Draw What You Want To Be When You Grow Up

What Do I Want To Be?

McGruff the Crime Dog

SM

What Do I Want To Be?

NOTE FOR TEACHER AND PARENT: Children often dream about what they want to be when they grow up. Here, McGruff as a puppy is dreaming that he will help prevent crime when he gets older. Have children draw a picture of what they want to do, and share the pictures with each other.
NAME: ____________________________

Find the Hidden Picture!

NOTE FOR TEACHER AND PARENT: Have your students color each section with a dot to find the hidden message and picture. Colored markers are recommended for this activity.
Find Your Way Through McGruff!

Thanks for Helping Me
TAKE A BITE OUT OF CRIME!

NOTE FOR TEACHER AND PARENT: Have your children complete this maze. Have a contest to see who can finish it first. Discuss who McGruff is and how children can help him “Take A Bite Out Of Crime.”
NAME: ________________________________

Help McGruff and Friends Find Their Way Safely to the Park

START HERE!

PICK ONE

BEER

THE END!

NOT FOR THE TEACHER AND PARENT: This is a spaghetti maze. If your children are unfamiliar with this type of maze, explain that they go under paths and that the students may begin at any opening next to McGruff. Ask your children to use a pencil to complete the maze as they avoid the things which would be unsafe for them. Discuss these things, other potential dangers, and what they should do when confronted with them.
Add Up the Numbers Below Each Line, Then Find the Letter That Matches It To Get the Secret Message!

6 + 4  1 + 2  8 + 3
9 + 9  3 + 6  4 + 1  7 + 7  0 + 16  7 + 11  6 + 9
3 + 2  10 + 10  2 + 1  13 + 9  5 + 0  1 + 1  4 + 5
15 + 1  15 + 3  3 + 7  1 + 19  10 + 2  11 + 11

KEY
1 - K  7 - J  12 - G  17 - C  22 - S
2 - F  8 - V  13 - R  18 - H  23 - U
3 - D  9 - E  14 - L  19 - W  24 - X
4 - P  10 - I  15 - Y  20 - N  25 - M
5 - A  11 - O  16 - T  21 - Z  26 - B
6 - Q

NOTE FOR THE TEACHER AND PARENT: This secret message is designed to help students practice their mathematics skills, and to provide a fun message to decipher (I do healthy and safe things!). Discuss what healthy and safe means, and what kind of healthy and safe things the children do.
Follow the alphabet through the maze and then count how many times you pass McGruff!

The End!

Note for teacher and parent: This may work best as an alphabet review. Have your students follow the letters in alphabetical order through the maze A to Z and then count how many times McGruff is shown. Incorporate this piece and discuss who McGruff is and what his message is.
You Played in a dark alley with a friend.

Move back 2 spaces

You went to bed on time and woke up feeling great!

Move ahead 2 spaces

START HERE!

THE END!

You Are Safe With McGruff the Crime Dog!

NOTE FOR TEACHER AND PARENT: Here's a game that your children can play with your supervision. To begin, cut out and color the game pieces on the side of the page. Make sure to use a different color for each circle and attach to a penny. Decide who will go first and take turns rolling a die and moving the number shown on the die. After landing on a space, read and follow the instructions. The first player to get to McGruff wins. Have your children discuss why each space is safe or unsafe. Please note that the game board could be enlarged on the copier if so desired.
NAME:

1. Fill in your address and important phone numbers
2. Connect the dots
3. Color

My Address Is:


My Phone Number Is:
(  )

Emergency Phone Number:
(  )

Parent's Work Phone Number:
(  )

NOTE FOR TEACHER AND PARENT: Help your children to complete and color the above picture and to neatly complete the important numbers they need to know in case of an emergency. At home, have your children hang this sheet in a visible place near a telephone. Ask the children when they would need to know these numbers, and role play situations, like dialing 911.
Avoid:
- Hairdryer in bathtub
- Electric Saw
- Oven
- Beer
- Cigarette
- Poison

NOTE FOR TEACHER AND PARENT: Homes are meant to be safe places for children. However, many household objects are dangerous. Have your children avoid the items which are dangerous in their own homes. Review the items shown and discuss why they are dangerous. What other dangerous things can they think of? What safety things can they think of?
My Name's McGruff, and I'm here to say
"No" to drugs, wouldn't have it any other way.
Listen to me, as I sing my song,
Your friend McGruff wouldn't steer you wrong.
Some kids may be sayin' that drugs are cool.
Listen to me, that's not my rule.
Usin' drugs is not for you.
You know in your heart that what I say is true.
Listen to me, this dog in a coat,
If you mess with drugs it could be all she wrote.
Some kids may be sayin' drugs 'll make you feel good.
Listen to me: their heads are made of wood.
Drugs will bring you down, you've got better to do
Than drinkin' and smokin', hangin' out with that crew.
Listen to me, my friends all around.
I need your help to finish my sound.
The rest of this rap is up to you
Keep it goin' if you want to.

