



## D.A.R.E. Program Frequently Asked Questions:

*Q: Who is responsible for the administration, implementation and fundraising for the Bexar County D.A.R.E. Program?*

*A: The Bexar County D.A.R.E. Program is administered, implemented and financially supported through fundraisers by the Bexar County D.A.R.E. Board of Directors supporting various participating law enforcement agencies throughout Bexar County. This is a non-profit group of prominent citizens from across Bexar County who volunteer their time to oversee the D.A.R.E. Program in San Antonio and Bexar County.*

*Q: What is the relationship between Quantum (Skyline Promotionz) and the D.A.R.E. Program?*

*A: Quantum is one of the “New D.A.R.E. America approved Fundraising Partners. Skyline Promotionz is a subsidiary independent company of Quantum. They sell “Child Safety Identification Kits, toys and other merchandise. A percentage of the proceeds from the sales is donated to support the national D.A.R.E. program (which benefits every local Community D.A.R.E. Program in the United States), and toys and merchandise can be purchased by local citizens and donated back to support the annual Bexar County D.A.R.E. to dream and believe Christmas Program. In 2006 over 175 families within San Antonio and Bexar County received toys and other presents thanks to Quantum and Skyline Promotions.*

*Q: Is Quantum (Skyline Promotionz) ripping-off the local D.A.R.E. Program?*

*A: No. As a matter of fact Skyline Promotionz in addition to donating to D.A.R.E. America and giving the toys and other merchandise back to the local Bexar County D.A.R.E. Program donates an additional 5% of the sales to Bexar County D.A.R.E.*

*Q: Who are these young people that work for Quantum (Skyline Promotionz)?*

*A: Many are former D.A.R.E. Program graduates themselves. Others just average young people seeking the American dream and opportunity - trying to earn an honest living as entrepreneurs through good old American “Free Enterprise”. They are committed to being drug and violence free and to helping other young people like themselves enjoy a safe, healthy drug and violence life as well. Like all the rest of us they need to earn a living to pay the very same expenses we all do in order to survive. They work long and arduous hours in all types of weather to earn their pay and in pursuit of their dreams and in helping others, like our own Bexar County D.A.R.E. Program and the children and citizens it serves. In my humble opinion we should praise them for “doing*

the right things” and setting the “right examples” for other children and future generations.

***Q: What is the relationship between Premier Books Direct, Inc. and the D.A.R.E. Program?***

***A: Premier Books Direct Inc. is one of the “New D.A.R.E. America approved Fundraising Partners as well. For every school, state or county office building and/or corporation that allows them to set-up a display for one and/or two weeks Premier Books Direct pays the local Community-based Bexar County D.A.R.E. Program \$100.00 (USD) for each school (or location) that participates. This is \$100.00 (USD) on a recurring basis every time they go back to schools as well. D.A.R.E. America receives a percentage of the sales to support our national D.A.R.E. Program. In addition John Kelsey & Debbie Bullard local Premier Books Direct distributors pay the local Bexar County D.A.R.E. Program an additional percentage from their profits.***

