

Kings Park  
in-the-kNOw  
Empowering Plan

## Task Force Mission

The mission of Kings Park in-the-kNOw is to eradicate the infiltration of illegal drugs and substance abuse for the benefit of our children, our schools and our community

# Vision

- To **connect multiple sectors** of Kings Park, including businesses, parents, media, law enforcement, schools, faith organizations, community organizations, health providers and government.
- By acting **in concert through an alliance**, all of the partners gain a more complete understanding of the community's problems.
- **Together, we organize** and develop plans and programs to coordinate our anti-drug efforts.

**The result is a comprehensive, community-wide approach to substance abuse and its related problems.**

# Kings Park

- Kings Park is a quiet, suburban community on Long Island's North Shore.
- Residents are proud of its rich heritage and history.
- Today, Kings Park remains a vibrant community with deep roots, and residents maintain high standards and expectations for their school district and the education their children deserve.

# Kings Park: Landscape Challenge

Then,

- The area which is now Kings Park was open farmland until 1869, when the Society of St. Johnland formed to help the disabled and mentally ill.
- The Kings County Farm, established to care for poor and mentally ill people, became a state hospital. Throughout the 20th century, the town grew as Kings Park State Hospital attracted workers. The hospital closed 1996.

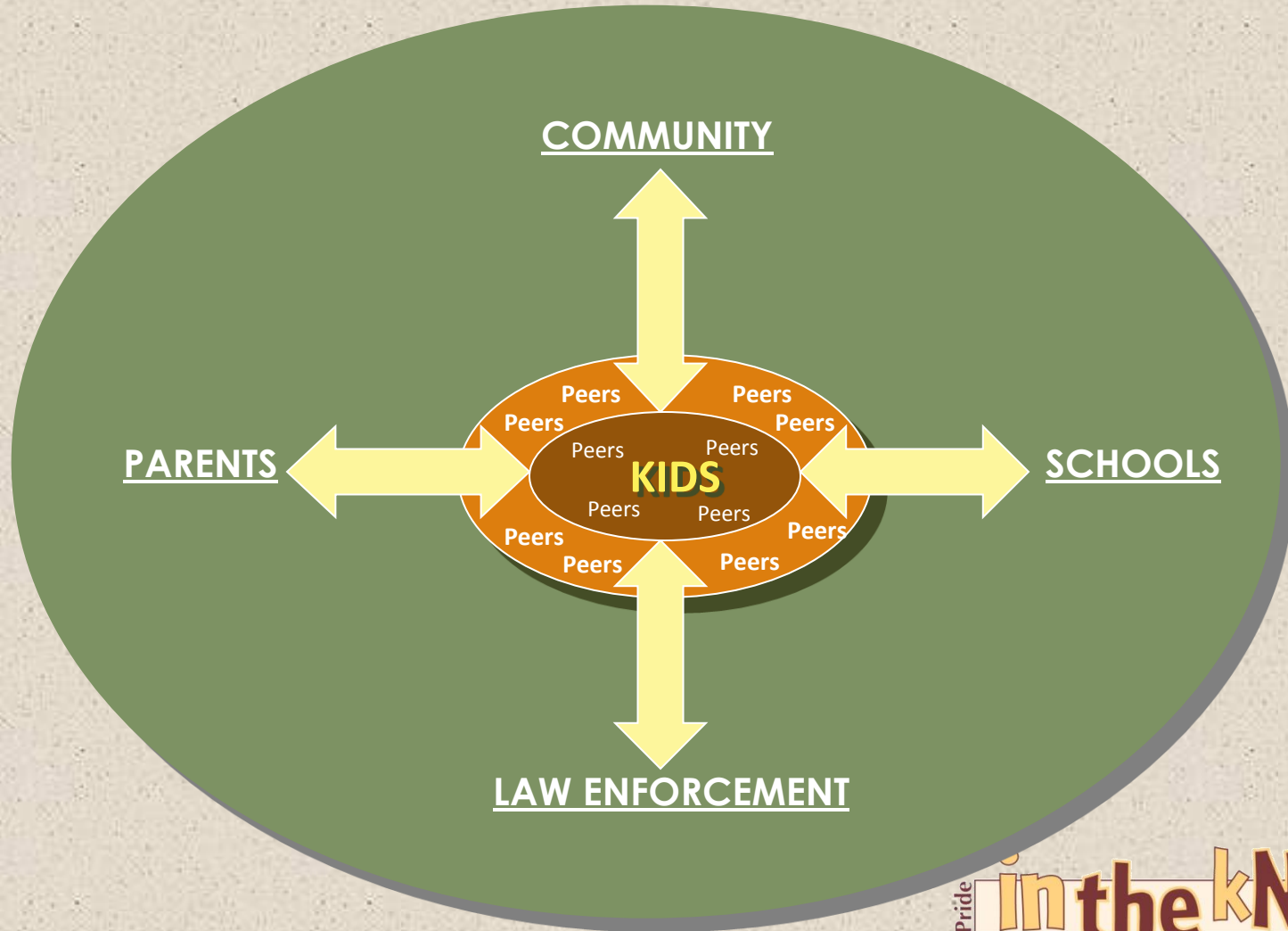
Today's Challenges

- The Kings Park hospital property is reputed as a location where kids go for drug sales and use, sex and other trouble-some activities. The abandoned facility is dangerous with asbestos, tunnels and lack of security.