(Finish the rap by adding new words or make your own!)
NAME: ____________________________

When You Don’t Use Drugs You Are...

Find These Fun Activities: The words and phrases below are in the puzzle, but they are written up, down, sideways, backwards, and diagonally! Can you find them?

ALIVE (able to make your) DREAMS COME TRUE
SMART GROWING
HEALTHY TRUE FRIENDS
(your) BEST STRONG
(a) WINNER BRIGHT
WISE (able to) THINK CLEARLY
DRUG-FREE HAPPY
CRIME-FREE

NOTE FOR TEACHER AND PARENT: This word search asks children to think of what kind of good things will happen when they remain drug free. Discuss these things with your children and what other things they will enjoy when they choose not to use drugs and remain healthy.
NOTE FOR TEACHER AND PARENT: Instruct your children to cut out the cube along the SOLID lines. Next, fold along the dotted lines. Finally, tape or glue the tabs and carefully assemble to form a cube (when you make copies for your children, heavier paper is recommended). After assembly has been completed, see how long it takes for the children to solve the 3-D maze! (It is helpful for the teacher to demonstrate how to put the cube together. Also, it is best to use a felt marker when solving the maze.)
Seek and Find: Fun Things To Do With Friends and Family

Find These Fun Activities: The hidden words go left to right, backwards, top to bottom, upside down, diagonally.

E J R W M A G N I T A K S E C I S E A
R U N A R A C E E C O B S S P D E F V B
U E X A E E T W F S P I N T P I C N I C
T N D P C X V Q I H R R E R V E N E R F
C A Y P K E O N H O M E W O R K A M D R
I D R O O R G A D P Q A M P P T D U A W
P H O N E C A L L L P L D O S R N T E R G
A E T C F I G E O I V A C A T I O N O N
W R S G B S A L C N A B W I M A A R F I
A G A R D E N I N G C O O K N P M C O M
R C L O J F C M X C A O D S E M A G M
D F L O C L M S O B I K E R I D E D L I
L P E G N I M H C A E B E H T O T O G W
S S T D P N O N O I T S E U Q A K S A S

Hidden Words:

HOMEWORK
SPORTS
MOVIES
SHOPPING
PICNIC
SWIMMING
VACATION
GARDENING
EXERCISE
GO TO THE BEACH
PHONE CALL
BIKE RIDE

COOK
GO FOR A DRIVE
DANCE
SING
DRAW A PICTURE
READ A BOOK
GAMES
RUN A RACE
ICE SKATING
TELL A STORY
ASK A QUESTION
PAINT

NOTE FOR TEACHER AND PARENT: This word search asks the students to find the drug-free activities in the jumbled letters above. Discuss what fun and healthy things your children like to do either by themselves, with their friends, or with their families.
WHAT INFLUENCES YOUR LIFE?

1. Unscramble the following words:
   HINT: Use the pictures for clues.
   LHOCOS
   EDFNIR
   LMYFAI
   FRUFCMG
   COTRDO
   VSEETILNOI
   CATEHRE
   TROBHRE
   RESTSI

2. Write your answer here:
   S ___ H ___ ___
   2
   ___ ___ ___ N ___
   13 7
   ___ ___ ___ Y ___
   16
   ___ ___ ___ C ___
   15 14
   ___ ___ ___ T ___
   12 4 9
   ___ ___ ___ L ___
   8 11 1
   ___ ___ ___ A ___
   19 3 17
   ___ ___ ___ H ___
   10 5 18
   ___ ___ ___ R ___
   6

3. Decode message using the letters above:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
   16 17 18 19

NOTE FOR TEACHER AND PARENT: Have your students unscramble the words to find the people and things that influence their lives. Discuss what “influence” means, how it can be good and bad, and how and why the students should resist bad influences.
HELP McGUFF SOLVE THE PUZZLE