***Q: Why does D.A.R.E. America receive funding from these local Community fundraising events?***

***A: D.A.R.E. America provides support to local Community D.A.R.E. Programs throughout the United States. The D.A.R.E. Program like any other drug prevention or any program for that matter is not “FREE” they all cost money and require funding to sustain and continue their efforts. For example D.A.R.E. America provides a 33 page full color inter-active middle/junior high workbook and D.A.R.E. Elementary color planner/workbook to local Community programs for only \$ .89 cents per copy, they provide for the scientific and researched based curriculum development and up-dates, evaluations and studies for new curriculums, they help fund start-up cost for new Community D.A.R.E. programs providing free workbooks for the first year and other materials, they provide workbooks, planners and other lesson materials in both English and Spanish, they provide annual D.A.R.E. Officer-instructor and educator training. D.A.R.E. America provides free or cost reduced regional (state) D.A.R.E. Officer (certification) Trainings (DOT) all across the country and a myriad of other tangible Community support functions. This “WAR on DRUGS” is a national fight affecting every Community within America and every war requires funding. D.A.R.E. America is our “Mother Ship” in this fight to reduce tobacco, alcohol, over-the-counter, prescription and illegal drug use/abuse. Remember drug dealers have no problem funding getting their drugs onto the streets and in the hands of our young people. When an agency or Community refuses to support the national program they are becoming part of the problem not the solution. To win a war we must be “UNITED” on all fronts – funding as well! It is all about “TEAM WORK” and all of us - law enforcement, schools, Communities and citizens working together to save our children from becoming victims of drugs and violence. There is no “I” in TEAM it is simply “Together Everyone Achieves More” and in this case our Children because D.A.R.E. Works and is making a difference.***

***Q: What is the relationship between FW-1 Car Wax and the D.A.R.E. Program?***

***A: FW-1 (Car Wax) is also one of the “New D.A.R.E. America approved Fundraising Partners as well. For every Community gas (service) station that allows FW-1 distributors to set-up a display for one week (Monday through Saturday) FW-1 pays the local Community-based Bexar County D.A.R.E. Program \$100.00 (USD) for each location that participates. This is \$100.00 (USD) on a recurring basis every time they go back to that service station. D.A.R.E. America receives a percentage of the sales to support our national D.A.R.E. Program. Another side benefit from these fundraisers is that they are creating new local job opportunities for our local citizens. FW-1***

recruits distributors from the local Communities.

*Q: What is the percentage of crime that is drug related?*

**A:** National average is 70% to 90% of all crime is drug related.

*Q: How does **D.A.R.E. America** and local **D.A.R.E. Programs** benefit from these new fundraising partnerships?*

**A:** **D.A.R.E. America** and local Community **D.A.R.E. Programs** throughout the United States receive a percentage of sales and the participating citizens get direct benefit from a product or service – everyone gets something. It is a voluntary fundraiser. The **D.A.R.E. Program** like any other program is not “**FREE**” they all cost money. Fundraising is very competitive with a large portion of money being given to medical research and treatment for alcohol, tobacco and illegal drug related illnesses and diseases with prevention receiving minimal or next to nothing. Our society has forgotten that it is far less expensive to educate and prevent verse research, treat and rehabilitate. Therefore education and prevention efforts and programs suffer. It is the old analogy and a common sense approach that 5% of something is always better than 100% of nothing. In lieu of just having its hand out – **D.A.R.E.** it’s self is looking for innovative and effective ways to secure its own funding. Programs funded by federal and state grants are short-lived and when the grant money runs out so does the program. To date **D.A.R.E.** has been around for 24-consecutive years because it has established it’s self as a Community-based, Community-supported and Community-funded drug and violence prevention educational program. It is a model of democracy showing what can be achieved when national, state and local Communities all work together to meet a common threat...in this case drugs and violence that plague not only our society as a whole, but our most precious natural resource ... our “Children”.

*Q: What are drug offenders costing our citizens?*

**A:** Look at the average cost to arrest, book (process into the system), temporarily detain, adjudicate (trial), further incarceration (jail or prison) combined with the medical treatment and rehabilitation offender receives while incarcerated, and finally cost related to placing that drug offender for probation. The estimate is as low as \$16,000.00 (USD) to as high as \$25,000.00 (USD) per year, per (each) offender which is higher than the average mean lower income for an American family. It is far less expensive and more cost advantageous to educate and prevent drug use and abuse to our taxpayers.

