

Kings Park
in-the-kNOw
Empowering Plan

Task Force Mission

The mission of Kings Park in-the-kNOw is to eradicate the infiltration of illegal drugs and substance abuse for the benefit of our children, our schools and our community

Vision

- To **connect multiple sectors** of Kings Park, including businesses, parents, media, law enforcement, schools, faith organizations, community organizations, health providers and government.
- By acting **in concert through an alliance**, all of the partners gain a more complete understanding of the community's problems.
- **Together, we organize** and develop plans and programs to coordinate our anti-drug efforts.

The result is a comprehensive, community-wide approach to substance abuse and its related problems.

Kings Park

- Kings Park is a quiet, suburban community on Long Island's North Shore.
- Residents are proud of its rich heritage and history.
- Today, Kings Park remains a vibrant community with deep roots, and residents maintain high standards and expectations for their school district and the education their children deserve.

Kings Park: Landscape Challenge

Then,

- The area which is now Kings Park was open farmland until 1869, when the Society of St. Johnland formed to help the disabled and mentally ill.
- The Kings County Farm, established to care for poor and mentally ill people, became a state hospital. Throughout the 20th century, the town grew as Kings Park State Hospital attracted workers. The hospital closed 1996.

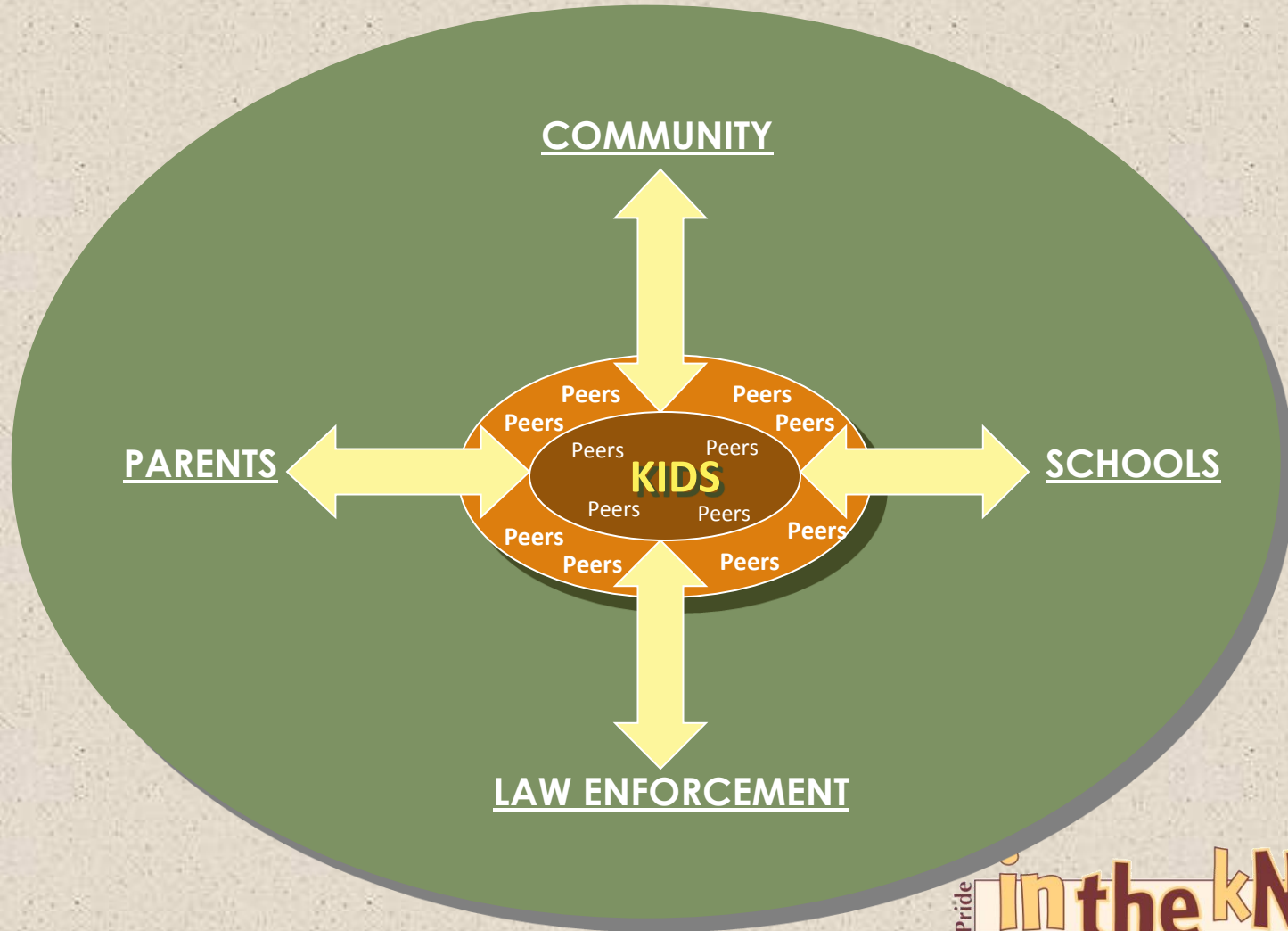
Today's Challenges

- The Kings Park hospital property is reputed as a location where kids go for drug sales and use, sex and other trouble-some activities. The abandoned facility is dangerous with asbestos, tunnels and lack of security.