DOwn
1. ___ play with each other after school.
2. Smoking can make you ___.
3. Don’t be a fool! Drugs aren’t ___.
4. Cigarettes are not ___.
5. ___ says “Take a Bite Out of Crime”.
6. I am ___.
7. If you ___ drugs on the ground, don’t touch them.
8. Only take ___ from someone you know.
9. If someone asks you to use drugs, ___.
10. You should keep your room ___.
11. Bright clothes when riding your bike.
12. I enjoy watching shows on ___.
14. Everyone needs to do their ___.
15. If a stranger ___ to your door don’t let him or her in the house. Tell an adult.
16. The ___ I know, the smarter I am.
17. We play ___ at recess.
18. Beer and wine coolers are ___.
19. Ask the ___ for help when you or friends are in trouble.
20. Drugs can make you ___ your shot in basketball.
21. Be home at the ___ you are told to be home.
22. Don’t get into a ___ with a stranger.
23. Have a good ___!
24. Mom, Dad, Sister, Brother.
25. My ___ helps me learn new things.
26. When I’m sick, I stay home from ___.
27. Studying helps me to do ___ in school.
28. ___ put drugs or something dangerous in your mouth.

Words In The Puzzle

ACROSS
2. Baseball, soccer, football.
4. Everyone needs to do their ___.
5. If a stranger ___ to your door don’t let him or her in the house. Tell an adult.
6. The ___ I know, the smarter I am.
7. We play ___ at recess.
10. Beer and wine coolers are ___.
11. Ask the ___ for help when you or friends are in trouble.
12. Drugs can make you ___ your shot in basketball.
14. Be home at the ___ you are told to be home.
16. Don’t get into a ___ with a stranger.
17. Have a good ___!
18. Mom, Dad, Sister, Brother.
21. My ___ helps me learn new things.
22. When I’m sick, I stay home from ___.
23. Studying helps me to do ___ in school.
25. ___ put drugs or something dangerous in your mouth.

NOTE FOR TEACHER AND PARENT: This activity challenges students to find the words to complete the crossword puzzle. It has a variety of safety, health and drug, and crime prevention messages which can be discussed in class.
ROSE WATCHES OUT AND HELPS OUT

Try to read the story below without using the code key. If you need help, it is provided at the end.

Once upon a time, there was a little named . Every summer, would to visit her and uncle in the . She and uncle, and she liked taking the .

During one of her visits, she was ing home from her friend Jenny's . They were very excited because they had just bought a pet from the pet store. As they turned the corner, they saw a outside 's neighbor's . said to Jenny, "That's funny, I didn't know the Johnson was moving. I just saw Mr. and Mrs. Johnson leave for work in their . Let's go see what those are doing."

put on her and she and ed a little bit closer and hid behind a . They took of what the strangers were doing. They saw moving the Johnsons' stuff from their to the . There was a carrying a , carrying a , and carrying a .

Jenny said to, "Something doesn't look right. What should we do?" said, "Here's a . Let's down their tag number and tell my uncle."

The ed the street and ran into the . They found 's uncle washing his in the . They told him what they
had seen and he agreed that something was . He ed Mrs. Johnson at work and then he ed the police.

A few minutes later the police arrived at the Johnson's and took the crooks by surprise. They arrested them and took them away.

The Johnson came over that to thank for watching out and helping out. Mrs. Johnson told that she wished all her neighbors were as thoughtful. felt very good for helping. She gave her and uncle and went to her room to a to her parents and to play with her new pet .

NOTE FOR THE TEACHER AND PARENT: The primary message of this piece is to encourage children to watch out and help out. Children who take a more positive role in their community are going to be more likely to develop skills, raise self-esteem, and avoid trouble. Discuss other ways children can help out in their communities.
Find Your Way to McGruff and Have Fun Doing Healthy Things!

NOTE FOR TEACHER AND PARENT: Have your students complete this maze and get to McGruff in the middle. Discuss with them their favorite drug-free activities.

HINT: They must pass every activity. Have them draw their favorite activity on a separate sheet of paper after they complete the maze.
McGruff News

Featuring Our School's Drug-Free Activities

NOTE FOR TEACHER AND PARENT: Have your children write about or draw drug-free activities or clip them from newspapers and magazines to make their own newspaper!
NAME: ________________________

MONTH McGRUFF'S MONTHLY SAYING

1. Write in the month. 2. Write in McGruff's saying for that month. 3. Fill in the dates.

JANUARY
Start the year right - don't stay up all night.