*Q: What are the benefits to our local businesses and corporations to support the **D.A.R.E. Program**?*

**A:** First look at the cost to local businesses (employers) and corporations in loss revenue due to employee sick leave, missed work due to hospitalization or medical-doctor appointments, decreased productivity, safety accidents, higher medical related insurance costs, etc., to employees health affected by tobacco, alcohol, legal and illegal drug use/abuse and violence. Just look at drunk driving related incidents and safety accidents related to work due to alcohol related injuries. Then look at the fact that juvenile related drug use is down which will have a significant impact on future employees. **D.A.R.E.** works and has made a difference especially here in *Bexar County* and local stat’s prove it. **D.A.R.E.** is not the “Silver Bullet”, but it is one of the oldest and most comprehensive drug prevention and education program within *San Antonio and Bexar*

County to date.

*Q: What happened to the other San Antonio/Bexar County drug prevention and education programs that were allegedly better than the D.A.R.E. Program?*

*A:* When you find them please notify the *Bexar County Sheriff's Office D.A.R.E. Board* because we can not find them either. The reason being they are gone. They were ineffective and did not produce any tangible results.

*Q: Why should I as a citizen or business owner support the D.A.R.E. Program and its fundraisers?*

*A:* It can best be summed up by an old colloquialism “It takes a village (Community) to raise a child”. You can become part of the solution or remain part of the problem by doing nothing. We serve (help) others when we give of ourselves. **D.A.R.E.** in past years received some criticisms and has taken positive corrective action to ensure its curriculums and message are current, scientific and researched based. Since 2000 and the release of the “New” **D.A.R.E.** curriculums all independent research, surveys, evaluations and studies have shown a dynamic improvement over the past. The current “New” **D.A.R.E.** curriculums are heralded as the most comprehensive and state-of-the-art drug and violence prevention educational program in the country to date. In lieu of trying and then dumping programs as we have done in the past as a society - the key is to take a program and through continual evaluation and research make it better; and to design it to answer the needs of every Community – which is exactly what **D.A.R.E. America** has done. A donation, contribution or support of a **D.A.R.E.** fundraiser is an investment in a child’s future to ensure they are prepared and ready for society. **D.A.R.E.** is helping teach our children the importance of making their own decisions based on facts and information and not their peers advice. Its purpose and design is to help kids make better, safer and healthier choices, while providing them with essential life skills and information concerning the harmful affects of tobacco, alcohol and other drugs. **D.A.R.E.** Works!

*Q: Why don't I hear more about what D.A.R.E. has achieved or done for the citizens and children in Bexar County from our local news media?*

*A:* That is a good question that I too would like to have answered. I can tell you there is a plethora of positive news stories concerning what *Bexar County D.A.R.E.* has done that for what ever reason the media refuses to acknowledge. We have numerous personal success stories from past **D.A.R.E.** graduates, and numerous Community events your *Bexar County D.A.R.E.* program has supported. One local media news anchor commented “we have been to a **D.A.R.E.** class and **D.A.R.E.** graduations – what else is there” and my answer is a lot more than what you have reported to the public. **D.A.R.E.** is a lot more than classroom instruction by a law enforcement officer. It is a commitment to excellence in serving the citizens (parents), schools, neighborhoods and Communities throughout *San Antonio and Bexar County*. Another reason is they are all “positive” stories of our **D.A.R.E.** graduates succeeding and making something of them-selves. Again, just look at the people that work for and with our new fundraising partners. Mostly young men and women (many of whom are former **D.A.R.E.** graduates them-selves) who are earning an honest living, while staying drug and violence free, and serving (helping) others by assisting in fundraising designed to benefit the local Community and its children. **D.A.R.E.** has numerous success stories of how many young people faced adversity and temptation and yet over-came and made it because of what they learned from and through **D.A.R.E.** Why does the media not report this....you need to call and ask them. **D.A.R.E.** does work and we have numerous success stories to

prove it. The media is not bad by any means – they are simply convinced that all our citizens want to hear is “NEGATIVE” news that is the plain and simple truth.

*Q: Does the **D.A.R.E.** Program really work?*

**A:** Yes it does! All of the current studies and evaluations of the “New Curriculums” clearly shows **D.A.R.E.** is working and is making a difference. You can visit [www.dare.com](http://www.dare.com) for more up-dated information and findings.

