

## Local Service Initiatives

**Name of Initiative:** Methamphetamine: Slingshot Into Destruction, A Community Awareness Campaign

**Station:** WEIU TV, Charleston, Illinois

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### Briefly describe the initiative and be as specific as you can be about the products or services that the initiative includes.

Methamphetamine use and abuse is a regional threat that can only be faced -- and beaten -- on a community basis. Four counties in East-Central Illinois are at the top of the list of concern of the regional Drug Task Force. These counties are in the WEIU TV service area.

WEIU TV is joining together with community organizations and individuals to educate, prevent, and treat the results of what is fast becoming one of the most virulent, addictive illicit substances to threaten our parents and children, coworkers and friends: methamphetamine. Through multiple strategies aimed at those who have the most impact, parents, we have gathered a coalition together around this societal health content strand: **Methamphetamine: Slingshot to Destruction -- a Community Awareness Campaign.**

### How does this initiative fit into your "portfolio" of other Local Service Initiatives? Is it one of many initiatives and projects, or does it take the bulk of your "Local" resources?

**Methamphetamine: Slingshot to Destruction -- a Community Awareness Campaign** has taken the bulk of our "Local" resources over the past year. On the other hand, WEIU TV also provides the Ready To Lead in Literacy program that serves children 0-8 in our local viewing area. This program strives to increase children's emergent literacy skills, increase frequency of reading with parents and increase the use of the Learning Triangle.

### What station assets, competencies and/or relationships does the initiative build upon?

Throughout the past year, WEIU TV has connected with the following community partners which has strengthened the stations initiative and has built lasting relationships throughout our viewing area.

WEIU TV and WEIU HitMix 88.9 - will provide leadership for on-air production and grants management.

Coles County Methamphetamine Awareness Coalition - a local coalition - will provide a conduit to individuals and community organizations who are focused on the issue and who provide a wide scope of local information, participation and enthusiasm.

Dave Chambers -- is a sociologist with law enforcement and drug enforcement experience, is a certified law enforcement trainer and recognized speaker in the fields of drug awareness and drug sub-culture and will present 25 presentations in part of creating the parent education program.

Illinois Attorney Generals Office - Project X- will provide materials and information through the Illinois State Police.

Eastern Illinois University, Family and Consumer Sciences Dept. - will provide liaisons with major regional employer (Eastern Illinois University) to facilitate parent awareness program among faculty, staff and students.

Alcohol Chemical Treatment Series - will act as consultants on treatment issues; will identify and support recovering Meth users who will be interviewed on video for programming.

I Sing the Body Electric - contact with schools through Regional Office of Education - will consult on impact of parenting campaign on (Centers for Disease Control Youth Risk Behaviors survey); will provide liaison to youth creating arts-based prevention projects on Meth and parent impact on youth decision-making; will provide liaisons

with major regional employer (Sarah Bush Lincoln Health Center) to facilitate parent awareness program.

### How would you describe the community benefit of this work? What needs are being addressed?

**WHY we need to mobilize A Community Threat** *We intend to impact these measurable goals:*

- **Goal 1. Reduce Meth manufacture (supply)** The elevated use of Meth has made our four target counties (Coles, Douglas, Moultrie and Shelby) the highest concentration of drug manufacturer arrests and has been the highest in the state of Illinois for five years running.
- **Goal 2. Increase awareness of harm and perception of risk in Meth use (demand)** Through lack of information on severe outcomes, Meth use and abuse has found its way into the youth population (ages 12 -18). In Coles and Moultrie counties, one in eight youth have tried Meth and one in eleven have tried it in Douglas and Shelby counties. This is significantly higher than the national CDC report. In general, there is a lack of coordinated information dissemination to parents in the region that contributes to the increase of risk and decrease of protective factors among families.
- **Goal 3. Make our communities safer for our families, children, friends and co-workers** The increase of Meth use in the area impacts local businesses, factories and families through workforce health issues. In addition, there are elevated incidents of crimes against children who live in homes where Meth labs are found. Incidents of crime against property, particularly the farming community, have also increased.

### HOW -- Methamphetamine: Slingshot to Destruction, A Community Awareness Campaign

- Enhance local coalition efforts (Coles County) and extend support to coalitions in Douglas, Moultrie and Shelby counties.
- Through a collaboration of partners we will create a parent education program throughout four-county area targeted (through schools, workplace, community events, businesses) Dave Chambers "Presents" will present 25 presentations in part of creating the parent education program.
- Promote and air national programs: *Workplace Addiction* will air once during primetime and once during mid-day between the dates of March 2005 and August 2005, *FRONTLINE: The Meth Epidemic* will air once during primetime and once during mid-day between the dates of August 2005 and March 2006. Both programs will be followed by a half-hour "LIVE" local call in program consisting of a panel of expert's roundtable discussion to include members of the partner organizations.
- WEIU TV production of one-hour programs entitled *Methamphetamine: Community Killer, Slingshot Into Destruction (Part 1 & 2)* (see content strand below):

**Part 1** is a one-hour program set to air once during primetime and once during mid-day between the dates of March 2005 and August 2005. Program Goal: education and awareness. Topics: origins of methamphetamine, manufacturing, impacts on individuals, families, communities and the environment. Design: Panel of expert's roundtable discussion to include members of the partner organizations, also to include pre-taped vignettes to illustrate the images and impacts of methamphetamine on community. The first program will follow-up on WEIU HitMix 88.9's weekly radio program "Issues and Attitudes". Both the television and radio program will kick off the yearlong community outreach project. **Part 2** is a one-hour program set to air once during primetime and once during mid-day between the dates of August 2005 and March 2006. A recap of the year's events and progress -- will focus on the efforts of local communities and individuals who are making strides to combat the problem. This program will be the capstone of the yearlong project and will also follow up on WEIU HitMix 88.9's weekly radio program "Issues and Attitudes".