FEBRUARY
Let someone you love know where you are.

MARCH
Spring clean your neighborhood.

APRIL
Don't be a fool - drugs aren't cool.

MAY
Remember to lock your bike - it may be gone tonight.

JUNE
School's out - help out and watch out.

JULY
Red, white, and blue - don't let your friends pressure you.

AUGUST
Maybe it's hot, but try to stay cool. Be in before dark and stick to the rules.

SEPTEMBER
Eat a healthy breakfast - it's fuel to start school!

OCTOBER
Stay with friends and family when you go to get your candy.

NOVEMBER
Thanks for not getting in a car with a stranger - you could be in danger.

DECEMBER
May your holidays be bright; out of crime take a bite.

NOTE FOR TEACHER AND PARENT: This calendar with McGruff can be photocopied, and the month and days can be written in so there is a page for each month. Include a message that McGruff has provided or have your children think up a message or theme that McGruff would say for that month. Have your children fill in the numbers themselves so they can practice using a calendar.
Instructions:

Your teacher will give you two pieces of paper—Side A and Side B

1. Read the Ways To Say “NO” on Side B.
2. Pick four of the ways, and in the four boxes above, draw a picture for each way you have chosen to say “NO.”
3. Cut the flaps on Side B along the dotted lines. Glue, tape, or staple the McGruffs over your pictures saying “NO.”
4. Lift the flaps and share with your classmates your ways of saying “NO.”

NOTE FOR TEACHER AND PARENT: Make a one-sided copy of Side A and a one-sided copy of Side B. Have your children pick out four ways that they would say “NO” to drugs and have them depict the ways in the boxes, follow the directions for cutting the flaps, and then attach Side A to Side B. Each child will have his or her own flap book with ways to say “NO” under the covers. Role play ways that the children would say “NO” to alcohol and other drugs.
Draw Pictures of the Ways to Say “NO.”

1. No thanks, it’s against the law.
2. No. Let’s go do something else.
3. I’m on the team, and we don’t use drugs.
4. No, I need all the brains I’ve got to be healthy.
5. I don’t take chances with my body.
6. No, my parents would get really mad.
7. No, I’m late and I have to leave.
8. No, I’m going to play ball with some friends.
9. No thanks, I’m not into chemicals.
10. (Make up your own ways to say “no.”)

What are your best reasons for saying “NO?”
Dear Looking for Fun:

Beer and wine coolers have the drug alcohol in them. They are very dangerous for kids like you. They are also illegal for you to use. TV commercials are trying to get you to buy what they are selling so they make things look nice. But the things that you see on TV are not always the same things you get when you buy them. Sometimes you see toy planes flying through the air by themselves on TV, but after you buy the toy you find the planes don’t fly by themselves. Some TV commercials try to get people to spend their money and give people the idea that they will have fun if they buy the thing that is being advertised.

Don’t waste your time trying dangerous things like beer, cigarettes, or wine coolers. Go for a walk, take a bike ride, play a game with a friend, or help your parents around the house.

Your friend,
McGruff

Dear Looking Around:

Most older kids do not use drugs. That’s because drugs are illegal and dangerous and most kids know it. Those kids who do use drugs are being hurt. Sometimes we cannot see the pain or hurt to these kids, but it is there. It is like when you get a paper cut; the cut may be very small and others may have trouble seeing it, but it hurts you. Using drugs is 100 times worse. Drugs hurt your body and make you sick. Drugs also make you unable to think straight. Hang with those kids who don't use drugs, and don’t let older kids tell you to use drugs.

Your friend,
McGruff

Dear McGruff:

I see a lot of TV commercials that show older people drinking beer and wine coolers and having fun. What if I tried it?

Sincerely,
Looking for Fun—Boy, Age 10

Dear McGruff:

Some older kids in high school use drugs. Nothing bad happens, they say. Is this true?

Sincerely,
Looking Around—Girl, Age 10
Hi kids! It’s your pal McGruff here. I want you always to be your best. You can do your best when you:

- help family and friends,
- learn all you can in school,
- do well in sports, and
- enjoy your special talents and hobbies.

To be your best, you have to be drug free.

**Drugs and You**

Many kids are worried about drugs; some feel pressed to try them. Probably, you’ve worried or thought about drugs too.