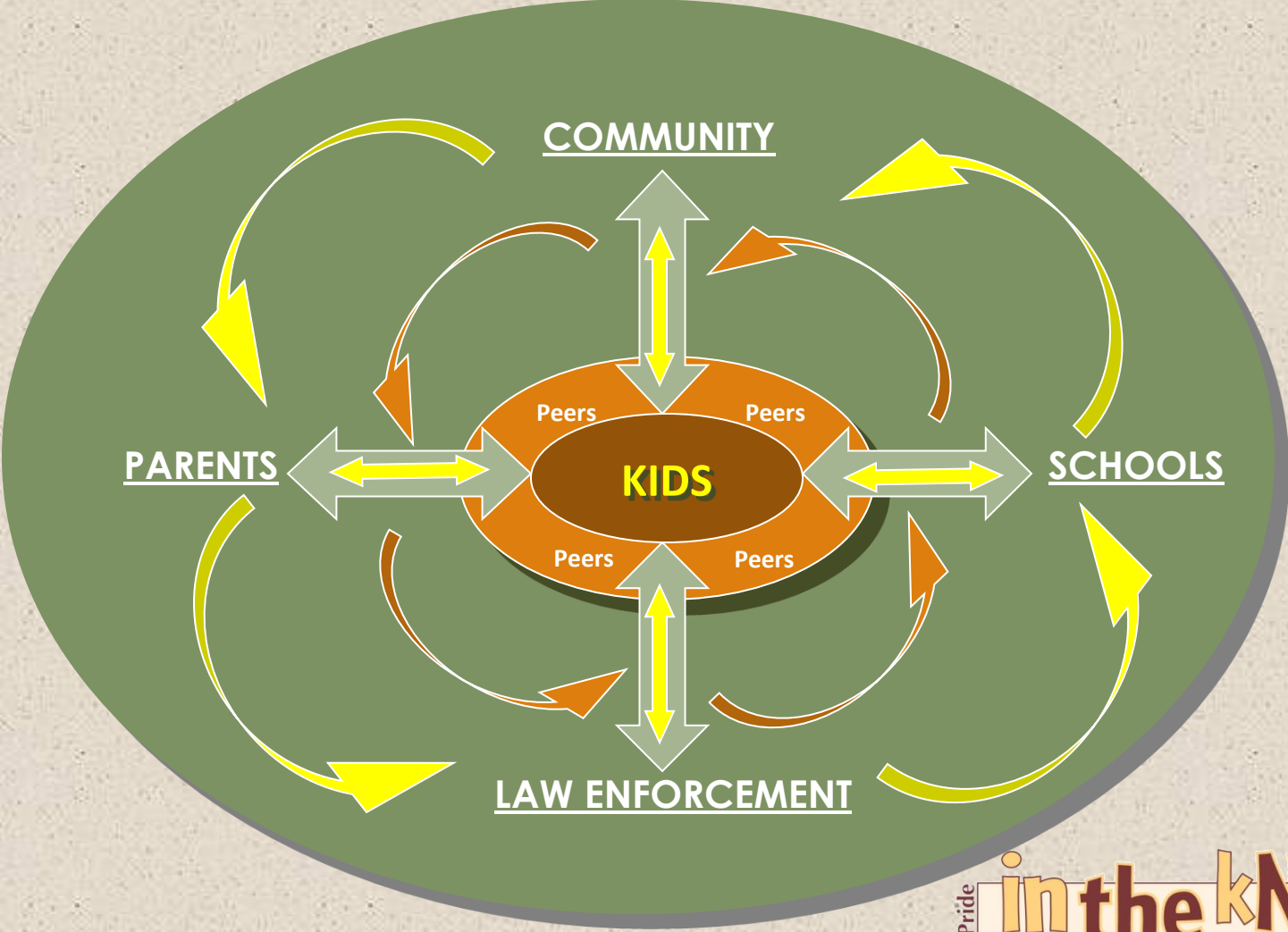
# Positioning

- Board of Education adopted resolution to authorize a Community Anti-Drug Task Force
- Involvement includes:
  - Chamber of Commerce, Community Civic Association
  - DEA, Suffolk County Police, Smithtown Code Enforcement
  - District's Council of Schools' parent representatives
- Commitment focuses on stamping out drug activity in the Kings Park District

# Communication Lines



# Empowered Communication Lines



# Communication Strategies

## Primary target audiences:

- Parents
- Students
- Community

## Primary Message:

- Dangers of using drugs illegally from a health issue and from a law enforcement issue
- Tools to help say no

# Communication Strategies

## Secondary target audiences:

- School administration
- Businesses in the Community
- Government officials

## Secondary Message

- Join us in our mission to make Kings Park District a **NO Drug Zone**

## Take Part

Identifying and understanding the *risk & protective* factors in our community provides a solid base from which to begin planning.

Risk Factors	Domain	Protective Factor
Early Aggressive Behavior	<b>Individual</b>	Self-Control
Lack of Parental Supervision	<b>Family</b>	Parental Monitoring
Substance Abuse	<b>Peer</b>	Academic Competence
Drug Availability	<b>School</b>	Anti-drug Use Policies
Poverty/Wealth	<b>Community</b>	Strong Neighborhood Attachment

Start Somewhere

## Individual Understanding

The more aware I am of the influences around me, the better prepared I will be to stand up to the pressures that keep me down.

Individual

- I am not alone
- Self help tools are available to me
- Communicating with others in similar circumstances or learning from the real life experiences
- I can seek Counseling and referrals for treatment

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## Parental Understanding

We're not telling you how to live your life, but are giving you another perspective and the latest facts. You need to make your own smart decisions.

## Parent Outreach Program

- TIPS For Parents
  - i.e., get to know your child's friends/ friends parents
- Parents networking with other parents
- Information about drugs, self esteem, internet safety, resources, peer pressure
- How to communicate with your kids
- Listen to your gut instincts

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## Peer Understanding

Kids aren't just pressured to do drugs at school, they're given all the tools to cover up their actions.

## Peer Pressure

- Peer pressure can impact teens' decisions about drugs.
- Friends can initiate or they can intervene.
- The potential for peer pressure or boredom leading to an after-school drug use habit is huge.

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## School Understanding

The “Partnering with Families” mission is to inspire more parents and family members to connect with their kids in ways that persuade them not to use drugs.

