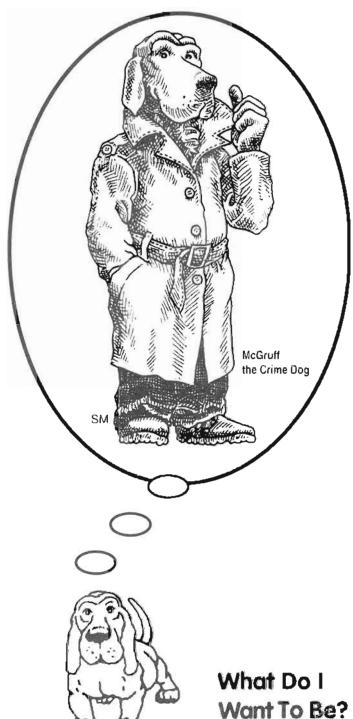
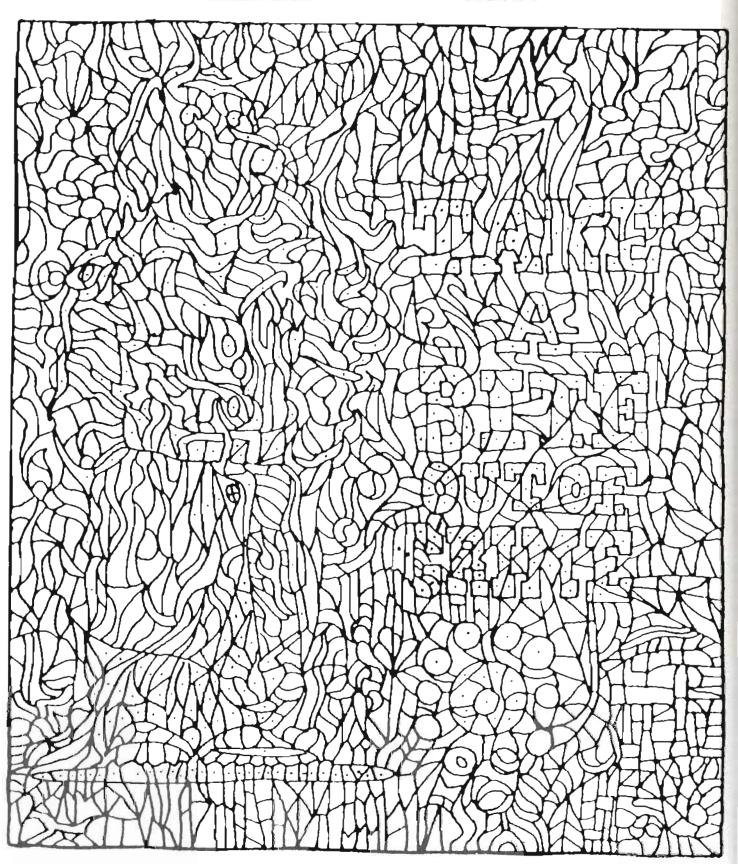
## Draw What You Want To Be When You Grow Up

