in a prototype of Project Outreach. Many community leaders helped to launch this annual program. Missouri's Governor, John Ashcroft, participated, along with other leaders, in the main event which

was held on the University of Missouri-Kansas City campus on September 30. Pharmacy students at the university coordinated the entire project.

When one considers the enormous cost of drug abuse to American society, it is apparent that drastic and immediate steps need to be taken. Project Outreach is such a step.

Project Costs

The estimated cost of conducting Project Outreach each year follows. Many of these expenses, including the cost of the Royals Stadium, are provided as in-kind donations which significantly reduce the real dollar cost of Project Outreach.

Activity	Cost
<i>Main event</i>	
Royals Stadium.....	\$60,000
Speaker plus expenses	4,000
Entertainment	30,000
Transportation, fifth graders	16,000
T-shirts	60,000
Subtotal	170,000
<i>Programs for parents</i>	
Speakers plus expenses	8,500
Materials for parents	17,000
Other materials (For example, films)	2,800
Subtotal	28,300
<i>Programs for classrooms</i>	
Materials for fifth graders	35,000
Videos (rented)	1,500
Followup materials for schools	3,000
Post-event materials for fifth graders	17,000
Subtotal	56,500
<i>Training session for college and high school volunteers</i>	
Materials	3,500
Speaker trainer plus expenses	4,000
Subtotal	7,500
<i>Administrative</i>	
Stationery.....	400
Mailings	1,000
Phone expenses	400
Computer expenses.....	3,500
Subtotal	5,300
Total	\$267,600

References

1. Johnston, L. D., O'Malley, P. M., and Bachman, J. G.: Illicit drug use, smoking, and drinking by America's high school students, college students, and young adults. University of Michigan Press, Ann Arbor, MI, 1988, pp. 2-6.

2. Johnston, L. D., O'Malley, P. M., and Bachman, J. G.: National trends in drug use and related factors among American high school students and young adults, 1975-1986. DHHS Publication No. (ADM) 87-1535. U.S. Government Printing Office, Washington, DC, 1987.