School

- Raise the consciousness of all members of the District regarding symptoms & behavior patterns associated with chemical use.
- Help train faculty and parents to deal with alcohol and drug abuse with sensitivity and firmness.
- Help students understand the life-threatening implications of alcohol and drug use.
- Develop an early intervention strategy.
- Provide on-going counseling and appropriate referrals.

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## Community Understanding

Some watch while things happen,  
and then wonder "What happened?"

Some people make things happen.

## Community

- Drugs don't discriminate
- Offer community resources to give parents "real-time" information
- organize grassroots organizations and task forces to help educate parents about emerging drug threats, and to provide information and helpful resources
- Provide services to meet our communication objectives

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# Launch Committees

Communications Team

Tech Communications Team

Events Team

Research Team

Recruitment Team

Financial Team



# Launch Strategies

## Communications Team

### Functions:

- Content maintenance
- Writing/editing
- Design/Layout
- Print
- Distribution

### Tools:

- Letters
- Newsletter
- Graphics (logo/name)
- Posters

# Launch Strategies

## Tech Communications Team

### Functions:

- Technology implementation
- Content Review
- Content Management

### Tools:

- Telephone Hotline
- Anonymous email address
- Drop Box
- Website
- MTA announcement
- Message Board

# Launch Strategies

## Events Team

### Functions:

- Strategize events to support mission of task force
- Outline all planning steps for successful event
- Allocate responsibilities to execute plan
- Coordinate permits, approvals
- Handle registration

### Events/Programs:

- Community summit (focus on family)
- Youth activities after school/weekends
- Special task force programs
- KPITK student support action group

# Launch Strategies

## Research Team

### Functions:

- Researches information nationally and locally
- Collects, sorts, compiles and distributes research information to the Communications Team

### Elements:

- Facts, data, statistics
- Websites, anti-drug organizations
- Articles
- Ads
- News trends

# Launch Strategies

## Recruitment Team

### Functions:

- Invite participants to join force and its activities
- Obtain guest speakers for relevant programs
- Distribute poster to hang in store fronts, fire house, library, parks, etc.
- Act as the face of task force, possible spokespeople, liaison to other advocacy groups
- Help to “sell” the task force and its mission

