

# The Community Awareness Program CAP

Presented by: [www.preventingdrugavuse.com](http://www.preventingdrugavuse.com)

Developed by: J.T. Fairhurst

Updated: 12/12/09

## **The Community Awareness Program "The CAP"**

Dear Chamber of Commerce leaders and other local Community Leaders.

Preventing Drug Abuse Dot Com has just completed the development of a Drug Abuse Prevention program for the local Chamber of Commerce's and other community leaders to aid their communities in the effort of Preventing Drug Abuse. The project is called the Community Awareness Program (CAP).

The belief's held to develop the CAP for the business community starts with the understanding of the significant loss to the American people (personal) and the economy (business), education system (Schools), and Health-care cost.

**First**, understanding the personal loss because, you the business owners also have families. And have probably seen others in the community, who may have suffered from drug abuse by a member of their family. It is also probably safe to say that a number of Chamber of Commerce member's families have directly been affected by drug abuse.

**Secondly**, because you as business owners, you are all mutually vested in the economic health of the community and the country. The estimated cost/loss to our economy varies from around 350 Billion dollars a year (Gov) upwards to one Trillion dollars lost a year (Civilian) to drug abuse. It is probably safe to say that, daily the American economy losses around 2 Billion dollars a day to drug abuse. Impacting business productivity, Health-care, and 42 Billion to 50 Billion lost to our education system a year. Not forgetting the cost to law enforcement across the board, court cost to the DA's office and the cost of maintaining the jails, to name a few of the negative economic issues related to drug abuse.

**Thirdly**, developing a program that is designed to optimize the resource cost and time requirements to execute the CAP, would make it to good of a deal not to follow up on. With minimal impact to anyone's balance sheet or time schedule. A few suggestions are presented on covering the cost of the project at the local Chamber of Commerce's without impacting your pockets. The only requirement needed is to alter just one Weekly or one Monthly luncheon. Instead of a paying a caterer just one lunch, have a brown bag lunch or potluck lunch. The money saved from just that lunch (should a majority of the Chamber of Commerce members participate) will cover the cost of the project.

Since it is an effort by the Local Chamber of Commerce's for the betterment of the community, I would hope that the local business resources required for implementation of the program would give their fellow members a better deal than they charge the general public. The cost of the project is dependent on the demographics of the community, yet is averaged out by larger communities having more members in the local Chamber of Commerce.

**Finely**, this is an excellent opportunity to unite America in a self-help effort. The people in America today are totally segmented from the various cultures, politics, religions, special interest, split over health-care issues, this program can help bring people together considering the topic. America needs your help and you are part of America. The effort is minimal and it is costing us too much not to put the plan in to action. Please help me help our country fight for our children's futures, thank you.

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Developed by: J.T. Fairhurst 11/30/09

**The Community Awareness Program  
"The CAP"**

## **What Preventing Drug Abuse Dot Com provides.**

The CAP project material resources provided by Preventing Drug Abuse Dot Com include 3 sets of ten posters, 1 set of 12 stickers, 12 weeks of short messages for the local papers and radio stations (optional) announcements.

The posters are for placement in the stores and shops around town in 3 four week cycles. Cycle 1 posters are for weeks 1-4; cycle 2 posters, weeks 5-8; and cycle 3 posters, weeks 9-12. There are 10 various posters per cycle. Print copies as needed. (With the actual cost, less than .50 cents per)

The Stickers, like bumper stickers are for distribution free to the public. To be placed on the counters for customers to take home with them.

The Messages for the papers News/Free add, varies by what the papers will charge by the word. The Radio messages cost will vary also, 1 short message (7-10 seconds each) 3 times a day (7am, noon, 5pm) for 84 days, rotating the message announcement.

## **How to use the CAP project.**

### **U.S. Chamber of Commerce:**

Maximum effectiveness requires the planning for one cohesive simultaneous engagement across the United States.

First select one person to manage and organize the implementation of the CAP project.

The Cap Project Manager only needs to:

1. Select a program implementation date 3 to 4 months out. This will allow the local Chamber of Commerce's plenty of time to do what is required of them to fulfill their assignments without pressure.
2. Using the Chamber of Commerce's communications network, notify the local Chamber of Commerce's about the project and how to download this document. Plus notify them of the projects coordinated launch date.
3. Track participating communities and send out a status report every few weeks on the numbers of communities supporting the effort using your list of members.

