



February 2009

To: District Drug Awareness Chair-person(s),
Lodge Drug Awareness Chair-person(s)

As you are aware, Officer Shawn Burnley of the Pawnee Police Department was selected as the Illinois Elks Association Enrique Camarena Award Winner for 2008. I received a letter from William Bryan (Special Assistant Director for the Elks Drug Awareness Program) advising me that although Officer Shawn Burnley was not selected as this year's winner in the Elks National Enrique Camarena Award Contest, he has been chosen as runner-up and will receive a very nice award from the National Directors.

It is time for you Lodge Drug Awareness Chair-person to be working with your Leading Knights and Exalted Rulers to review your Lodge's Drug Awareness Program to see what is working and what is not. This way you can plan to grow and improve your Drug Awareness Program next year. The one thing that we would like to ask of you is that if you are not planning to continue as your Lodge or District Drug Awareness Chair-person, that you work with the incoming chair-person to give him/her your guidance and support. We need to grow the Drug Awareness Program not start over, ever time there is a change in chair-persons. We do not want to lose the knowledge of outgoing Chairs, we need, no we, must build on it. If you need help with you Drug Awareness Program or need help in evaluating it, please contact your District Drug Awareness Chair-person, David Ullman, or myself. We are all here to help and want to make your Drug Awareness Program a success.

In order to meet the Grand Lodge - Drug Awareness Program guide lines and the Illinois Elks Associations guide lines for submitting the State Drug Awareness Program Annual Report, I am asking that you provide me with the information on the enclosed form no later than **April 1, 2009**. When submitting your report, please provide me with a detail outline and pictures of any special Drug Awareness Programs/Activities that their Lodge did last year. These reports and pictures will be included in my report to Grand Lodge. This year, the Drug Awareness Program will count even more to the All American Lodge Contest than in the past. Receiving this report is one of the items that I will be reporting on when giving my report for the All American Lodge Contest.

Please have your Drug Awareness Report sent to me at:

Frank Burr
IEA-DAP Chairman
1S.175 Highland Ave
Lombard, IL. 60148

We no longer have a supply of Marvel Comic Books to ship. If you have a school that would like to receive the comic books, please have them go to the Marvel Web site and fill out the on-line application for schools. We are in the process of developing a new comic book but these things take time. I will keep you updated as we move forward with the development.

DAP110: “Underage Drinking - Myths and Facts” pamphlet has been updated and has a whole new look. The DAP -110 is available for ordering and is on the Elks National Drug Awareness Web site. The direct link is <http://www.elks.org/dap/dap110.cfm>. The Spanish version is also available for down load on the Elks Web Page.

DAP125: “Elks Drug Awareness Program Guide” is in the final stages of being updated and will be available within the next 30 days. It will only be available on C/D and on the Elks DAP Web Page for download. Please notify your District and Lodges Chairs, so that they will have the most current version of the “Elks Drug Awareness Program Guide”. Remind, them that their DD’s will be looking for this when they do their Lodge visits.

Parents Can Stop Drug Abuse

A recent survey showed that while many parents were concerned about the level of education their children might receive, only half were aware of a **drug problem** in their child’s school.

Teen marijuana use no longer declining

WASHINGTON (Reuters) – Recent declines in marijuana use by U.S. teens appear to have stalled this year and their abuse of prescription drugs remains at worrisome levels, researchers said on Thursday. The annual survey of U.S. teen drug use, conducted by University of Michigan researchers for the U.S. government, also found continuing declines in cigarette smoking and alcohol use. Marijuana is the most commonly used of the illicit drugs and its use had been in a slow but steady decrease this decade, but that appeared to halt this year, researchers said.

I would like to ask you again to make sure you are sharing your monthly Drug Awareness News Letter with your Exalted Ruler, the members of your Lodge and the editor of your Lodge News Letter. You may find some unexpected support and/or help. Remember, you can’t do it yourself. You need to include other committees and members in your efforts to promote and grow your Lodges or District Drug Awareness Program. Try having the communication committee promote your next event in your local news paper BEFORE the event to help get people to attend it.

