



October 8, 2008

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

At the Drug Awareness Session held on Saturday September 27, it was announced that the Drug Awareness Program has received a limited matching grant from Grand Lodge for the purchase of a 5th Drug Awareness Trailer. We are currently working on getting quotes for the trailer. If anyone knows of someone that could provide a quote, please let me know.

Recently, there has been a fair amount of confusion over the status of the Hard Choices comic book. As many of you know, this program (now three years old) was designed for schools and teachers and not as a hand out for Elks. While every Lodge in the country got a copy of the comic (and the teacher's guide and the order form) when the program first started, not every school was going to be able to participate nor did they opt to. Grand Lodge and Marvel tried to target schools located in the same jurisdiction as most (if not all) of our Lodges. They knew at the outset that not every school was going to be able to participate and that their budget wasn't large enough to fund every school.

The program is a huge success and although the National Directors were able to obtain several copies of "over run" comics and guides, it didn't last long before supplies dwindled (although it did take the better part of two years). Thanks to Marvel and ENF and the Elks web masters, they have been able to feature the comic book and the teachers guide on the Elks website.

Essentially, they have made both the comic and the teachers guide available to everyone with internet access. An announcement to this effect was sent to every Elks Lodge and I have been handing out the announcements at every DAP session. The Elks magazine also published an article to this effect. If you have anyone asking about Hard Choices, simply direct them to the Elks web site and they can download it. The web site is a great tool for you to use and to direct people to.

The National Director's are trying to negotiate with Marvel to obtain any more "over run" issues, but the simple truth might be that there are no more available.

Mr. Kent Gade (National Director of the Elks Drug Awareness Program) is negotiating with Marvel for the possibilities of developing a completely new issue! If they do produce a new comic it will take about a year before completion. These things are not in a "can" and every little detail has to be finely tuned and approved before production can start.

If you have any specific questions, comments or concerns about the comic book please feel free to direct them to me and I will do my best to answer or address them.

At the State Meeting, I was asked by a few Lodges for some ideas on how to start a Lodge Drug Awareness Program or even grow their current Program. With that, I would like to let you know about a few ideas:

- If you have a dining room, give the wait staff some of the coloring books to handout to the kids while they wait for their meals. You can get crayons for as low as \$1.00 a box at most stores. Get a couple of boxes and dump them in a basket. When the kids come in give them a coloring book and a couple of crayons. In most cases, the kids do not care about the colors. You now have a Drug Awareness Program or grew your program for as low as \$2.00 or nothing at all.
- When your Lodge holds it HoopShoot this year set up a Drug Awareness table next to where the kids sign in. You now just grew or started your Lodges Drug Awareness Program.
- When you hold your Lodge Christmas party for your members give every child that attends a coloring book and a book mark. Look, Your Drug Awareness Program is really taking off, and so far it cost you less than \$2.00.
- Now look at other programs and events that your Lodge has and see where you can set-up a table with your Drug Awareness Material on it or where you can walk around and handout the coloring books and book marks.

Some additional ideas on how to increase your Drug Awareness Program in your community might be:

- Ask local restaurants if they would like some of the coloring books to give to their guest.
- Contact doctor's offices in your area that deals mostly with children/teens, and offering them the Elks Drug Awareness Material.
- Contact the hospital's in your area and offering the Elks Drug Awareness Material to them.
- Set-up a booth or table at church functions. Even better use the DAP trailers.
- Set-up a booth or table at your local Fall fest. Even better use the DAP trailers.
- Set-up a booth/table at your local football or soccer games.

As, no one person can do this program alone or should they try and since no one person as all the ideas on how to reach more kids in Illinois, I would like to restart a section I use to have in my news letter called:

Lodge Drug Awareness Activities:

This section is for all of you to share your Drug Awareness Program ideas with each other. While what one Lodge does might not necessary work for another Lodge it might just spark an idea. So please submit your program ideas and if you have pictures to me and I will put them in my news letter. You might even see them in the Elks National Magazine!!

Being an Elk, Elroy does not mind the cold weather. He can help make your inside event an success. To schedule one of the Elroy's, please contact;

Area 1 - Robert Swisher (217) 562-9292

Area 2 - Eddy Lundmark (630) 964-8247

Area 3 - Karl D. Wilson (618) 532-5681

Area 4 - Matt Stropes (309) 303-1036

Also, the Fatal Vision Goggles are available for uses year round.

Please remember that your Red Ribbon reports are due to me and a copy to your District Drug Awareness Chair-person by November 7, 2008. I have included a copy of the report that needs to be filled out by every Lodge.

Time is running out!! I have heard from a few Lodges that they are going to submit an Officer for the Enrique S. Camarena Award, but I still have not received even one name. . Please work hard with your local Law Enforcement Agencies and nominate an officer for this award. I have attached the necessary information to nominate a Police Office for the Elks Enrique S. Camarena Award.

For current news on drug trends and where kids are turning to get the drugs they are using, please visit the Elks Drug Awareness web page at www.elks.org/dap and review the "Latest News" items listed there.

The Drug Awareness Program is selling the starfish pins (with the card outline the pin) and a red ribbon pin. The cost will be \$2.00 per pin. The funds raised will go to further the advancement of the IEA – Drug Awareness Program. If you would like to purchase some of the pins please let me know.