**Who is the “customer?”**

Parents throughout the four-county targeted area and the partner organizations and community members.

**How do you know or measure if the customer’s needs are being met?**

	<b>Parents</b>	<b>Youth</b>	<b>Community</b>
<i>Intended Outcomes</i>	<p>Increase awareness of harm and perception of risk and identification of methamphetamine abuse and the drug sub-culture in youth.</p> <p>Enhance involvement in local coalition efforts.</p>	<p>Improve family communication through parent education program presentations.</p> <p>Increase awareness of harm and perception of risk and identification of methamphetamine abuse.</p>	<p>Increase awareness of harm and perception of risk and identification of methamphetamine abuse.</p> <p>Instill a sense of ownership to resolve the elevated abuse of Methamphetamine in the community.</p>
<i>Impact Indicators</i>	<ul style="list-style-type: none"> <li>• Pre and Post surveys at 25 parent education program presentations presented by Dave Chambers “Presents”. WEIU TV and community partners will analyze and assess the survey information from presentation to presentation. Surveys will be used as a constructive critique device for the presentations.</li> </ul>	<ul style="list-style-type: none"> <li>• WEIU TV and community partners will track how many requested resource materials, emails, phone calls and hotlines received during project start and end dates in Coles, Douglas, Moultrie and Shelby counties.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze and assess phone calls during “LIVE” local call in programs. Track how many viewers and participants seek out resources and materials to help recognize and/or cope with methamphetamine abuse.</li> </ul>

**Who benefits from the initiative?**

Parents throughout the four-county targeted area and the partner organizations and community members.

**How do you measure the benefits?**

<b>Program Component</b>	<b>Intended Outcome</b>	<b>Impact Indicator</b>
Enhance local coalition efforts (Coles County) and extend support to coalitions in Douglas, Moultrie and Shelby counties.	Build membership and numbers of coalition sponsored events; significant presence in secondary counties	Media coverage to create and enhance local coalition efforts. Participants of coalition are more aware of support and seek out more information.
Create parent education program throughout four-county area targeted (through schools, workplace, community events, businesses). Dave Chambers "Presents" Dave will present an aggressive program educating parents on the threat of Methamphetamine and the drug sub-culture during a 4-6 week period.	Heightened awareness; community cohesion, safe families, teen perception of risk increased	Parents will know how to recognize methamphetamine abuse. Parents will seek out resources to help cope with methamphetamine abuse.
Promote and air national programs: <i>Workplace Addiction</i> , and a telecourse series on substance abuse from the <i>World of Abnormal Psychology</i>	Heightened awareness; community cohesion, safe families, teen perception of risk increased	Viewers and program call in participants will seek out resources from community partner organizations.

**Describe the financial model for the initiative, being as specific as possible. How much does it cost? What are the sources and amount of revenue? How does it fit into your station's overall economic model?**

This was the proposed budget for **Methamphetamine: Slingshot to Destruction -- a Community Awareness Campaign**.

	<b>A. NCO Funds Requested</b>	<b>B. Station and/or other Contribution</b>	<b>C. TOTAL</b>
<b>Salaries</b>			
List name, title, and hrs or %			
Ke'an Rogers, Comm. & Outreach Spec. (150+ hours)		\$4450	\$4450
Linda Kingery, Program Manager (20-25 hours)		\$926	\$926
Lori Casey, Producer/Director (120-125 hours)		\$4300	\$4300
George Hovorka, Producer/Director (135-140 hours)		\$4524	\$4524
Jeff Owens, HitMix 88.9 Director (4-6 hours)		\$269	\$269
Kelly Runyon, News Director (15-20 hours)		\$823	\$823
Denis Roche, GM (6 hours)		\$373	\$373
Brenda Good, Dir. Admin. Finance (4 hours)		\$156	\$156
<b>Supplies &amp; Expenses</b>			
Example: postage, printing, promotion, travel, toolkits			
Travel	\$1100		\$1100
Postage	\$150		\$150
Printing	\$2250		\$2250
Promotion	\$1000	\$1000	\$2000

Tape Dubs		\$200		\$200
<b>Other Expenses</b>				
Misc. LIVE Production Cost		\$300	\$13,140	\$13,440
Dave Chamber, "Presents" (25 presentations at \$320 ea.)		\$4000	\$4000	\$8000
Coles Co. Meth Awareness Coalition (25 pres. @ \$20 ea.)		\$500		\$500
ISBE Staff (25 presentations @ \$40 ea)		\$1000		\$1000
Lake Land Comm. College Staff (A.C.T.S.) (\$20 ea.)		\$500		\$500
Pat McAllister (EIU Staff) (25 presentations @ \$20 ea.)		\$500		\$500
In Touch (Consulting/Facilitating) \$20 ea.)		\$500		\$500
Prevention First (materials)			\$2500	\$2500
ONDCP (materials)			\$2500	\$2500
<b>TOTAL</b>		<b>\$12,000</b>	<b>\$38,961</b>	<b>\$50,961</b>

For Internal Purposes: NCO #105077 SA 05-133-133-GP65-46-4635-5-5708

**Could other stations use this idea or model? Would it work for any size station or licensee type?**

Yes. Other stations have contacted Ke'an Rogers, WEIU TV Grant Manager to plan similar initiatives in their community. This project would work for any size station or licensee type.