



SUBJECT: Stay Sharp – Premier drug awareness/prevention presentation

ATTN: Events Coordinator:

Stay Sharp is a nationally recognized, premier drug awareness/prevention program that impacts youth and seeks to help them make healthy choices regarding drug use. Research substantiates the fact that education is the number one influencing factor for the prevention and reduction of drug and alcohol addiction among teens. Today more than ever before teenagers need to hear the truth.

Teen Challenge, the oldest and most successful drug and alcohol rehabilitation in the world*, has produced a cutting edge program that targets the youth population. Lancaster Teen Challenge has presented this program in over 100 schools, churches, community centers and outreach programs over the last 4 years. We have received a multitude of letters and reviews from school officials, parents, students, clergy, and business leaders highly praising the presentation. In June 2010, The Pennsylvania Future Business Leaders of America chose Stay Sharp as its 2010 Charity of Choice in a national competition event. Other organizations included: The American Cancer Society, American Heart Association, American Trauma Society and American Red Cross.

Lancaster Teen Challenge understands the great challenge that the drug epidemic presents to our children, young adults, adults and families. Drug and alcohol addiction respects no racial, gender, socio-economic, or religious boundary.

The Stay Sharp program is a 20 min segmented interactive DVD that pauses after different characteristics of addiction (i.e. The Big Lie, The Cost, etc) are addressed. With each break, a Teen Challenge student tells their personal story and addresses how that particular characteristic affected his life. The video has actual testimony of adolescents/young adults speaking about their experiences. The narrator provides dramatic facts about drugs/addiction. Dramatizations of drug/police/gang activity punctuate the presentation, all done to very a contemporary soundtrack. We also can incorporate a Teen Challenge student hip-hop /rap /spoken poetry team (Rob D & The D-boys) to perform a few original drug awareness songs. The entire program can be done in 60 minutes with a preferred time of 90 minutes, which allows for music and Q & A.

Stay Sharp is most effective as a student body assembly/group settings but, if necessary, we are also able to do multiple sessions throughout a school/event day schedule (limit 4 sessions). The program is especially geared towards adolescent-teen, young adults, parents, teachers, health care providers, law enforcement, pastors, etc. The Stay Sharp program is available in both a secular or faith-based model and can be easily adapted to fit the applicable culture.

I would very much like to have an opportunity to discuss doing the Stay Sharp presentation at your location. I will contact you in the next week to set a time when we can view the DVD and I can answer your questions. Please take a few minutes to look at the Stay Sharp website: www.staysharp.us Let's not miss the wonderful opportunity to bring this imperative education and resource to our youth!

- *1) Roger D. Thompson, University of Tennessee (1994). "Teen Challenge of Chattanooga, Tennessee: Survey of Alumni." Teen Challenge National: Springfield, Missouri.
- 2) Aaron Bicknese, Ph. D. Northwestern University (1999) "The Teen Challenge Drug Treatment Program in Comparative Perspective."
- 3) Research Topic White Paper #6
[-http://www.ministrywatch.com/profile/teen-challenge-international.aspx](http://www.ministrywatch.com/profile/teen-challenge-international.aspx)

Sincerely,

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