Drugs—and here I don’t mean medicines your doctor says to take to get well—are pretty scary. They get a lot of kids into big trouble. Drugs can make people sick or even die. That’s why it’s a crime to use or sell some drugs—because they’re so dangerous.

Even some things which are legal for adults to use can hurt younger people. For example:

- **Beer** and wine have the drug *alcohol* in them. Alcohol can make you sick to your stomach. You can throw up. It can make you act in embarrassing ways, and even make it hard for your brain to grow right.

- **Cigarettes** have the drug *nicotine* in them. Nicotine is addictive (like alcohol and many other drugs). This means your body feels a need for it even though it is harmful. Cigarettes give you smelly breath and burn holes in your clothes.

There are other drugs which are illegal for everyone. (they are as bad or even worse for you.) These include: marijuana, PCP, LSD, cocaine, and crack. Ask your school nurse, teacher, or parent to help you find out how each of these drugs hurts your body and mind.

**Drugs and Sports**

You want to be your best in sports. Drugs can really rob you of the chance to do your best. For instance:

- **Marijuana** stops your hands, feet, and eyes from working well together. You will lose the coordination and timing you need to catch a ball or throw a pass. It will make breathing harder, and it makes things harder to remember.

- **Alcohol** makes you dizzy and sick. You slow down. Sometimes you can’t think clearly. There’s no way you can kick or dribble a ball as well.
Drugs and Hobbies and Skills

If your hobby or skill is dancing or singing or acting, drugs will make it impossible to do these activities well. If you like to paint or draw, drugs can ruin the coordination you need to make your artwork look the way you want it.

Drugs and School

Why use something that makes it harder to study, tougher to keep the facts straight, and rougher to take a test? Any drug is hard on school work.

Drugs and Your Friends

Maybe someone you know—maybe even a friend—will offer you something like:

- a beer or wine cooler,
- a marijuana joint,
- a cigarette, or
- a pill.

You know the smart thing to say is “NO.” You know drugs can only hurt you and your friends. Sometimes it’s hard to say “NO” to somebody you like. Here are some ideas of ways to say no and mean it:

- “I need to think straight. I have to study!”
- “I’d never touch that stuff. My folks would get really mad!”
- “No thanks. I have to go now.”

Practice saying these through role playing.

Drugs and Your Family

Tobacco and alcohol are two drugs that adults are allowed to make choices about. Even adults don’t always make the best choices. If adults in your family are using tobacco, you could ask them to stop because you want them to be healthy. If an adult in your family drinks alcohol, you might say “I like it better when you don’t have that drug in you.”

Some drugs are not legal even for adults to decide about. They include things like marijuana, crack, cocaine, heroin, LSD, PCP, and Quaaludes. These are against the law for everybody. They can cause damage; even worse, they can cause death. If people in your family are using one of these drugs, maybe you can talk to another adult who can help.

Be Your Best—Don’t Use Drugs!

Remember: There are many things you want to do with your family and friends, at school, at play, and at home. Drugs will make it hard, or impossible, to enjoy those good times. They’ll stop you from doing and being the best you can. Be drug free. That’s what it takes to be a winner for life!
Select some volunteer children to act as crime-fighting/drug prevention experts. Select from the questions below and ask the children their opinions. Use their responses as a springboard to guide the class to explore the correct answers. Some suggested responses are provided for your convenience. You may want to prepare the children in the panel by discussing the possible answers in advance.

**POSSIBLE QUESTIONS:**

**Crime questions**

1. What is a crime?
2. Why is something a crime?
3. What happens when someone commits a crime?
4. Are some crimes worse than others? Why?
5. What do you do if you see a crime?
6. Whom do you tell?

**McGruff questions**

1. Who is McGruff?
2. What does he say?
3. Do you like McGruff? Why?
4. Who reminds you of McGruff in your community? Why? Do they have similar jobs or say similar things?

**SOME POSSIBLE RESPONSES:**

1. An act which is against the law.
2. It hurts others and myself.
3. He/she may go to jail.
4. Yes, some crimes such as murder and drug selling hurt a lot of people, such as the families and friends of those involved.
5. Immediately leave the scene and report the crime to an adult.
6. Police, mom, dad, teacher, an adult you trust.