Always remember, participation in a positive Drug Awareness Program enhances the lives of Americans at all levels and helps shape the future of young Americans

Sincerely:

Frank J. Burr

Frank J. Burr

IEA Drug Awareness Chair

CC: F. Louis Sulsberger (State Sponsor – Past Grand Exalted Ruler),
Darrell Swisher (IEA State President),
IEA State Officers

For Immediate Release
By: Drug-Free Action Alliance
February 4, 2009

CHILDREN VOTE BEER COMMERCIALS AMONG THEIR FAVORITE SUPER BOWL ADS

(Columbus, Ohio) The National Football League Championship game, the Super Bowl, is almost as famous for its commercials and halftime show as it is for the game itself. At an estimated \$3 million per :30 second advertisement, these are big investments for advertisers. In a survey conducted by Drug-Free Action Alliance, Ohio youth selected commercials for alcohol, specifically beer commercials, among their favorites.

More than 8,400 youth in middle and high school participated in this year's survey. Of those expressing a favorite commercial, the top two spots are for Doritos followed by three ads for Anheuser-Busch alcohol products. Doritos Crystal Ball ad and their Power of Crunch ad were the clear favorites garnering a majority of youth votes. The beer ads featuring the famous Clydesdale Horses and the one titled The Meeting were voted as the favorite ad claiming the next three spots.

Research has shown the negative impact that alcohol marketing has on youth. A study published in Pediatrics and Adolescent Medicine found that youth who saw more alcohol ads on average drank more than those who did not see the ads. It is noteworthy that for last year's game, Anheuser-Busch is estimated to have spent nearly \$20 million on commercials that aired during the Super Bowl according to the Center for Science in the Public Interest.

Scientific research shows the serious and damaging effects of alcohol on the developing brain of youth under the age of 21, says Patricia Harmon, Executive Director of Drug-Free Action Alliance. Teen alcohol consumption is unhealthy, unsafe and unacceptable. Additionally, the ads that aired this year added violence to the mix. Punching a koala bear and getting throw out of a window does not send good messages to our children.

Youth exposure to alcohol ads is a year round concern and the Super Bowl is an event that delivers record-breaking audiences nearly every year. This year was no exception as 98.7 million viewers tuned in to watch the game and commercials. With a large number of viewers under the age of 21 watching the championship game this year it is not surprising that these witty and clever advertisements are remembered most often by youth.

Drug-Free Action Alliance encourages parents to talk to their children about what they see on television and help them understand how commercials are used to sell products, services and images that are not always realistic.



**Drug Awareness Program Statistical Report
Are Due to the State Chairman No Later Than
April 1st**

Lodge Name: _____ Lodge Number: _____

Submitted By: _____ District: _____

Contact Information: _____

Number of Lodge DAP Programs held this year?	<input type="text"/>
Material Ordered? (yes or no)	<input type="text"/>
Number of Youth Reached?	<input type="text"/>
Number of Adults Reached?	<input type="text"/>
Number of Elks Participating?	<input type="text"/>
Number of Non-Elks Participating?	<input type="text"/>
ENF Promise Grant used for DAP Program? (yes or no)	<input type="text"/>
Did you order Promotional items? (yes or no)	<input type="text"/>
Total Program Expenditures?	<input type="text"/>
Total Volunteer Hours Elks?	<input type="text"/>
Total Volunteer Hours Non-Elks?	<input type="text"/>
Total of Hours (All Sources)?	<input type="text"/>
Hours x \$16.05:	<input type="text"/>
Number of times you used the Drug Awareness Trailers?	<input type="text"/>
Number of times you used the Elroy Costume?	<input type="text"/>
Total Miles Traveled? (Elks and Non-Elks)	<input type="text"/>



Drug Awareness Program Statistical Report

(Continued)

	LODGE	DISTRICT	STATE
Number of Training Sessions Conducted:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number People attending the training: (Elks and Non-Elks)	<input type="text"/>	<input type="text"/>	<input type="text"/>

	LODGE	DISTRICT	STATE
Did your Lodge order any Comic Books for a school in your coverage area?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Did your Lodge or District used the new PSA's? If so how many?	<input type="text"/>	<input type="text"/>	<input type="text"/>

List the coalitions or community action groups Your Lodge works with:

-
-
-
-

Please mail completed forms to: Frank J. Burr
(DAP Chairman)
1S.175 Highland Ave
Lombard IL. 60148