



# Partnership

@ DrugFreeIowa.org

For A Drug Free Iowa - PDFI

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With Everyone's Help It Works!





# Partnership

@ DrugFreeIowa.org

## MISSION

Connecting young Iowans,  
and those who care for them,  
with the resources they need  
to live free of drugs, alcohol,  
and substance abuse.

### The Partnership is . . .

The Partnership for a Drug Free Iowa (PDFI), founded in 1992, and Face It Together (FIT), founded in 1996, joined together as **the Partnership** to unite Iowans and Iowa's leaders in creating a vision and a plan to address the health and future of Iowa youth. We are a **501(c)3** non-profit corporation created by Iowa's leaders in business, education, faith, media, health care, and public safety.

Targeting substance abuse and high risk behavior, the Partnership builds statewide coalitions, task teams, and strategic connections that have the potential to identify high risk problems, create effective solutions and implement strategies to protect our children from the risks of substance abuse.

By reducing substance abuse and high risk behavior we help build a foundation for a healthy and prosperous future for Iowa youth.



# With everyone's help it will work!

## Media Initiative

Television, Radio & Newspapers - We maintain an ongoing relationship with the media, working to keep important messages and information flowing into Iowa communities.

- *Press releases, interviews, commentaries, and announcements regularly reach the public through our statewide network of media partners.*

## The Partnership Alliance

We provide web, community outreach, and substance abuse prevention support services to alliance members, helping leverage organizations into a stronger position to influence positive change in their communities.

## Drugs & Children: Secrets for Parents

A groundbreaking eight-show television series featuring special guests and expert panelists providing an inside look into specific areas of substance abuse.

- *Utilized by parents, educators, substance abuse treatment and prevention specialists.*

## Surviving Bad

A new partnered series of television shows that share stories of people surviving bad times, and through their efforts to heal, how they've found hope, inspiration, and the ability to help others.

## Drug-Free Workplace Program

In partnership with the Iowa Office of Drug Control Policy we provide support to Iowa businesses.

## Take 5 Iowa

Over 36,000 flyers are delivered annually to 5<sup>th</sup> graders in Iowa, and countless more are reached through public distribution and the website to help Iowa families prevent substance abuse.

- *Tens of thousands of school children and parents have benefited.*

## Faith Initiative

Working with religious leaders to identify areas of concern, the Partnership meets with faith-based organizations and speaks to parents and children as part of educational efforts in substance abuse prevention and media literacy.

## The Iowa Media Literacy Program

Teaching the Iowa Media Literacy Program can contribute to the reduction of risky behavior – substance abuse, smoking, and alcohol.

- *Programs presented at Iowa schools including: Linn-Mar, Clinton, Conrad, Union, Shenandoah, Sydney, Cedar Valley Catholic Schools, Johnston, Ames, Nevada, Floyd County Faith Consortium, and the Fellowship of Christian Athletes Sports Camp.*
- *Presented at the National Institute for Healthcare Management, Association for Community Health Improvement, and Iowa School Counselors Association conferences.*

## Community Outreach & Statewide Listening Posts

The Partnership conducts listening posts in Iowa communities.

- *The first comprehensive statewide visits began in 1996, a tradition we proudly continue.*
- *Hundreds of Iowa communities and organizations have connected with the Partnership.*
- *The fall of 2014 marks the beginning of our latest tour of all of Iowa's 99 counties, conducting listening posts to better understand the problems facing Iowa communities.*

# Blueprint for Healthy Communities



Iowa 2025

## Children, Drugs and Risky Behavior

The Face it Together Coalition's leadership, dedicated to representing all Iowan's, consists of Senator Chuck Grassley, the Iowa Office of Drug Control Policy, the Iowa Department of Public Health, the Iowa National Guard, the Association for Business & Industry, Community Anti-Drug Coalitions of America, the Iowa State Education Association, and a team of business leaders, behavioral health specialists, religious leaders, law enforcement, public safety officials, health care professionals as well as newspaper, radio and television media.

Together we created Iowa's first "Blueprint for Healthy Communities" in 1998, which guides statewide activities targeting the reduction of high-risk behavior affecting Iowa youth.