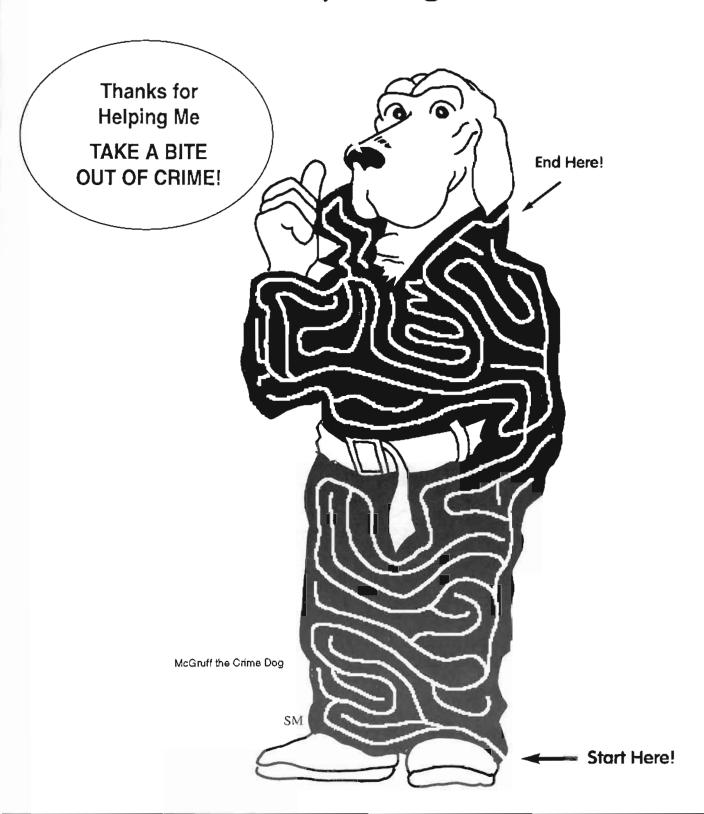


NAM	•			
	· <u></u>	 	 	

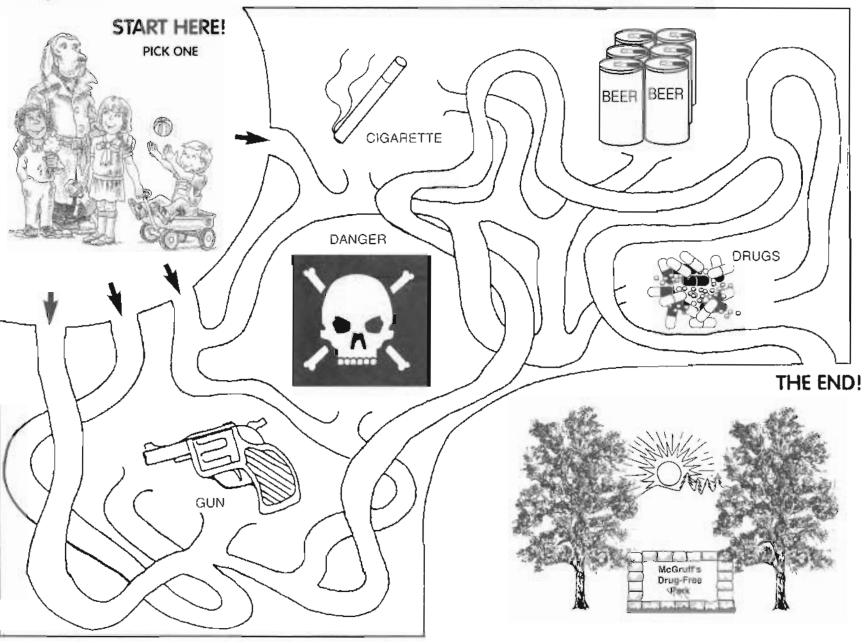
## Find the Hidden Picture!



## Find Your Way Through McGruff!



## Help McGruff and Friends Find Their Way Safely to the Park



NOTE 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!

