

The Official **don't be a dummy** Campaign

Local Teens. Standing Out. Against Drugs & Alcohol.

A project of Idaho Drug Free Youth

As part of National Red Ribbon Week

OCTOBER 30TH, 2009

WHAT IS THE “DON'T BE A DUMMY” CAMPAIGN?

Schools around the state are invited to take part in this one-day Red Ribbon Week Event. The “**don't be a dummy**” campaign was developed from the “Don't Be a Dummy” skit that Idaho youth created in 2001 at the Idaho Youth Summit. For more information about the skit, see the attached script “Don't Be a Dummy”.

HOW IT WORKS

On October 30th, 2009 youth in the state of Idaho will make a public-art statement against drugs and alcohol by posing as “dummies” in the “**don't be a dummy**” campaign. Youth involved in the “**don't be a dummy**” campaign will pose as “dummies” in a community location (i.e. a store window, park, community center, mall, sidewalk, school, or some other visible location). Youth will not actually perform the entire skit, but rather, the “dummies” will be assigned a specific pose to hold for a length of time of your group's choosing. This length of time can be anywhere from ten minutes to an hour. “Dummies” can choose to hold a variety of props as described in the “Don't Be a Dummy” skit. “Dummies” will be wearing don't be a dummy campaign t-shirts that can be purchased for a minimal cost. Each organization may also purchase an official 5' X 7' “don't be a dummy” banner. After the campaign, youth can speak with community members about their prevention efforts, why they choose to be drug free, and also about the dangers of drugs and drinking.

MEDIA

Also attached is a sample press release to contact your local newspaper or other form of media. In making this a statewide campaign, we need to inform the public about what Idaho Drug Free Youth will be doing on October 30th, 2009.

WHY RED RIBBON WEEK?

Red Ribbon week is an ideal way for people and communities to unite and take a visible stand against drugs. The “**don't be a dummy**” campaign is an easy, informative, and visible way for Idaho youth to make a statement about their stand against alcohol and drugs and show their commitment to Idaho Drug Free Youth.

OUR GOAL in the “**don't be a dummy**” campaign is to make a visible statement against drugs and alcohol statewide. With the help of every chapter, Idaho Drug Free youth and “**don't be a dummy**” will be represented in over 60 communities in all parts of the state of Idaho.

For more information contact Idaho Drug Free Youth at (208) 664-4339.



Sign us up for the 2009 **don't be a dummy** campaign!

Program Cost:

IDFY Chapters
Program Kit: **Free!**
T-Shirts: \$5.50/shirt
Banner: \$25.00

Other Organization
Program Kit: \$50.00
T-Shirts: \$7.50/shirt
Banner: \$35.00

- The Don't Be a Dummy Kit Contains:
- Information about how to run the Don't Be a Dummy Campaign in your community
 - Rights to the continued use of the program each year
 - A CD containing a press release, official logos, flyers, the original "Don't Be a Dummy" skit script
 - T-Shirts can be purchased for an additional \$5.50 if your community has an IDFY chapter or \$7.50 if you are with another organization.

School/Community: _____

Name of Club/Organization: _____

Advisor Name & Signature: _____

Your Campaign Location: _____

IDFY Members Involved in the Campaign: (for recognition in IDFY newsletter)

T-Shirt Order: (Optional) Official Don't Be a Dummy T-Shirt

Please indicate the number of your shirts you want to order:

Adult Small: _____
Adult Medium: _____
Adult Large: _____
Adult XL: _____
Adult XXL: _____



Banner Order: (Optional)

Please indicate the number of banners you would like to order:

5 X 7' Vinyl _____

T-Shirt orders must be place by September 30th, 2009. Questions? Call (208) 664-4339. Email: kelsey@idahodrugfreeyouth.org

Please mail, fax, or email this form and purchase order or check to:
Idaho Drug Free Youth
610 W. Hubbard Ste. 123
Coeur d'Alene, ID 83814
fax: (208) 765-2970