The Partnership is currently working on updating the healthy communities' Blueprint, as well as **Drugs & Youth Risk Behavior: Iowa 2025**, which takes a long-range look at the effect of drugs and other substances on the developing brain and risky behavior.

**A child's brain is delicate.** Exposure to unexpected and unwanted effects from the abuse of substances as well as emerging 'recreational drugs' can cause harm and negative impact. This is not a future we want. The PDFI / FIT team expects to release **Drugs & Youth Risk Behavior: Iowa 2025** in early 2016.

## Youth & the Future - Iowa Media Literacy

~ MEDIA ~ SOCIAL MEDIA ~ VIDEO GAMES ~ INTERNET ~

Media have grown into the most powerful influencers of children's behavior - so much that the average American teenager spends in excess of 54 hours a week engaged in media activities - this can be more than school time and quality family time together in an average week!

Media Literacy holds great promise because it starts with what children care about - social media, internet, video games and television - and shows them the inside view of how they are being influenced!

The Partnership has targeted media literacy as a key critical thinking skill related to the reduction of substance abuse and youth risky behavior.

### The Iowa Media Literacy Program

The pilot project research has shown teaching the Iowa Media Literacy Program can contribute to the reduction of risky behavior - substance abuse, smoking, and alcohol.

- Iowa Media Literacy's "Professor and the Ad Man" program is designed for children in grades 5-8, with supporting teaching plans, and a DVD teaching module. A live presentation by Dr. Gentile and Peter Komendowski have been presented to several thousand Iowa middle and high school students.
- Research shows that media literacy can have a positive impact on other youth social problems - body image, bullying, nutrition, educational performance and behavioral issues.

## Programs



### **Take 5 Iowa**

A flyer distributed annually to ALL of Iowa's 5<sup>th</sup> graders through our school systems, complemented by the Governor's Declaration of "Take 5 Day" on March 5<sup>th</sup> of each year. The flyer is available online on our website and provides students and parents with age appropriate tips on how to begin the conversation about drug use – a conversation we know contributes to reducing drug use.

### **How to be a Better Parent**

#### **How to be a Better Parent**

This tool, available online and in print, provides parents with guidelines to handle the tricky and often confusing dialogue they need to have with their children. Research shows parents that actively engage their children about substance abuse results in as much as a 50% reduction in youth substance abuse. **This is significant!**



#### **The Power of Grandparents**

Our educational brochure pioneered the link between substance abuse and the ability of grandparents to influence the behavior of children. We have shared this manual with interested organizations throughout Iowa and the United States, as well as participants in Iowa's Senior Olympics.



#### **Creating a Drug-Free Workplace**

The Drug-Free Workplace Manual provides an effective, and affordable, tool to help conform with Iowa law, improve employee health, welfare, and bottom-line performance. Recognized by the Iowa Association of Business & Industry and used in the drug-free education programs, this tool is available directly from the Partnership.



#### **Speak Out 4 Kids**

We are constantly on the lookout for ways to engage and empower positive behavior through youth mentoring efforts and youth participation in healthy activities. Healthy peer relationships reduce substance abuse. PDFI conducts forums with content driven by youth to better understand the challenges they face.



#### **Iowa Media Literacy**

Based on research on the influence of media on high-risk youth behavior, we build teaching tools that empower children to utilize media effectively and safely. The influence and the power of the media, the internet, and social media are strong contributors to educational performance. Iowa Media Literacy focuses on developing tools that can improve educational performance, and help with problems including body image, bullying, nutrition, character development, physical fitness, health and other behavioral challenges.

## Task Force Teams

We visit communities and reach out to leaders, participate in public forums, identify problem areas as well as areas of strength, and strive to complement the efforts of the community with helpful ideas, information, strategies and programs, as both a developer of solutions and connector to resources.

- Media & Public Perception
- Work & Workplace
- Religious, Fraternal & Community Organizations
- Medical Accuracy & Research
- Law Enforcement & the Courts
- Parents, Youth & Schools

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## Face it Together 501(c)3

Talk to someone you love today.

The Partnership for a Drug-Free Iowa ... We Care

## DrugFreeIowa.org

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