### **Local Chamber of Commerce:**

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**The Community Awareness Program  
"The CAP"**

1. Download this document from [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com) .
2. Send the list of messages to the papers for an estimated printing cost.
3. Send the list of messages to various radio stations for an estimated cost.
4. Using the local Chamber of Commerce business member count, estimate how many posters from each cycle will need to be printed. Requires only 1 poster per cycle per proprietor for a total of 3 posters each.
5. Using local demographic data to count the number of families in their respective communities, initially print 1 sticker per family.
6. With the numbers from steps 4 and 5, get estimates for the posters and stickers from local office printers in their area. The materials are provided in PDF files and can be printed on any color printer. This reduces the overall printing cost. The posters can be printed on standard white office paper. The stickers are printed on either the paper made for bumper-stickers or on the FULL SHEET LABEL paper, 3 stickers per sheet.
7. Plan a luncheon date for raising project capital and organize either a brown bag lunch or potluck with the local Chamber of Commerce members. Putting the money they saved not paying a caterer just one time to raise the projects funding. Plus accept any other monetary donations of course.
8. Place a purchase order with the add papers for 1 message a week for 12 weeks and radio station's DJ's to begin announcing the messages provided to co-inside with the initial CAP project launch date.
9. Place a purchase order for printing the posters and stickers.
10. One to two weeks from the CAP project launch date, distribute the posters (3 each, 1 from each cycle) and divided up the stickers to the local business owners and participating organizations. To put up the posters in their respective buildings and place the stickers out for the people to take with them for free.

**Local Chamber of Commerce Members:**

1. Place one poster from cycle-1 in a good visible spot for 4 weeks, replacing or adding 1 cycle-2 poster at the end of the first 4 weeks. After the second 4 week cycle is complete, put up the last poster for four weeks. Leave them up for as long as you like after the 12 week direct project is complete.
2. Place a number of stickers on the counter top for customers to take for the 12 weeks of the project.
3. Wait until next years operations with new materials. There are only the two steps above required from the local Chamber of Commerce members. Not much of an effort is required.

# *The Bodacious Bodacions*

*Set I: Drug abuse prevention posters.*

*Developed by [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com)*

*For the Community Awareness Program (CAP)*

*Cycle 1 of 3*

*11/26/2009*

*The primary intended use of these posters is for the CAP project. Yet, maybe used by anyone.*

*The goal of the CAP project is to aid in the support of all the good work other people are doing to fight drug abuse, additional resources to help fortify the efforts of all.*

*The CAP has been developed for the Chamber of Commerce's and other Leaders at the local community level. Each community group is mutually vested in the health and well being of their community. The efforts put forth preventing drug abuse, is addressing perhaps the most negative element and core issue facing the preservation of the communities Quality Of Life. Each child going to school is an investment in the community. Each child lost to drug abuse, is not only a loss for the child and their family, but is a loss for all. Special effort has been made to minimize the investment/cost of this program so as to not detour it's execution by the local communities. Yet providing, an additional effective cohesive sustained engagement to combat drug abuse at the local community level.*

*For further information please feel free to download the CAP (PDF) project.*



# Sir Muttly Bow-Boo Milkbone Of the Bodacious Bodacions says



**Doing Bad Drugs is like stepping in a pile of Doggie Pooh!**  
**You have a BIG MESS and everything STINKS!**  
**Don't step in it!**

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**Plipney Nannerpeel  
of the Bodacious Bodacions says!**



**Yo Kids!  
Chimps don't chump out doing Bad Drugs.  
Neither should you!**



**Plipsie Nannerpeel  
of the Bodacious Bodacions says!**



**I love you too!  
Please don't start Doing Bad Drugs,  
Just ask someone for help.**



**Plipy Nannerpeel  
of the Bodacious Bodacions says!**



**Don't monkey around with  
Doing Bad Drugs kids!**



# **Blimey Treeswinger of the Bodacious Bodacions thinks!**



**Kids DBD-en (Doing Bad Drugs),  
are not thinking!**



# Grandpa Hardcase of the Bodacious Bodacions says!



What YOU do, to your body today.  
Your body will do, to YOU tomorrow!



