

Instructor Materials

This CPR Productivity Pack is for use with the video:

DRUG WARS

It Can Happen... ...To You!

*From the producers of the popular Drug Wars video series
A true story that can help you save a life!*



FOR INSTRUCTORS:

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Instructor's Guide: How to Use this Video Package

Introduction: Why we made this video

We've been receiving more and more requests for programs on the subject of Club Drugs and some of the other new and dangerous drugs. Last spring, we attended an exciting seminar on Club Drugs offered by Southern Oregon Drug Awareness and the Family Addictions Community Team, of which Crime Prevention Resources is a member. One of the highlights of that program was meeting Josh Sales, just graduated from the teen residential program at Ontrack, Inc. Everyone at the seminar found him to be a compelling young man, shy and reserved when answering questions but forthright in recognizing just how fragile sobriety can be. His story was worth sharing with others.

To help tell this story in a way that would be useful to drug treatment professionals and prevention specialists, we got help from the staff at Ontrack as well as other professionals from the treatment, corrections and law enforcement community, a number of whom appear in the video.

We considered doing a re-enactment of Josh's story, to add more visual effect, but in talking with Josh, his mother Cheryl, his corrections officer and his counselor, we felt that the story really speaks for itself. We believe you will find it as compelling as we do.

The Expertise Behind *Drug Wars: It Can Happen to You*

All of the *Drug Wars* programs are based on extensive research and rely on the guidance of experts in drug rehabilitation, corrections, law enforcement, and education. Here are the experts who appear on camera in *Drug Wars: It Can Happen to You*:

Carol Law, BA, CADCI
Teen Residential Program
Ontrack, Inc.

Judge Rebecca G. Orf
Jackson County Juvenile Court

Eric Martin, BA, CADCI, NCACI
Addiction Counselor
Certification Board of Oregon

Sgt. Toni Winters
Central Point Police Department

Kelly Larson
Corrections Officer
Jackson County Juvenile Justice

Dep. Ken Barry
Douglas County Sheriff's Office

Who should watch this video

As with our previous six *Drug Wars* programs, this show will be useful in both treatment and prevention settings.

* **ADOLESCENT DRUG USERS:** Your clients will be able to identify with Josh's story and feelings. His statements of denial will ring familiar, and many will see for the first time the havoc their behavior has caused others.

***PARENTS:** The program doesn't cast judgments. Parents are not perfect. But while they will have many of their experiences and frustrations validated by this program, it will also get them to reflect on what they must contribute to a successful recovery effort.

***COUNSELORS AND TEACHERS:** Show it to new counselors and other staff as an introduction to your treatment philosophy.

***EDUCATORS:** Teachers and school administrators will find this program very motivational.

***MIDDLE AND HIGH SCHOOL STUDENTS:** As with our other *Drug Wars* videos, *It Can Happen to You* will make an excellent addition to your school's drug prevention program.

***GENERAL PUBLIC:** Videos such as this one are very good at attracting public interest in the need for better prevention and drug rehabilitation programs.

What this video teaches

You can use this program to teach many lessons. Here are just a few of the themes you can emphasize when showing *Drug Wars: It Can Happen to You*.

- *The environment that leads a child to try drugs
- *The denial and rationalizing that make addiction possible
- *Behavioral changes and others signs that there may be a drug problem
- *How the drug addict cons the professionals as well as the family
- *The elements of an effective treatment program
- *What it means to accept accountability—and the benefits of doing so
- *How the corrections and treatment system can help
- *Never give up on your child

How to get the most out of this video

This program works subtly. It is not a TV drama, and yet it tells a dramatic story. Much of what its heroes say, you've heard elsewhere—but hearing them say it will give you and your clients and students immense comfort. Because just when you feel the greatest despair, *Drug Wars: It Can Happen to You* will make you realize that you really can save a life. You *can* make a difference.

1. Watch the program yourself—all the way through. See how the story builds. Notice that it is broken into several segments. You can use these features to stimulate greater interest in your audience.
2. Review the various handouts and instructor guides carefully. With your purchase you receive a variety of support materials that you can use or adapt very easily. We try to give you everything you need (including the right to make photocopies of the handouts) to conduct a successful therapeutic or educational session.
3. Try stopping the video after each segment of the story and discussing for a few moments. [NOTE: Our new DVD format makes this especially easy to do!] Then try showing the entire program and wait until it's over for discussion. Experiment and see which way works best for you.

Other Potential Applications

Your purchase of *Drug Wars: It Can Happen to You* entitles you to what is called “Unlimited Public Performance Rights.” This is a license commonly offered with training and educational media. Here are the ways you can use this program:

- *Show it to therapy groups, families and classes on an unlimited basis.
- *Show it at seminars and workshops.
- *Loan it to clients or other community groups.
- *Photocopy the support materials as needed.

There is no limit to these uses! (Note: We also offer Limited Broadcast Rights for an additional charge. Please call us at 1-800-867-0016 for further details.)

Questions for Discussion

Facilitator: The audience handout contains the questions in bold. We suggest having clients/students jot down their own answers to the questions before launching a group discussion. For each question, we offer some suggestions for facilitation.