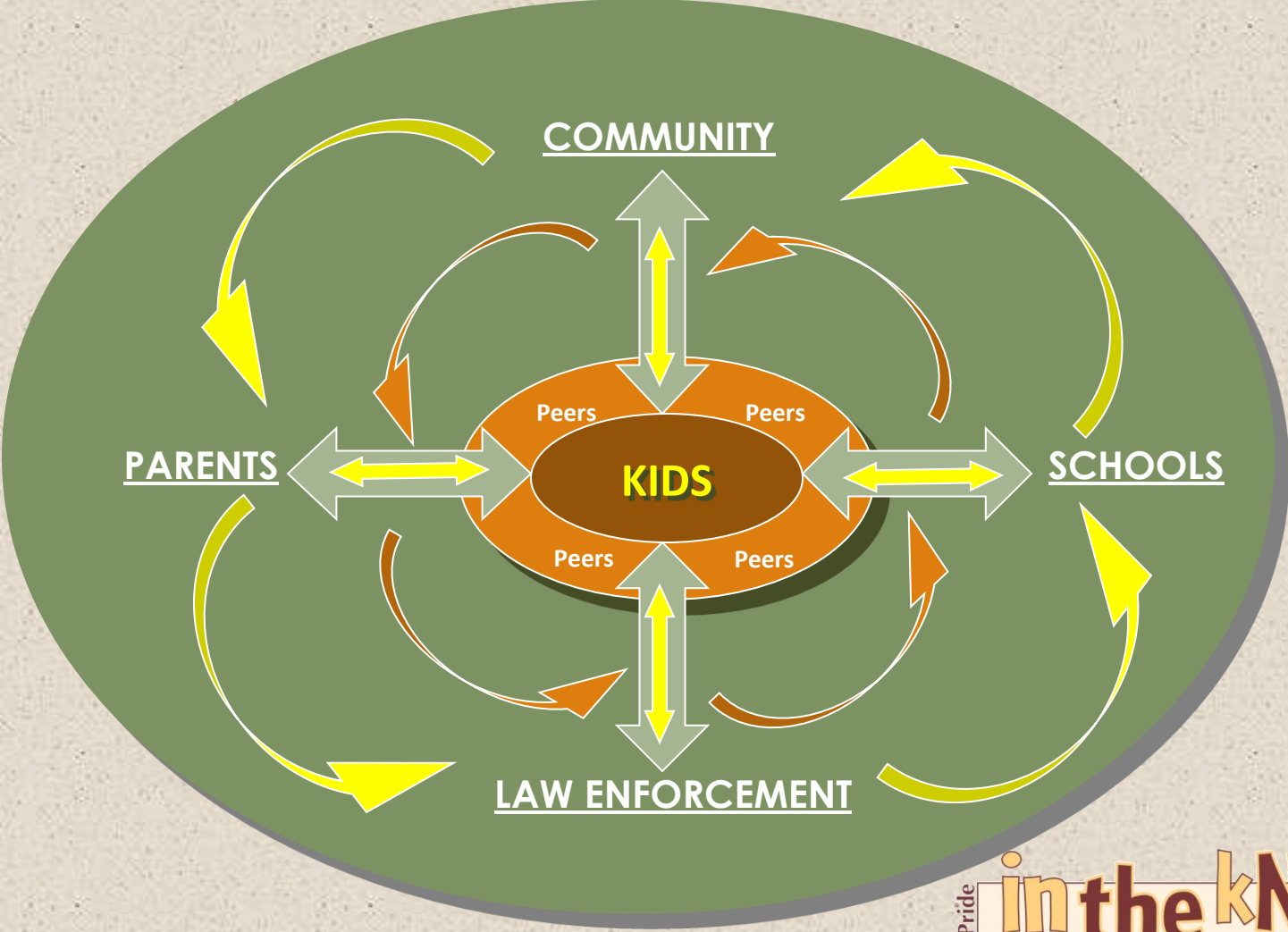
Positioning

- Board of Education adopted resolution to authorize a Community Anti-Drug Task Force
- Involvement includes:
 - Chamber of Commerce, Community Civic Association
 - DEA, Suffolk County Police, Smithtown Code Enforcement
 - District's Council of Schools' parent representatives
- Commitment focuses on stamping out drug activity in the Kings Park District

Communication Lines



Empowered Communication Lines



Communication Strategies

Primary target audiences:

- Parents
- Students
- Community

Primary Message:

- Dangers of using drugs illegally from a health issue and from a law enforcement issue
- Tools to help say no

Communication Strategies

Secondary target audiences:

- School administration
- Businesses in the Community
- Government officials

Secondary Message

- Join us in our mission to make Kings Park District a **NO Drug Zone**

Take Part

Identifying and understanding the *risk & protective* factors in our community provides a solid base from which to begin planning.