$$\frac{-}{4+1}$$

$$0 + 16$$

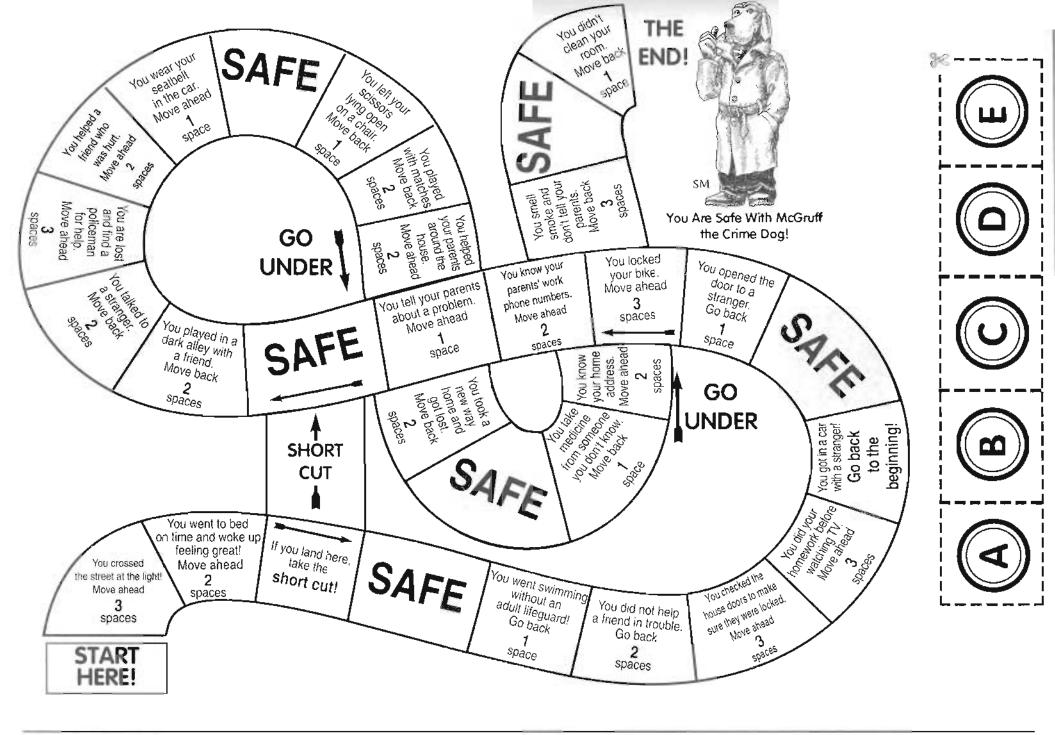
$$7 + 11$$

$$6 + 9$$

$$5 + 0$$

#### **KEY**

	NAME	<b>:</b>					
START HERE	A	В	С	D	E	F	G
					F		<b>1</b> H
	<u> </u>		K		G	17	┛┆╽
		H	G		▎└	K	J
	J		H		M		M
	K	B CT	Q	N	N		N
	R	$\circ$	Р		0	В	С
	S	The s	R	Q	P	**************************************	
			S		Q		J E
	V	U	T	U	V	W	_ X
	A		U		\ \ [		<b>]</b> Y
	Χ	Z	K		W	Υ	Z
		FOLLOW/	THE AL	DUADET			
			H THE N	MAZE AND			
				DW MANY S McGRUFF!	TH	E END!	



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:	
	<ol> <li>Fill in your address and important phone numbers</li> <li>Connect the dots</li> <li>Color</li> </ol>
My Address Is:	G F C B A START HERE!
My Phone Number Is:	M • Ta
( ) Emergency	- N. Z
Phone Number:	O P P P P P P P P P P P P P P P P P P P
( ) Parent's Work	

Phone

Number:

SM

## Stay Away From Dangerous Things Marked X in the House

#### Avoid:

Hairdryer in bathtub

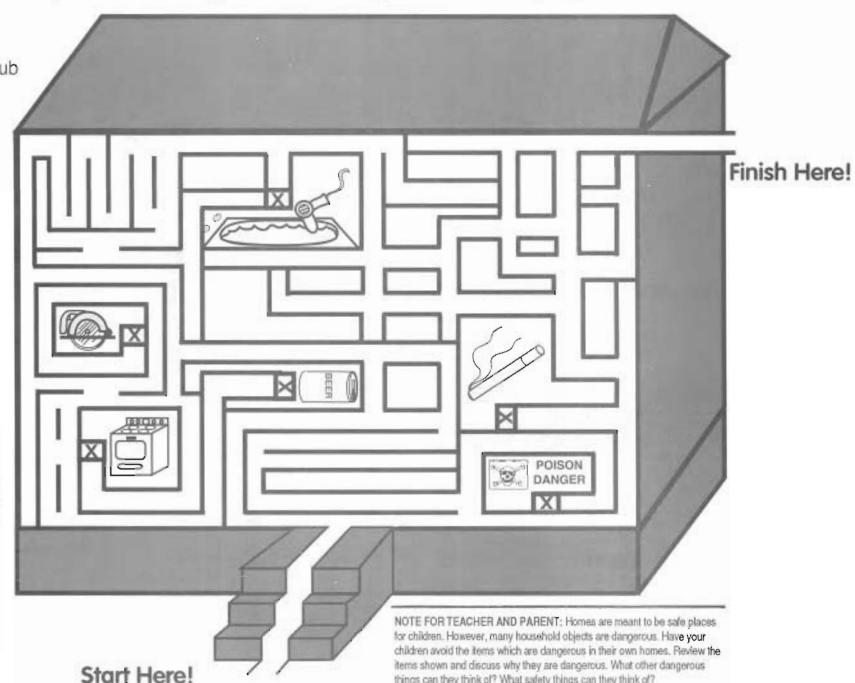
Electric Saw

Oven

Beer

Cigarette

Poison





items shown and discuss why they are dangerous. What other dangerous things can they think of? What safety things can they think of?