*Q: Why does the media report that studies show **D.A.R.E.** does not work?*

**A:** As Paul Harvey would say now for the rest of the story. There were a total of 85 studies/evaluations completed on the old curriculums. Out of these 85 studies the media focused on three (3) studies that reflected **D.A.R.E.** did not have a long-term effect on children and some speculation that **D.A.R.E.** was ineffective in keeping kids from experimenting with drugs. In all three of these supposedly negative studies it was noted that **D.A.R.E.** did have the best delivery system in America – that being law enforcement officers used to teach the curriculums. The other 82 studies were all positive that is the real truth. That said for the last six years consecutively our local media has taken the three (3) negative studies based on a 12-year old evaluation that is totally outdated and regenerated the same old information. All of the negative criticisms have been answered in the development of the new scientific and researched based **D.A.R.E.** curriculums! None of our local media have accepted the invitation to come out and evaluate first hand the “New **D.A.R.E.**” curriculums.

*Q: Is it true that **D.A.R.E.** officers encourage children to inform on their parents?*

**A:** Nothing is farther from the truth. **D.A.R.E. Officer/Instructors** are not out to gather criminal intelligence on parents. **D.A.R.E. Officer/Instructors** encourage children to build a solid bond with their parents and an open dialogue of communication with their parents. When asked to share stories in the classroom students are told to follow the **D.A.R.E.** rule that says, “Never use a persons real name or relationship (I.e. mother, father, Etc.) But to say only “Someone I know”. This protects the confidentiality relationship between the student and the officer as well as between the student and their family members. It leaves the door open to get help where help is need without criminal prosecution. **D.A.R.E. Officer/Instructors** are here to help the students and their families not to hurt them.

*Q: Does every student graduate from the **D.A.R.E.** Program?*

**A:** No, if a student does not complete his/her workbook/planner, does not complete a **D.A.R.E.** Report and/or does not demonstrate an understanding of the objectives the student does not graduate. This is a decision made ultimately by the assigned **D.A.R.E. Officer/Instructor** and their decision is final. **D.A.R.E.** is not a silver bullet (answer to all) it is a program (curriculums) designed to help children make more informed decisions, to inform them of the harmful affects to themselves as well as others (consequences) from taking or abusing drugs, and to help them make safer healthier and positive choices.

*Q: Do the **D.A.R.E.** Officer/Instructors just teach **D.A.R.E.** classes?*

**A:** No, though teaching **D.A.R.E.** lessons/classes are the primary focus **D.A.R.E.**

*Officer/Instructors* are cross-trained as *School Resource Officers (SRO's)* and *Safety Officers (SO's)* whereby they work with school administrators and teachers to help keep students secure and safe within the schools. This is part of the *Sheriff's Home Land Security Initiative*. **D.A.R.E. Officer/Instructors** work within the Communities where they teach to help provide for safer neighborhoods (Community Policing ) as well as school zones. **D.A.R.E. Officer/Instructors** conduct annual activities and events for the kids especially during the summer months to provide positive, drug and violence free environments whereby the kids can have fun and be safe. For example the local *Bexar County D.A.R.E. Officer/Instructors* conduct a summer basketball league – currently a pilot program that is on going in the *Montgomery Area Neighborhood*. A Free Baseball Game at the *San Antonio Missions – D.A.R.E. Day* as well as other events throughout the year. **D.A.R.E. Officer/Instructors** are also the *Sheriff's Immediate First Responders* for all crisis situations.