- 1. “I started using because the people that use are the people that will accept you no matter what.” This is how Josh explains his decision to use drugs for the first time. How do you feel about this explanation? Do you agree with Josh that people who use are more likely to accept you?** Josh’s assertion is one you should feel free to challenge. Do you think he meant to imply that non-users would not be accepting?
- 2. Do you think that Josh set out to be a drug addict? Does anyone start out that way?** A recent television public service announcement stated, “No one sets out to be a drug addict.” Invite your group to put themselves in Josh’s place. What kind of thinking--what rationale--got him from the starting point to the point of addiction?
- 3. At one point, Josh says that he tried to stop taking drugs but couldn’t do it. Why do you suppose he was unsuccessful? Can a person stop an addiction all by him or herself?** Invite members of your group to provide specific examples of their own or of people they know who have attempted to quit without a support system of any kind, and to share what happened.
- 4. Cheryl says that she suspected drugs early on but her husband insisted it couldn’t be possible--”not Josh.” How soon should a parent or family member raise the issue? And how should they do it? Try to come up with at least three different ways that Cheryl and Todd Sales could have handled the situation differently with their son.** This question will provide the opportunity for clients to try and empathize with family members who have been affected by their own addiction.
- 5. Do you agree with Josh’s probation officer when she says that sometimes the best thing a family can do is turn a loved one over to “the system”? Why or why not? What alternatives are there?** Clients may offer hints as to what they would be most responsive to. Parents and other group members should be encouraged to brainstorm alternative responses available to a family.
- 6. According to his counselor, Josh began to feel better about himself about four weeks into his residential program. Put yourself in Josh’s shoes and describe what you think was going through his mind during this time. Why do you think his self-esteem began to improve?** Related questions you might pose include: Where does self-esteem come from? What influences it? What suggestions can your group offer for improving one’s self-esteem?

DRUG WARS: It Can Happen to You



An average
American
family...

A young man
desperately
seeking
acceptance...

The deadly allure
of exciting new
drugs...

And the lesson
that saved them
all.

*A true story
that can help
save your
child's life!*

Come to this meeting if you know someone who:

- * tells you "I'm not hurting anyone but myself".
- * is using Ecstasy, GHB, Mescaline, Acid, Marijuana, Mushrooms, or other dangerous substances.
- * attends Raves.
- * has outsmarted counselors, probation officers, and "the system".

Date:

Time:

Location:

Phone:

For more info. contact:

Sample News Release

Use this release to announce availability of
Drug Wars: Who Will Cry for Our Children
in newspapers and on TV/radio.

*Instructions: Substitute your own information
for the material in boldface.*

NEWS RELEASE

Today's Date: **December 17, 2001**
For Immediate Use

Contact: **Ira Lee, 892-1234**
Sally Forth, 782-5678

New video about Club Drugs is about so much more

[Your agency name] will offer a special substance abuse prevention program this coming **Tuesday, January 13**. The hour-long program will begin at **7:00 p.m. in the YMCA meeting room at 321 May Street**.

The program will look at what families and the community as a whole can do to address the growing use of hallucinogens, club drugs, and new variations of old drugs, according to **Ira Lee, community resources director**.

Lee indicated that the presentation will include a new video called "Drug Wars: It Can Happen...to You."

"It's a very touching and very honest movie," said Lee of the video. "It's a true story about a teenager who almost lost his life to drugs. It shows how the system of support services and law enforcement really can work to save lives, but it especially encourages parents to never give up on their kids."

If you cannot attend the meeting on **Tuesday**, contact [agency name] at **782-5678** if you have questions or would like to borrow the video. It is recommended for viewing by students of all ages, parent-teacher organizations, civic groups, and community/neighborhood watch groups.

-end-

Broadcast Rights for *Drug Wars*

**Spread the word about Drug Wars!
Involve your whole community!
Raise dollars for additional education!**

Communities across the country are witnessing the tragic impact that drugs and alcohol have on newborns. The power and scope of this insidious problem is one that needs to be addressed and acted upon for effective change. These tiny victims of drug abuse by their mothers often have a lifetime of physical and mental struggles. The need for education prevention programs is now widely known and accepted. Our battle is against ignorance and apathy.

Purchase of this video at the full retail price (\$189 plus s/h) includes both Public Performance Rights and limited non-commercial Broadcast Rights. (These rights are not included with Personal Use Licenses.) This means you may offer *Drug Wars: It Can Happen to You* for broadcast, for educational purposes, on community cable access or public television without additional charge or authorization.

We'll tell you how to get the ball rolling—and how you can use this program to encourage financial contributions to your educational efforts. Contact us at 1-800-867-0016.

About Crime Prevention Resources

Since 1986, Crime Prevention Resources has worked closely with law enforcement, substance abuse centers, hospitals and large and small businesses. We have helped thousands of agencies with their communications and training needs. CPR has more than two dozen videos on crime prevention, business loss prevention, substance abuse, personal safety, workplace violence, and other topics. CPR has also developed a complete Community Watch system for which we have trained hundreds of law enforcement officers in the United States. For further information, visit our website at www.crimeprevent.com, or contact us at 1-800-867-0016.

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