## Finish McGruff's Rap!

#### **Listen To Me**

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!)



McGruff the Crime Dog



## When You Don't Use Drugs You Are...

R U Ε -D Υ н Т Н G Α C U G M J R Α Т Т B Α Α Т K C E R Υ Н N Α ı E L Т R R G Α R Т Δ M J Р Υ M F R E Ε ı F E S Т M E Ε R D W В Υ E C R н В R Т Т O O C E S Ε Y S E E F V R  $\mathbf{O}$ F I S R Т R Т Δ  $\mathbf{O}$ D K S E Ν Ν ı W E M Μ R В Ν G R W Ν G Α F ı Α O S E M W G E R В Α Α Α S N F F E IJ R C D I R Т F E M G Ε Ε R U R D Ν

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

(a) WINNER

STRONG

BRIGHT

WISE

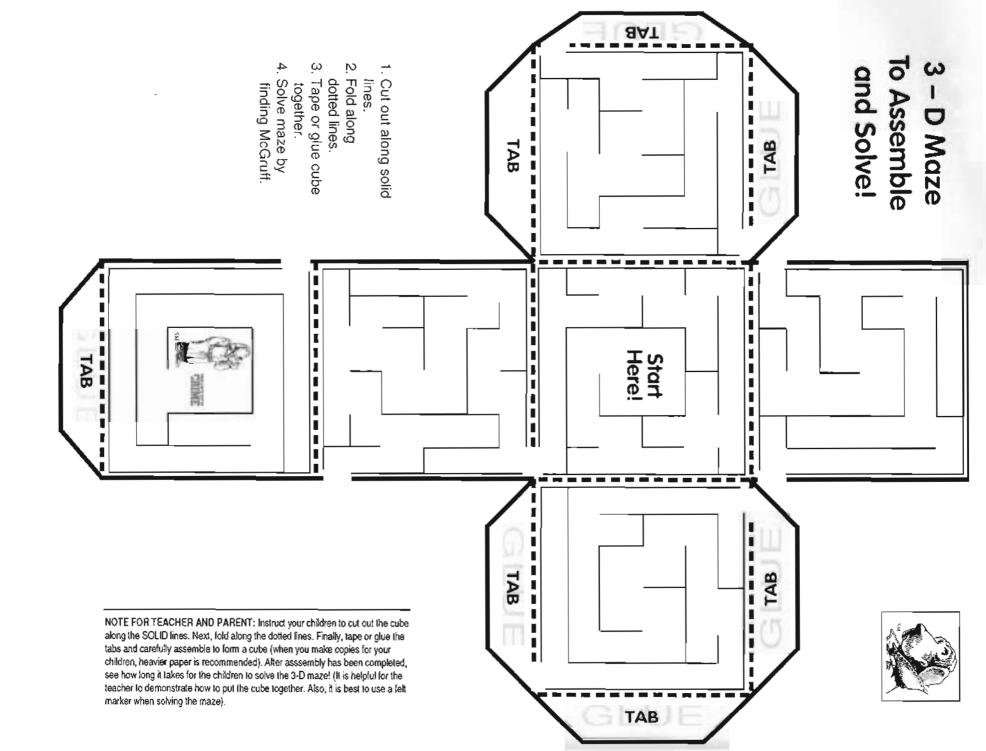
(able to) THINK CLEARLY

DRUG-FREE

HAPPY

CRIME-FREE





BIA			
NA	$\Lambda\Lambda$	<b>-</b> -	
	7 V 1		

## 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	Α	G	G	Ν	1	T	Α	K	S	Ε	С	I	S	Ε	Α
R	U	N	Α	R	Α	С	Ε	Ε	С	0	В	S	S	P	D	Ε	F	٧	В
U	Ε	X	Α	Ε	Ε	T	W	F	S	P	1	N	T	Ρ	1	С	Ν	1	С
T	N	D	Р	С	X	٧	Q	1	Н	R	R	Ε	R	V	Ε	N	Ε	R	F
C	Α	Υ	Р	Κ	Ε	0	Ν	Н	0	М	Ε	W	0	R	K	Α	М	D	R
1	D	R	0	0	R	G	Α	D	Р	Q	A	M	Р	Р	T	D	U	Α	W
P	Н	0	N	Ε	С	A	L	L	Р	L	D	0	S	R	N	T	Ε	R	G
A	Ε	T	С	F	1	G	Ε	0	1	٧	A	С	A	Т	I	0	N	0	N
W	R	S	G	В	S	Α	L	С	N	A	В	W	1	M	A	Α	R	F	-1
A	G	Α	R	D	Ε	N	1	Ν	G	С	0	0	K	N	Р	М	С	0	M
R	С	L	0	J	F	С	M	X	С	A	0	0	D	S	Ε	М	A	G	M
D	F	L	0	С	L	M	S	0	В	1	K	Ε	R	I	D	Ε	D	L	1
L	Р	E	G	N	I	M	Н	С	A	Ε	В	Ε	Н	T	0	T	0	G	W