*Q: Are their just Deputy Sheriff's teaching D.A.R.E. in San Antonio/Bexar County?*

*A:* No, we only have eight *Deputies* as certified **D.A.R.E. Officer/Instructors**. The *Bexar County Sheriff's Office* is the lead proponent law enforcement agency for implementing the **D.A.R.E. Program**. Sheriff Lopez initiated "Project Partnership" and we now have police officers from several municipalities as well as four school districts – police officers working with *Bexar County D.A.R.E. Program*. We have one officer from *Alamo Heights Police Department, Castle Hills Police Department, Constable's Office Precinct #1, Constable's Office Precinct #4, East Central ISD - Police Department, Harlandale ISD - Police Department, South San Antonio ISD - Police Department, Southside ISD - Police Department and Fort Sam Houston Military Police/Law Enforcement Command (Department of Defense Police)*. **D.A.R.E.** is a "Community PROGRAM" that is Community supported. This number continues to grow and will continue to expand as more school districts and municipalities get involved with the *Bexar County* program.

*Q: Does the Sheriff use D.A.R.E. a political ploy or as political clout?*

*A:* Never, the Sheriff supports **D.A.R.E.** because he believes in the program and what it does for our children. When other elected officials attempted to do a way with the program democrats and republicans alike – he fought to keep it, as "It was the Right Thing To Do for our Children". Now we have one of the model programs in the United States today as cited by *D.A.R.E. America*. A democrat sheriff who hired a card carrying and registered republican as his **D.A.R.E. Coordinator** – political NO – the right thing to do for the right reason (our children) yes! In addition the Sheriff authorized a bipartisan citizen board of directors empowered and governed by a Constitution and Bylaws to oversee the overall implementation and management of the *Bexar County D.A.R.E. Program*.

*Q: What is (are) the differences between the old and new D.A.R.E. curriculums?*

*A:* The old elementary curriculum was 17-weeks (17-lessons) in length and the New **D.A.R.E.** curriculum is 9-weeks (9-lessons plus a graduation). The old curriculum had a lot of information focusing on harmful effects of drugs whereas the New **D.A.R.E.** curriculum focuses on "Decision - Making" or making more informed and healthy choices. **D.A.R.E.** simply reinvented itself keeping the best of the old and adding New **D.A.R.E.** curriculums (elementary – middle/junior high and high school) that are interactive, scientific and researched based. Students are given more realistic (real world) situations to work through and practice their decision making skills so that they will be better prepared to face and deal with peer situations in the future. They learn how their decisions not only affect them but others as well in addition to learning the consequences of/for

their own actions (responsibility).

*Q: Why is the new D.A.R.E. Program being undertaken?*

*A: D.A.R.E. America* is focused on harnessing the most effective, evidence-based approach in developing a new curriculum for **D.A.R.E.** officers to deliver--one that will have long-term effectiveness.

The new curriculum will be subjected to a rigorous evaluation in Communities across the country. The data must prove that the new curriculum is effective at preventing drug use *before D.A.R.E. America* and the University of Akron will recommend.

*Q: Who is designing and evaluating the D.A.R.E. Program?*

*A:* The University of Akron is designing and evaluating the current **D.A.R.E.** approach. Previous evaluations of **D.A.R.E.** are not relevant to this new research. They have designed an effective middle school and high school curriculum in an unbiased fashion so we can know for sure that it is effective.

*Q: Historically, D.A.R.E. had been delivered primarily at the elementary level. Will the elementary D.A.R.E. Program be continued after the study is completed?*

*A:* The research will have no implications for the elementary program, because this study won't examine elementary **D.A.R.E.** Instead, this study will focus on middle school and high school, because previous research had shown that to be a critical age for drug prevention efforts. Students, parents, teachers, and principals in Communities from coast to coast are wildly enthusiastic about **D.A.R.E.**'s elementary program. The elementary program will continue to be a vital element in **D.A.R.E.**'s K-12 program.

The *University of Akron* is currently developing a totally new elementary **D.A.R.E.** curriculum to be ready by next year.