2. Take A Bite Out Of Crime; Say No to Drugs.
3. Because he helps people.
4. The police officer who visits our school; a coach; a counselor. They tell us not to use drugs.
Drug questions

1. What are drugs?  
   1. Chemicals that change the way people think, feel, and act.

2. What are some examples of drugs?  
   2. Alcohol, tobacco, wine coolers, beer, marijuana.

3. Where can people get drugs?  
   3. Friends, older kids, brothers, sisters...

4. What are some of the effects of drugs?  
   4. May feel good for a short while, then bad; sickness, harm to the body, death.

5. Why do some people use drugs?  
   5. Peer pressure, boredom, to be with friends, curiosity.

6. Why shouldn’t you use drugs?  
   6. They’re dangerous, illegal, wrong, can hurt your body or mind or family and friends.

7. What are some drug-free activities to enjoy with family and friends?  
   7. Sports, music, storytelling, picnics, movies, games, books, taking walks.

8. What should you do if you find drugs?  
   8. Leave them alone and tell a trusted adult.

9. What should you do if you see someone using drugs?  
   9. Go away from that person and tell a trusted adult such as a parent, teacher, police officer.

10. What do you do if your friend wants you to try drugs?  
    10. Tell an adult you trust (counselor, police officer) as soon as possible. Say no. Tell him/her that there are other things to do. Walk away.
NAME: 

HELP McGruff AND FRIENDS FIND THE PARK!

Find Your Way Safely Through the Maze to McGruff and Friends

Add Up the Numbers Below Each Line, Then Find the Letter That Matches It To Get the Secret Message!

<table>
<thead>
<tr>
<th>1 + 2</th>
<th>8 + 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>L</td>
</tr>
<tr>
<td>9 + 9</td>
<td>3 + 6</td>
</tr>
<tr>
<td>A</td>
<td>T</td>
</tr>
</tbody>
</table>

Stay Away From Dangerous Things Marked [X] in the House

KEY

1 - K 7 - J 12 - C 17 - C 22 - S
2 - F 8 - V 13 - R 18 - H 23 - U
3 - D 9 - E 14 - L 19 - W 24 - X
4 - P 10 - I 15 - Y 20 - N 25 - M
5 - A 11 - O 16 - T 21 - Z 26 - B
6 - Q
When You Don't Use Drugs You Are... DRUG-FREE

Find These Fun Activities:
- HOMEWORK
- SPORTS
- MOVIES
- SHOPPING
- PICNIC
- SWIMMING
- VACATION
- GARDENING
- EXERCISE

Other Good Things To Do:
- GO TO THE BEACH
- PHONE CALL
- BIKE RIDE

WHAT INFLUENCES YOUR LIFE?

WHAT INFLUENCES YOUR LIFE?

HELP McGruff SOLVE THE PUZZLE

Find Your Way to McGruff and Have Fun Doing Healthy Things!
RESOURCES

OSAP's National Clearinghouse for Alcohol and Drug Information (NCADI)
PO Box 2345
Rockville, MD 20847
301-468-2600

Distributes wide range of free alcohol and other drug information materials for the U.S. Office for Substance Abuse Prevention and the U.S. Department of Education. Bulk quantities are sometimes available to the general public. Also has computerized research database.

American Council for Drug Education (ACDE)
204 Monroe Street
Rockville, MD 20850
301-294-2600

Writes and publishes drug education materials; develops educational media campaigns.

National Federation of Parents for Drug-Free Youth (NFP)
111 S 59B South Towne Square
St. Louis, MO 63122-7824
314-845-1933

Works with parents to promote drug-free families. Conducts nationwide anti-drug campaign and youth-to-youth projects.

Parents' Resource Institute for Drug Education (PRIDE)
The Hurt Building, Suite 210
50 Hurt Plaza
Atlanta, GA 30303
404-577-4500

A private, nonprofit organization whose goal is to stem the epidemic of drug use, especially among adolescents and young adults, by disseminating accurate health information as well as by informing parent and youth networks.

National Crime Prevention Council (NCPC)
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272

A private, nonprofit organization whose mission is to forge a nationwide commitment by people acting individually and together to prevent crime and build safer, more caring communities. This is done through McGruff the Crime Dog campaign; demonstration programs; educational materials; training; licensed products; and the Crime Prevention Coalition.

The Chemical People WQED
4802 Fifth Avenue
Pittsburgh, PA 15213
412-622-1300

National coalition that supplies drug information in the form of tapes, literature, and seminars. Address inquiries to The Public Television Outreach Alliance, c/o WQED.