S	\$	T	D	Р	N	0	Ν	0	1	T	S	Ε	U	Q	Α	Κ	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



## WHAT INFLUENCES YOUR LIFE?

#### 1. Unscramble the following words:

HINT: Use the pictures for clues.

**LHOCOS** 



**EDFNIR** 



LMYFAI



**FRUFCMG** 



COTRDO





**CATEHRE** 



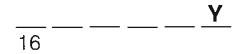
**TROBHRE** 



RESTSI



2. Write your answer here:



$$\frac{\mathbf{C}}{15} = \frac{1}{14} = \frac{1}{14}$$

$$\frac{L}{8} - \frac{L}{11} - \frac{V}{1} - \frac{1}{1}$$

$$-\frac{A}{19} - \frac{A}{3} - \frac{17}{17}$$

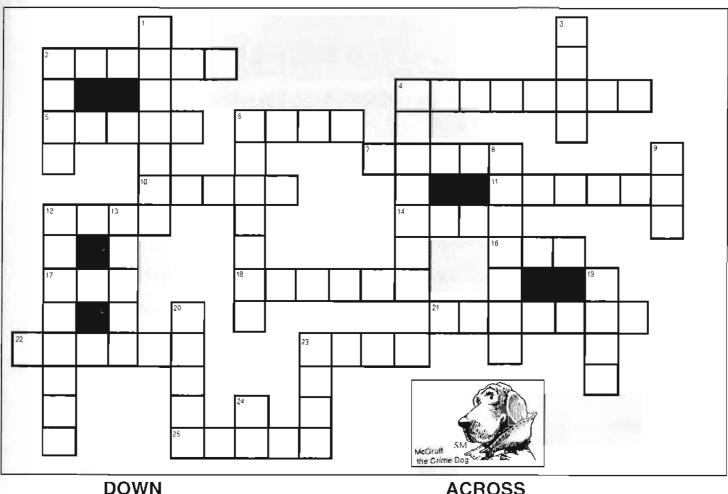
3. Decode message using the letters above:

 $\frac{7}{2} \frac{3}{3} \frac{4}{4} \frac{5}{5} \frac{6}{6} \frac{7}{7}$ 

McGruff the Crime Dog



## HELP McGRUFF SOLVE THE PUZZLE



						_
מומע	with	aaah	athar	oftor	school	
DIAV	willi	eaco	umer	aner	SCHOOL	

- 2. Smoking can make you \_\_\_\_.
- Don't be a fool! Drugs aren't \_\_\_\_.
- 6. \_\_\_says "Take a Bite Out of Crime".
- 9. If you \_\_\_ drugs on the ground, don't touch them.
- 12. Only take \_\_\_ from someone you know.
- 13. If someone asks you to use drugs, \_\_\_\_.
- 19. If a friend is in trouble, you should get \_\_\_\_.
- 20. You should keep your room \_\_\_\_.
- 23. \_\_\_ bright clothes when riding your bike.
- 24. I enjoy watching shows on \_\_\_\_.