Another, item that was covered at the Drug Awareness Session held on Saturday September 27, was the need for every Lodge to have a copy of the Drug Awareness Manual for their DD Visit. If your Lodge does not have one or can not find it you have three options:

1. Go to the Elks WEB Page and down load it from the member only section of the Drug Awareness Web Page.
2. Contact Grand Lodge and ask for the C/D.
3. Contact me by e-mail and let me know if you would like the printed copy or the C/D.

Please allow up to 10 busines days if you contact Grand Lodge.

Remember, that each of us can and will make a difference in a child's life, what that will be is up to each of us to decide. It is time we start working and thinking outside of the box and the norm. There are many children in Illinois that we will never reach with the Elks Drug Awareness Message, if we keep doing the same thing day after day, year after year.

Please share this news letter with other Lodges in your District or other members in your Lodge that might not have received it.

One last item, I would like to share with you is an e-mail I was sent. The original author is unknown, but I thought you might be able to relate to it and in some cases agree with it:

Subject: The Old way is better

My generation just might have been lucky?

I did have a drug problem when I was younger.
I was drug to church on Sunday morning.
I was drug to church for wedding and funerals.
I was drug to family reunions no matter the weather.
I was drug to the bus stop to go to school every weekday.
I was drug by my ears when I was disrespectful to adults and teachers.
I was also drug to the woodshed when I disobeyed my parents.

Those drugs are still in my veins; and they affect my behavior in every thing I do, say, and think. They are stronger than cocaine, crack, or heroin, and if today's children had this kind of drug problem, America would be a better place.

Author Unknown.

Sincerely:

Frank J. Burr

Frank J. Burr
IEA Drug Awareness Chairman

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



Red Ribbon Week Report

We participated in "Hands Across the Border" _____ Y _____ N

Estimated Number of People at event? Kids: _____ Adults: _____

We participated in "Red Ribbon Week" _____ Y _____ N

Number of Red Ribbons handed out? _____

Lodge Name: _____ Lodge Number: _____

Name (Please Print): _____

Title: _____

Date Report Submitted: _____

Please provide other detail information relating to Red Ribbon Week:

Please send a copy to:

Your District DAP Chairman

Frank Burr
(IEA – DAP Chairman)
1S.175 Highland Ave
Lombard, IL. 60148

Enrique S. Camarena Award Criteria
Elks Drug Awareness Program

Enrique S. "Kiki" Camarena was an 11 year veteran agent of the DEA, who was kidnapped, brutally tortured and then murdered in Mexico in 1985. Prior to serving with the DEA, Agent Camarena was a firefighter, a criminal investigator and a narcotics officer. He was a loving husband and a father of three children. His death has inspired millions of Americans to lead a drug-free life and the Elks celebrate his commitment to this effort with an annual award.

October is traditionally Red Ribbon month, a time when people wear red ribbons to commemorate Agent Camarena's ultimate sacrifice. The millions of Americans who wear these ribbons visibly take a stand that they are opposed to illicit drug use and commemorate all of those who have been tragically affected by the results of use and abuse.

Each year, the BPO Elks present the Enrique S. Camarena Award to a member of law enforcement who best exemplifies the qualities and principles for which Agent Camarena gave his life. Nominees should be involved in their communities in efforts to make them drug-free. Nominees should have the support of their agency and respect of their community.

Nominations should be submitted to the local Elks Lodge by October 15, 2008. National selection will take place in December and the award will be presented at an appropriate setting during 2009.

Basic Criteria

- This award should be presented to an individual and not an organization. Consideration will be given to a "team" within an organization, but ideally the award should go to an individual.
- The individual should be living, but consideration will be given to presenting this award posthumously.
- The nominee should be involved in law enforcement
- The nominee should be a positive role model committed to a healthy lifestyle
- The nominee should have made an outstanding contribution in the field of drug awareness/prevention
- Ideally, the nominee has been identified as someone who has gone "above & beyond" their normal duties – someone who has made a difference
- The nominee must have the support of their superiors
- If selected, the nominee must be willing to attend an awards ceremony
- Nomination must be in narrative form and include endorsements & recommendations from appropriate sources (Departments, Governments, Citizens etc)
- Nomination should contain a list of nominee's previous awards & accomplishments
- Lastly, the nominee should exemplify the standards by which Enrique Camarena lived, worked and died – that one person can make a difference

Time Line For Enrique Camarena Award 2008-2009

August - This is a good time to get the information to your Lodges. (hint: District Deputy Clinics is an excellent opportunity as all Lodges must be present.)

October 15- Lodges should select their nominee and should forward that selection to you.

November 15 - You should select your state winner and forward it to:

*William J. Bryan
366 Vermont Route 313W
Arlington, Vermont 05250*

(EACH STATE WINNER WILL RECEIVE A "RUNNER-UP" AWARD)

November 30 - National Winner will be selected and will be invited to attend A National Ceremony along with sponsoring State Chairman

December 15 - All National Runner-ups will receive a letter from the Directors.

DEADLINE FOR SUBMITTING STATE NOMINATIONS IS NOVEMBER 15TH!