*Q: Do you plan to test your curriculum as delivered by teachers or other available professionals?*

*A:* The *University of Akron* gave that issue careful consideration and decided against testing the curriculum as delivered by teachers alone or by other prevention professionals alone. Many factors influenced their decision. Previous research has shown that teachers are not as effective at delivering prevention curricula, possibly because they have so many demands on their time. Other prevention professionals are not widely available to deliver drug education curricula.

Conversely, **D.A.R.E. Officers** have many attributes that make them ideal drug education professionals. They are selected specifically based on their 'winning' personalities and high credibility. They receive intensive instruction in how to deliver the current **D.A.R.E.** curriculum. And they are given release time from their other duties to deliver the curriculum.

It was decided that testing the new curriculum with **D.A.R.E. Officers** alone or in combination with teachers was the best approach.

*Q: Will this study be longitudinal? How far into the future will the study and control*

*groups be tracked to determine if the **D.A.R.E.** Program has long lasting effects on substance use and abuse?*

**A:** Yes, the evaluation study will be a five-year longitudinal. Students will receive the new curriculum in 7<sup>th</sup> grade and again in 9<sup>th</sup> grade. Students will answer anonymous questions about their drug use each year through the 11<sup>th</sup> grade.

### **More on the new **D.A.R.E.** Program**

This information will provide additional details to assist in responding to questions from **D.A.R.E.** stakeholders, the media, and the general public.

#### **Protocol:**

All inquiries from the press about the role of the *University of Akron* or the *Robert Wood Johnson Foundation* should be directed to Jessica Hulsey at (202) 467-8844.

#### **Media Messages:**

The newly developed **D.A.R.E.** middle school curriculum gives **D.A.R.E.** a unique opportunity to improve the effectiveness of drug prevention efforts in Communities across America.

With funding from the *Robert Wood Johnson Foundation*, we used the most successful approaches by the nation's leading researchers to design a completely new drug and violence prevention curriculum for middle school and high school students.

**D.A.R.E.** has listened to critics, researchers, and developed this new, improved version of a highly successful and needed drug-abuse and violence prevention program.

It is difficult to design and implement a new **D.A.R.E.** message for the 26 million school children in all 50 states and 54 countries that benefit from the **D.A.R.E.** program. It took two years to get it done. But get it done we did!

**D.A.R.E.** wanted to be assured that it took the best, most relevant criticisms and research to create a revised curriculum that had sufficient impact and met the life-skills needed for today's youth.

The prestigious *Robert Wood Johnson Foundation* (the largest health organization in the world) is working with **D.A.R.E.** because, as the largest drug prevention delivery system in America, we have the ability to deliver drug prevention programs in most of the nation's schools.

**D.A.R.E.** is not abandoning the 5<sup>th</sup>/6<sup>th</sup>-grade program. We are revising the middle school program to reinforce the successful elementary **D.A.R.E. Program** to ensure greater impact and long-term positive results. The elementary program will continue to be a critical element to **D.A.R.E.**'s K-12 curricula.

The *University of Akron* is currently in the process of revising **D.A.R.E.**'s elementary program to ensure its compatibility with the new middle school curriculum.

These steps are not being taken because the current curriculum is not effective-but simply the last **D.A.R.E.**'s continual process of improving **D.A.R.E.** -- this latest revision will provide the best

prevention education for America's school children.

The *University of Akron*, with the full cooperation of *D.A.R.E. America*, specifically designed the curriculum to be delivered exclusively by *D.A.R.E. Officers*.

**D.A.R.E.** is critically important because it is the largest drug prevention delivery system in the country, reaching approximately 80% of out nation's 5<sup>th</sup> and 6<sup>th</sup> grade students, and approximately 25% of all middle school students.

This is arguably the most positive and significant development for the *D.A.R.E. Program* since its inception in 1983.

Did not find an Answer you wanted?

If No, Then send us your question by clicking the Button:

**Question Box**

For more information contact the *Bexar County D.A.R.E. Coordinator* at 210-379-4919 or go to [www.dare.com](http://www.dare.com).