#### **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.
- 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.

#### Words In The Puzzle

CAR MORE COOL	SAY NO DRUGS DAY	MISS WEAR FRIENDS	HOMEWORK SICK HEALTHY	HELP POLICE MEDICINE	CLEAN WELL SEF	NEVER GAMES SCHOOL	SPORTS McGRUFF
TIME	TEACHER	FAMILY	COMES	SPECIAL		55552	



#### **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.

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 60 and she and Jenny  $\bullet \bullet$  ed a little bit closer and hid behind a  $\clubsuit$ . They took  $\pi$  of what the strangers were doing. They saw  $\Im$   $\Im$  moving the Johnsons' stuff from their  $\clubsuit$  to the  $\square$ . There was a  $\Im$  carrying a  $\Longrightarrow$  , and  $\Im$  carrying a  $\Longrightarrow$  .

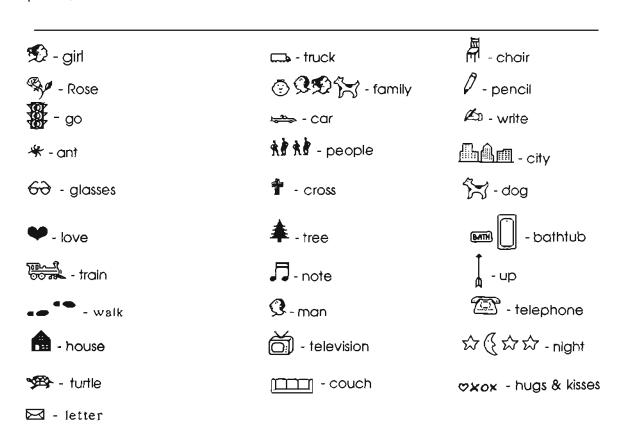
Jenny said to  $\ref{sol}$  "Something doesn't look right. What should we do?"  $\ref{sol}$  said, "Here's a  $\ref{look}$ . Let's  $\ref{look}$  down their tag number and tell my uncle."

The  $\fine \fine \fine$ 

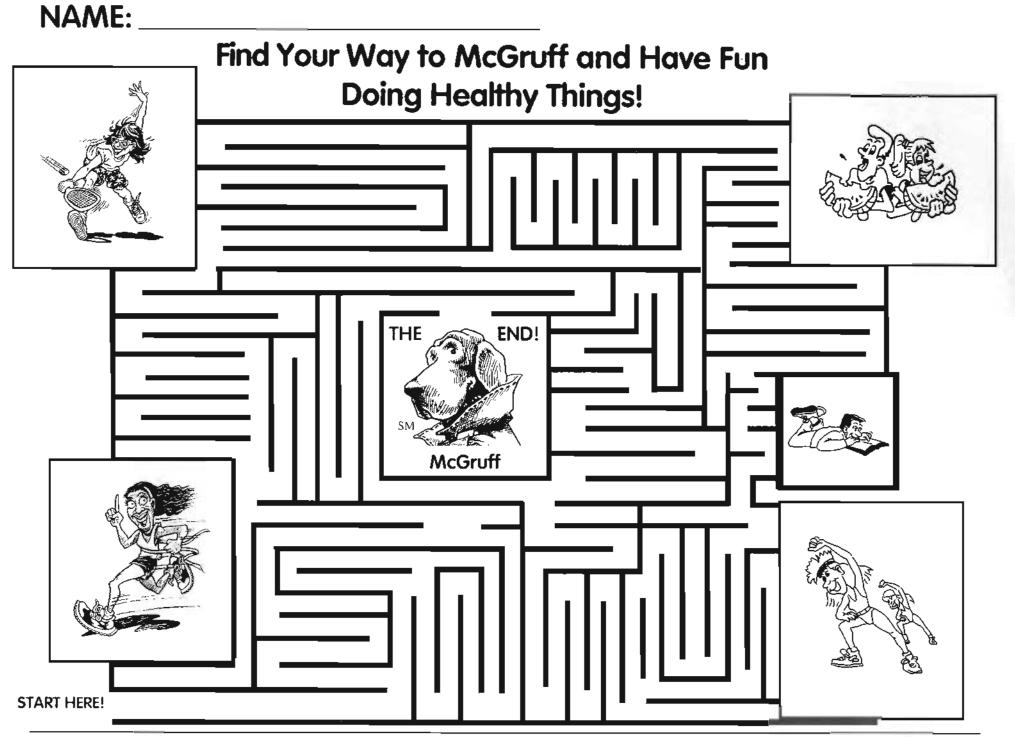
had seen and he agreed that something was  $\frac{1}{4}$ . He earlier ed Mrs. Johnson at work and then he earlier ed the police.