Risk Factors	Domain	Protective Factor
Early Aggressive Behavior	Individual	Self-Control
Lack of Parental Supervision	Family	Parental Monitoring
Substance Abuse	Peer	Academic Competence
Drug Availability	School	Anti-drug Use Policies
Poverty/Wealth	Community	Strong Neighborhood Attachment

Start Somewhere

Individual Understanding

The more aware I am of the influences around me, the better prepared I will be to stand up to the pressures that keep me down.

Individual

- I am not alone
- Self help tools are available to me
- Communicating with others in similar circumstances or learning from the real life experiences
- I can seek Counseling and referrals for treatment

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Parental Understanding

We're not telling you how to live your life, but are giving you another perspective and the latest facts. You need to make your own smart decisions.

Parent Outreach Program

- TIPS For Parents
 - i.e., get to know your child's friends/ friends parents
- Parents networking with other parents
- Information about drugs, self esteem, internet safety, resources, peer pressure
- How to communicate with your kids
- Listen to your gut instincts

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Peer Understanding

Kids aren't just pressured to do drugs at school, they're given all the tools to cover up their actions.

Peer Pressure

- Peer pressure can impact teens' decisions about drugs.
- Friends can initiate or they can intervene.
- The potential for peer pressure or boredom leading to an after-school drug use habit is huge.

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School Understanding

The “Partnering with Families” mission is to inspire more parents and family members to connect with their kids in ways that persuade them not to use drugs.

School

- Raise the consciousness of all members of the District regarding symptoms & behavior patterns associated with chemical use.
- Help train faculty and parents to deal with alcohol and drug abuse with sensitivity and firmness.
- Help students understand the life-threatening implications of alcohol and drug use.
- Develop an early intervention strategy.
- Provide on-going counseling and appropriate referrals.

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Community Understanding

Some watch while things happen,
and then wonder "What happened?"

Some people make things happen.

Community

- Drugs don't discriminate
- Offer community resources to give parents "real-time" information
- organize grassroots organizations and task forces to help educate parents about emerging drug threats, and to provide information and helpful resources
- Provide services to meet our communication objectives

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Launch Committees

Communications Team

Tech Communications Team

Events Team

Research Team

Recruitment Team

Financial Team



Launch Strategies

Communications Team

Functions:

- Content maintenance
- Writing/editing
- Design/Layout
- Print
- Distribution

Tools:

- Letters
- Newsletter
- Graphics (logo/name)
- Posters

Launch Strategies

Tech Communications Team

Functions:

- Technology implementation
- Content Review
- Content Management

Tools:

- Telephone Hotline
- Anonymous email address
- Drop Box
- Website
- MTA announcement
- Message Board

Launch Strategies

Events Team

Functions:

- Strategize events to support mission of task force
- Outline all planning steps for successful event
- Allocate responsibilities to execute plan
- Coordinate permits, approvals
- Handle registration

Events/Programs:

- Community summit (focus on family)
- Youth activities after school/weekends
- Special task force programs
- KPITK student support action group

Launch Strategies

Research Team

Functions:

- Researches information nationally and locally
- Collects, sorts, compiles and distributes research information to the Communications Team

Elements:

- Facts, data, statistics
- Websites, anti-drug organizations
- Articles
- Ads
- News trends

Launch Strategies

Recruitment Team

Functions:

- Invite participants to join force and its activities
- Obtain guest speakers for relevant programs
- Distribute poster to hang in store fronts, fire house, library, parks, etc.
- Act as the face of task force, possible spokespeople, liaison to other advocacy groups
- Help to “sell” the task force and its mission