# Launch Strategies

## Financial Team

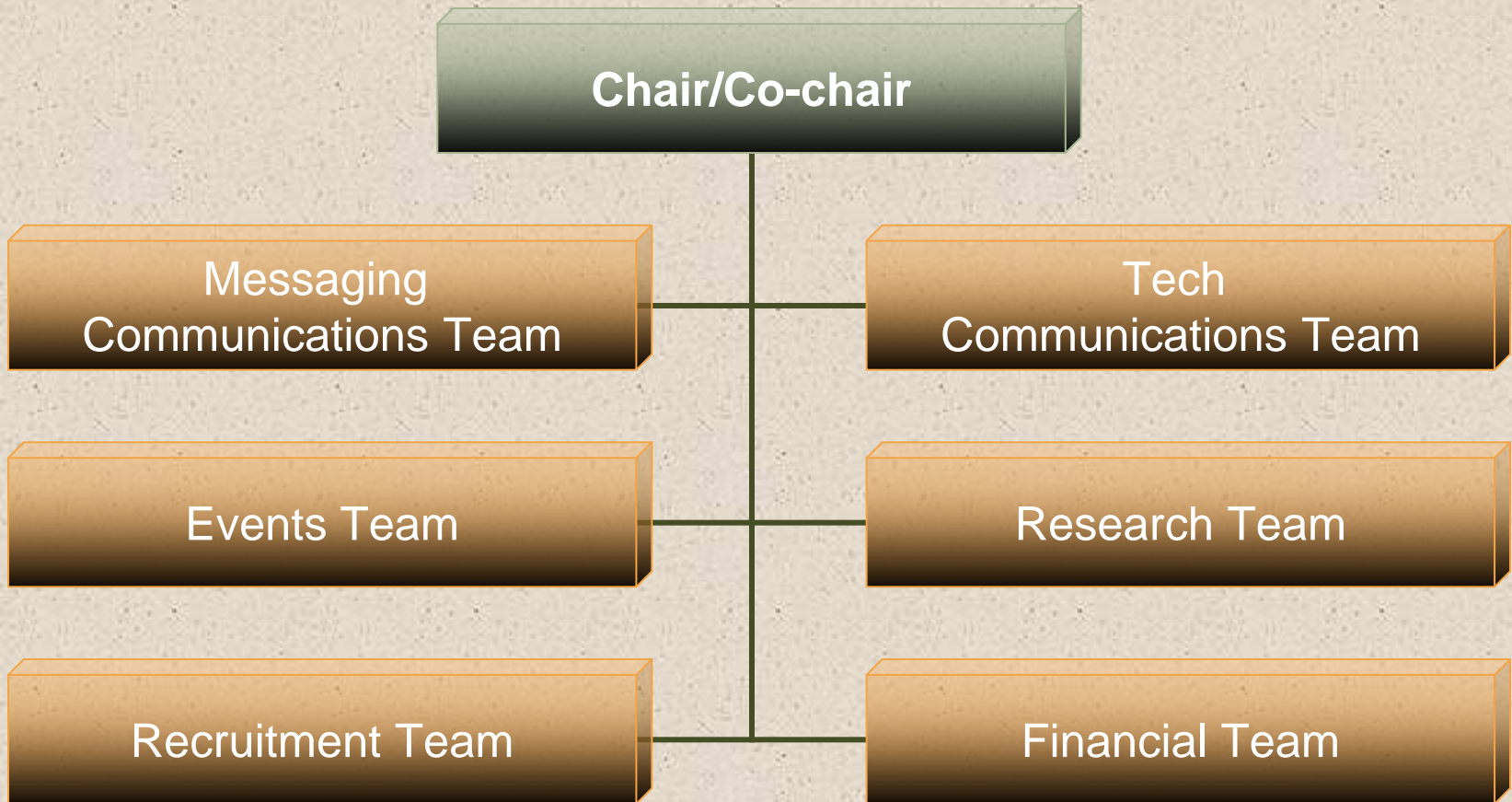
### Functions:

- Develops and manages budget
- Track expenditures
- Accounting
- Financial planning/Insurance
- Fundraising
- Grant Applications

### Tools:

- Bank Account
- Spread Sheets
- Monthly Reports
- Quarterly Review
- Annual Report

# Monthly **Committee** Update



# Marketing Strategies

- Direct
  - Newsletter to residents to reach parents
  - Engage teens in taking an interest in drug-free initiatives Content to include neighborhood reports, police activity, facts, drug vocabulary, tips on prevention
- Third-party
  - Involve elected officials, expert counselors and health leaders to support Helping Hands mission
- Other promotional programs
  - Special events to encourage advocacy
  - Community summit
  - Youth activities after school/weekends
  - KPITK student support action group

# Public Relations

- Raise awareness about task force and its progress
  - Highlights:
    - Publicize events in Suffolk Life, Smithtown News, Pennysaver
    - Recap stories about workshops, speaking engagements
    - Develop a weekly byline column with facts, tips for students and parents

# Vertical Markets/Segments

- Informational Opportunities
  - Utilize existing student newsletter  
(articles written by and to students)
  - School district newsletter  
(articles written by school administration to parents/students)
  - Third-party partner role:  
local stores, post office, parks, library can display awareness posters and make newsletters available



**CALL our TIP HOTLINE 631.368.5533**  
to **anonymously** report possible  
drug dealings in the Kings Park Community.

*If you are concerned about caller ID, press \*67 prior to making the call.  
All information is passed on to law enforcement.*

**If you See Something,  
Say Something.  
You could be Saving a Life.**



Thank you.