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 (a) (b) (came over that the state of the stat



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.



# McGruff News

Featuring Our School	's Drug-Free Activities
SM	

NAME:							JANUARY Start the year right - don't
	MONTH		McGRU	JFF'S MONTHLY	SAYING	SVI	stay up all night.  FEBRUARY  Let someone you love know
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	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

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

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

candy.
NOVEMBER

in danger. **DECEMBER** 

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

## 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.

NAME:				
	Flap Book: We	ays T Side A	o Say "NO!"	
		ATTACH HERE		
ATTACH HERE				ATTACH

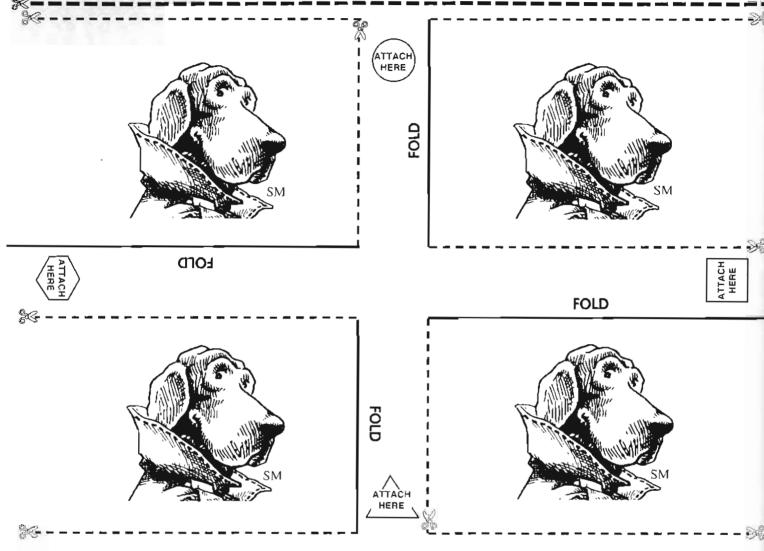
#### Instructions:

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."

## Flap Book: Ways To Say "NO!"

Side B



### 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.
- 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?"

## McGruff Letters From Third and Fourth Graders

I see a lot of TV commercials Dear McGruft: that show older people drink ing beer and wine coolers and having fun. What if I tried it? Looking for Fun\_Boy, Age 10 Sincerely,

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 see on 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 McGruff:

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

Sincerely, Looking Around—Girl, Age 10 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





## To Be Your Best, Don't Use Drugs

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**

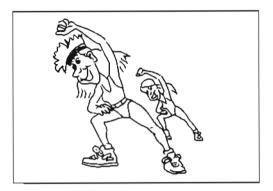
You want to be your best in sports. Drugs can really rob you of the chance to do your best. For instance:

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 its hard to say "NO" to somebody you like. Here are some ideas of ways to say no and mean it:

- "I know the facts. That stuff is bad for me and my body."
- "Let's do something else. Want to play a game?"

- · "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!



#### **CRIME PANEL**

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.
- 1. The Crime Dog.
- 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?	<ol> <li>Chemicals that change the way people think, feel, and act.</li> </ol>
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;

5. Why do some people use drugs? 5. Peer pressure, boredom 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	7. Sports, music, storytelling, picnics, movies,

enjoy with family and friends?	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?

neone 9. Go away from that person and tell a trusted adult such as a parent, teacher, police officer.

sickness, harm to the body, death.

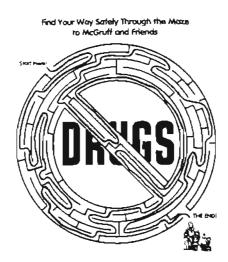
10. What do you do if your friend wants you to try drugs?

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

## **Answer Keys**



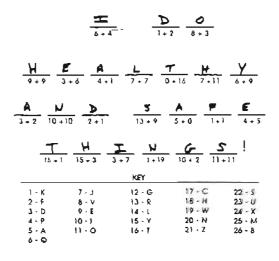




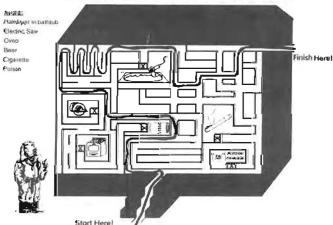


Help McGruff and Friends Find Their Way Safely to the Park.