Launch Strategies

Financial Team

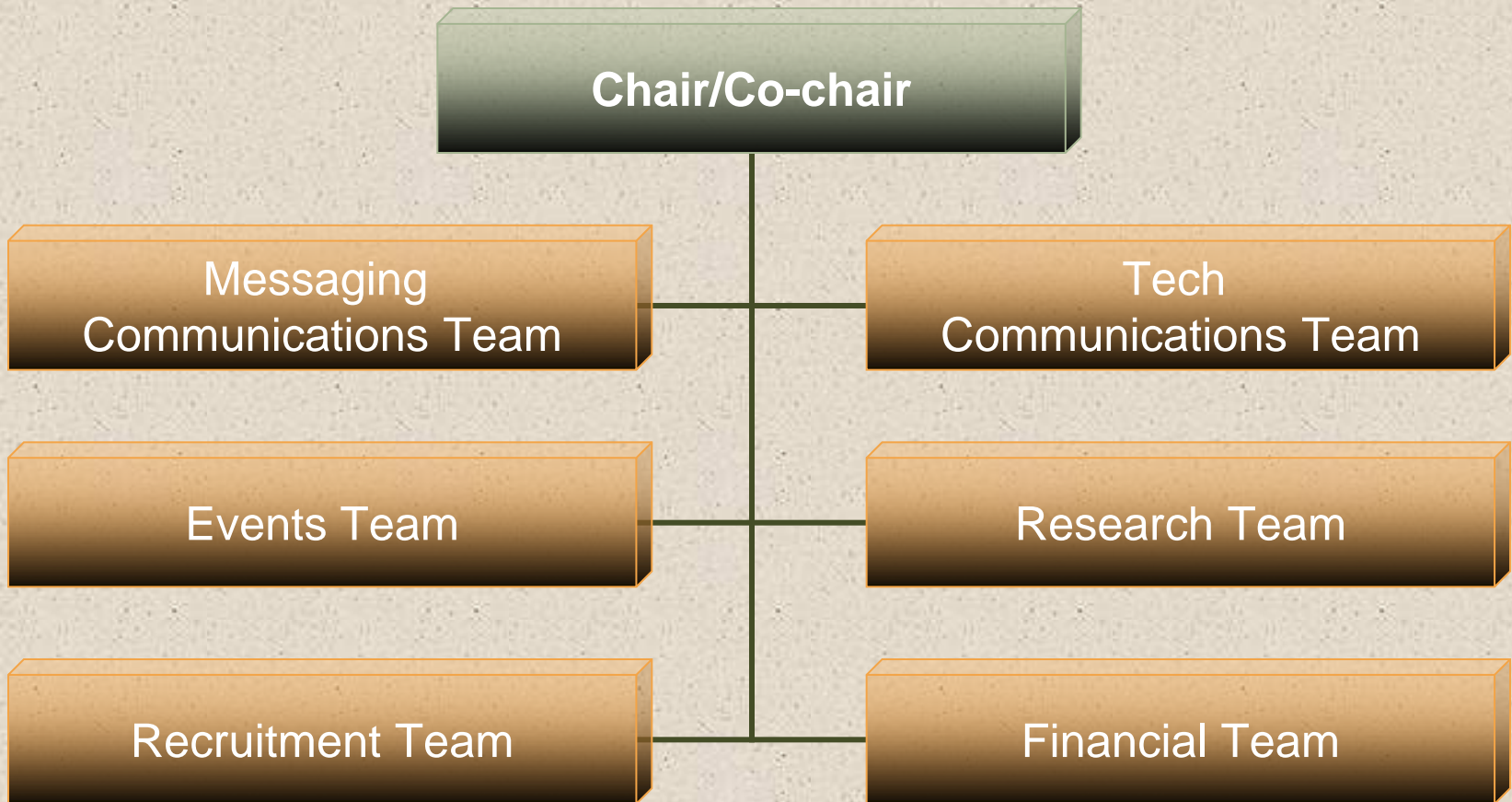
Functions:

- Develops and manages budget
- Track expenditures
- Accounting
- Financial planning/Insurance
- Fundraising
- Grant Applications

Tools:

- Bank Account
- Spread Sheets
- Monthly Reports
- Quarterly Review
- Annual Report

Monthly **Committee** Update



Marketing Strategies

- Direct
 - Newsletter to residents to reach parents
 - Engage teens in taking an interest in drug-free initiatives Content to include neighborhood reports, police activity, facts, drug vocabulary, tips on prevention
- Third-party
 - Involve elected officials, expert counselors and health leaders to support Helping Hands mission
- Other promotional programs
 - Special events to encourage advocacy
 - Community summit
 - Youth activities after school/weekends
 - KPITK student support action group

Public Relations

- Raise awareness about task force and its progress
 - Highlights:
 - Publicize events in Suffolk Life, Smithtown News, Pennysaver
 - Recap stories about workshops, speaking engagements
 - Develop a weekly byline column with facts, tips for students and parents

Vertical Markets/Segments

- Informational Opportunities
 - Utilize existing student newsletter
(articles written by and to students)
 - School district newsletter
(articles written by school administration to parents/students)
 - Third-party partner role:
local stores, post office, parks, library can display awareness posters and make newsletters available



CALL our TIP HOTLINE 631.368.5533
to **anonymously** report possible
drug dealings in the Kings Park Community.

*If you are concerned about caller ID, press *67 prior to making the call.
All information is passed on to law enforcement.*

**If you See Something,
Say Something.
You could be Saving a Life.**



Thank you.