The National PTA
700 North Rush Street
Chicago, IL 60611
312-787-0977

Designs kits and brochures on drugs and related issues for local chapters. Focuses on positive alternatives to drug use. Annually dedicates the first week of March as National Drug and Alcohol Awareness Week.

American Family Association
900 North Rush Street
Chicago, IL 60611
312-787-0977

Conducts nationwide anti-drug campaign and youth-to-youth projects.

National Drug Information Center of Families in Action (FIA)
2296 Henderson Mill Road, Suite 300
Atlanta, GA 30345
404-934-6364

Educates the public about the dangers of drug use by disseminating accurate, timely information.

U.S. Department of Education Drug Planning and Outreach Staff
400 Maryland Avenue, SW
Room 1073
Washington, DC 20202-6123
202-401-3030

Provides technical assistance to state and local educational agencies in the development and implementation of school-based, community-wide programs to prevent alcohol and other drug use by students. This assistance includes direct funding; anti-drug audiovisual and printed materials; promising strategies in drug prevention; recognition of exemplary school-based programs and school team training through regional centers for Drug-Free Schools and Communities.

National Association for Children of Alcoholics
11426 Rockville Pike
Suite 190
Rockville, MD 20852
301-468-0985

A national, nonprofit association whose mission is to advocate for all children and families affected by alcoholism and other drug dependencies.
EVALUATION

McGruff’s Elementary Drug Prevention Activity Book

As a thank you for commenting on these materials, we will send the first 1,000 respondents a complimentary educational gift. For that purpose, please give us your name and address (and your phone number if you would be interested in helping us in the future).

NAME__________________________________________
ADDRESS__________________________________________
PHONE (____)__________________________________________

1. My position is:
   [ ] Teacher (Subject? Grade level?)____________________
   [ ] Nurse________________________
   [ ] Counselor________________________
   [ ] Crime Prevention Practitioner________________________
   [ ] Other________________________

2. I have used: (check those that apply)
   [ ] Park Maze I
   [ ] Shapes Activity
   [ ] Flap Book—Healthy Activities
   [ ] Who Can Give You Medicine?
   [ ] Draw Yourself With McGruff
   [ ] Match Items—Left to Right
   [ ] What Doesn’t Belong?
   [ ] Cut, Paste, and Color

My overall reaction to the material for K is best described as:

1 2 3 4 5
(Negative) (Positive)

First and Second Grade Material

[ ] Color and Cut Puzzle
[ ] Maze—No Drugs
[ ] What Do You Want To Be?
[ ] Hidden Picture
[ ] Maze Through McGruff
[ ] Park Maze II
[ ] Addition—Secret Message
[ ] Alphabet Maze
[ ] Board Game
[ ] Connect the Dots
[ ] House Maze
[ ] McGruff Letters From Children in Grades K – 2

My overall reaction to the material for grades 1–2 is best described as:

1 2 3 4 5
(Negative) (Positive)
Third And Fourth Grade Material

- McGruff’s Rap
- Word Search—When You Don’t Use Drugs...
- 3-D Maze
- Seek and Find—Friends and Family
- Word Scramble—Influences
- Crossword Puzzle
- Rose’s Story
- Maze—Healthy Things

My overall reaction to the material for grades 3–4 is best described as:

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<td></td>
<td>(Negative)</td>
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Adult Material

- Tips for Using These Materials
- What’s Appropriate (K)
- What’s Appropriate (1 – 2)
- What’s Appropriate (3 – 4)
- Tips for Raising Drug-Free Children

My overall reaction to the material for adults is best described as:

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<tbody>
<tr>
<td></td>
<td>(Negative)</td>
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</table>

3. On the average, how many copies of each piece did you make?

- 0
- 1-25
- 25-50
- 50-100
- 100-200
- Over 200

4. For each grade level of material used, which did you find most effective in positively affecting knowledge, attitudes, and skills toward drug prevention? Please comment.

5. For each grade level of material used, which did you find least effective in positively affecting knowledge, attitudes, and skills toward drug prevention? Please comment.

6. Please check all that apply:

- The children learned from the material.
- The materials offer flexibility for teaching purposes.
- The materials fit well with curriculum needs.
- The materials help involve parents.

7. I ___(do) ___(do not) plan to continue using the materials.

8. Please share with us the creative ways you used the materials. What would you change or add?

Feel free to attach comments. Please return to NCPC, Substance Abuse Prevention Dept., 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.
ABOUT NCPC...