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



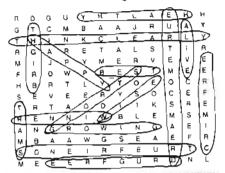




## **Answer Keys**



#### When You Don't Use Drugs You Are...



Find These Fun Activities. These words and chakes below are in the buzzle (but now are without out open stateware between an anabonate (can upo the them).

ALIVE BMART HEALTHY YOUR BEST A. WINNER AISE DRUG-PPEE DRIME-FREE

DRUG - FREE

409 NO PRANS COME THUS ADIE 10 THINK CLEARLY
HAPPY



#### WHAT INFLUENCES YOUR LIFE?



#### Seek and find: Fun Things To Do With friends and family

Find These Fun Activities: The nicona words go left to right, eachwards, top to

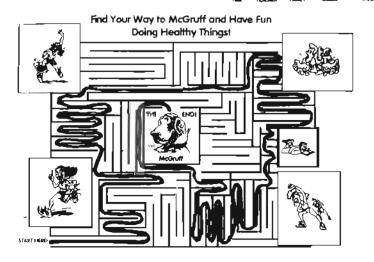
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HOMEWORK SPORTS MOVIES MOVIES SHOPPING PICNIC SWIMMING VACATION VACATION GARDENING EXERCISE GO TO THE BEACH PHONE CALL BIKE PIDE COOK
GO FOR A DRIVE
DIANCE
SING
DRAW A PICTURE
READ A BOOK
GAMES
RUN A RACE
ICE SKATING COOK TELL A STORY ASK A QUESTION PAINT









#### **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 301-294-0600

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

National Federation of Parents for Drug-Free Youth (NFP) 111 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 youthto-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 Pittstungh, 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, JL 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.

Just Say No International 2101 Webster Street Suite 1300 Oakland, CA 94612 800-258-2766 (in CA 415-939-6666)

Network of clubs for children age 7–14 who are committed to not using drugs. Offers technical assistance to local clubs, adult leader's guide, children's handbook, study guides, T-shirts, and buttons.

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 Soite 100 Rockville, MID 20852 301–468–0985

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

#### **EVALUATION**



(Positive)

#### 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).

your phone num	ber ir you would be into	erestea in neiping	g us in the future).				
NAME ADDRESS							
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2. I have used: (c	theck those that apply)						
Kindergarten Ma	terial						
<ul><li>□ Park Maze I</li><li>□ Shapes Activit</li><li>□ Flap Book—H</li><li>□ Who Can Give</li></ul>	ealthy Activities	☐ Matc ☐ What	<ul> <li>□ Draw Yourself With McGruff</li> <li>□ Match Items—Left to Right</li> <li>□ What Doesn't Belong?</li> <li>□ Cut, Paste, and Color</li> </ul>				
My overall react	ion to the material for l	K is best describe	ed as:				
1 (Negative)	2	3	4	5 (Positive)			
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□ Color and Cut □ Maze—No Dr □ What Do You □ Hidden Pictur □ Maze Through □ Park Maze II	ugs Want To Be? e	□ Alpha □ Board □ Conn □ Hous	<ul> <li>□ Addition—Secret Message</li> <li>□ Alphabet Maze</li> <li>□ Board Game</li> <li>□ Connect the Dots</li> <li>□ House Maze</li> <li>□ McGruff Letters From Children in Grades K -</li> </ul>				
My overall reacti	on to the material for g	grades 1–2 is best	described as:				
1	2	3	4	5			

(Negative)

☐ 3-D Maze	-When You Don't Use Dru —Friends and Family e—Influences zzle	gs	ners Brochure—To Be	
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5. For each grade	level of material used, w des, and skills toward dr	ug prevention	? Please comment.	
	des, and skills toward dr	ug prevention:	Please comment.	
6. Please check all	that apply:			
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7. I(do)(d	o not) plan to continue ı	ising the mate	rials.	
8. Please share wi	th us the creative ways yo	u used the mat	erials. What would y	ou change or add?
Feel free to attach Street, NW, Secon	comments. Please return d Floor, Washington, DC	to NCPC, Sub 20006–3817.	stance Abuse Preven	tion Dept., 1700 K



#### **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 bill-board 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, bookjackets, 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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