**Mission:** To forge a nationwide commitment by people acting individually and together to prevent crime and build safer, more caring communities.

**Background:** The National Crime Prevention Council (NCPC) has accepted the challenge to seek solutions to what some call unsolvable problems—crime and increased violence. NCPC's work in crime prevention takes two major thrusts: To prevent crime and to build safer and more caring communities. Our various efforts focus on breaking down isolation, reconnecting people, and encouraging them to work together to make their communities not only safer, but better.

Over the past decade, NCPC's far-reaching effort has evolved into a full-scale public education outreach initiative which includes the following key components:

**McGruff the Crime Dog**, a powerful symbol, and the "Take A Bite Out Of Crime" public service advertising campaign.

This includes radio and television time, and newspaper, magazine, transit, and billboard space. As a result of this campaign, McGruff has become one of the most recognized and trusted public symbols of recent times. Surveys indicate that 99% of children and 72% of adults recognize McGruff, and most children and adults say they try to follow his advice.

Children have related stories of abuse to police officers wearing the McGruff costume. "McGruff Houses," selected homes where children can seek help, have been created across the country. Local police and sheriffs' departments regularly use officers in McGruff costume to promote crime prevention at civic functions and in schools. A substantial portion of the McGruff campaign and other NCPC activities are funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

A Crime Prevention Coalition composed of more than 130 national, federal, and state organizations, including the U.S. Department of Education, National Association of Elementary School Principals, National Education Association, and National PTA.

A highly acclaimed training program for national, state, and local crime prevention practitioners, law enforcement personnel, community organizations, and youth groups.
Production and dissemination of a wide range of high-quality educational materials on every facet of crime prevention.

Demonstration programs to develop models and innovative strategies for crime and drug prevention. Strategies for preventing drugs and crime are developed and tested. Innovative models are designed for improving the quality of life within communities.

- **Youth as Resources (YAR)** — a model of youth empowerment and youth leadership in community service.
- **Teens, Crime & the Community (TC&C)** — an interactive curriculum used in more than 400 secondary schools in cities across the U.S.
- **Community Responses to Drug Abuse (CRDA)**. Phase I is a demonstration program that successfully created and tested effective strategies to reduce drug abuse and fear in drug-infested neighborhoods while rebuilding the community. Phase II expands the original community-based effort to include Hispanic communities and church-based efforts to reduce drug abuse and rebuild the community.
- **Teens as Resources Against Drugs (TARAD)** — applies the concept of youth leadership working to reduce drug abuse in their communities.

A growing line of quality McGruff-licensed products that help crime prevention practitioners spread McGruff's messages.

NCPC owns the rights to the image and character of McGruff, as well as the “Take A Bite Out Of Crime” slogan. These products include the McGruff costume, the K-6 McGruff Drug Prevention and Child Protection Program, McGruff films and videos, McGruff dolls and puppets, Halloween bags, McGruff robot, sportswear, key chains, lapel pins, pens, stickers, watches, book jackets, calendars, polymer stamps, and other specialty items.

To order a copy of this booklet, send a check for $19.95 to the National Crime Prevention Council. For additional materials or information from NCPC, contact:

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006–3817
This project is the result of the hard work of many adults and children. Special thanks are extended to the following individuals for their assistance in the production of this activity book: John Rosiak, Director of Substance Abuse Prevention, NCPC; Doris Watkins, Cynthia Burke, Amy Wolfson and Beth Pausic, Program Specialists, NCPC; John A. Calhoun, Executive Director, NCPC; Jean O’Neil, Managing Editor, NCPC; Jackie Aker, Editorial/Research Associate, NCPC; Marty Pociask, Production Editor, NCPC; Fay Pattee, Production Assistant, NCPC; Bob Brown, Bureau of Justice Assistance (Office of Justice Programs, U.S. Department of Justice); Mellen Candage, Vice President, Grammarians, Inc.; Marti English, Counselor, Highland Elementary School in Wheaton, MD; Rosalind Flynn and Lori Moran, Consultants of Children’s Activities; Ercell Binns, Retired Fairfax County Public School System Principal; Kristen Allen, OSAP’s National Clearinghouse for Alcohol and Drug Information; Charlotte Gillespie, U.S. Department of Education; Dolores Delaney, President of the Virginia PTA; Sgt. Barry Keller, Washington Township Police Department, Pennsylvania.

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