# Riff Oderiferous Of the Bodacious Bodacions thinks



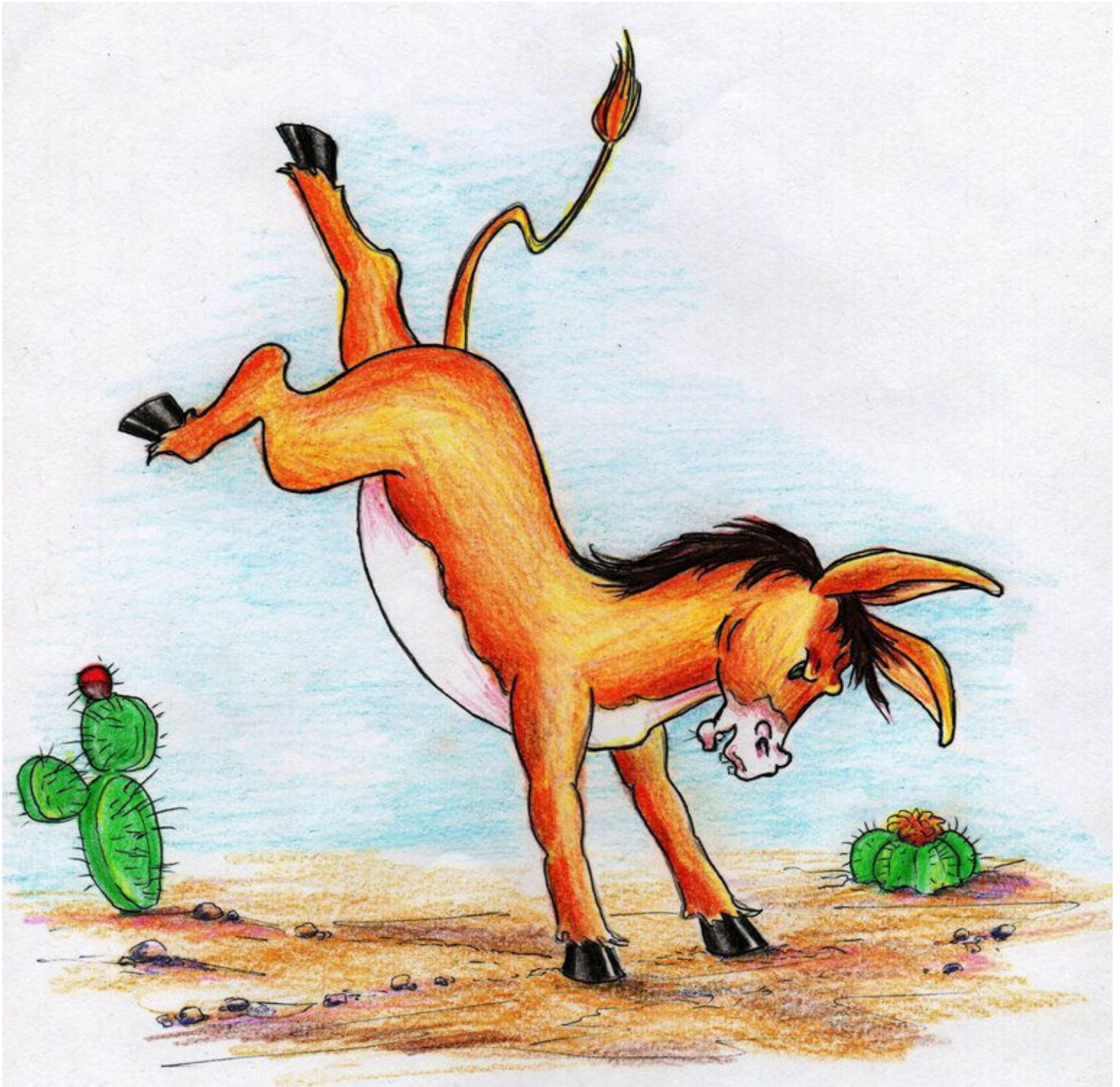


# Wiff Oderiferous Of the Bodacious Bodacions knows that doing





**Sergeant Rockhead  
Of the Bodacious Bodacions says**



**Hey Kids  
If you are DBD-en (Doing Bad Drugs),  
get smart and kick the habit, get help!**



# **Professor Cumulatus Of the Bodacious Bodacions knows**



**Kids should be smart and not start,  
DBD-en (Doing Bad Drugs)!**

# *The Bodacious Bodacions*

*Set II: Drug abuse prevention posters.*

*Developed by [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com)*

*For the Community Awareness Program (CAP)*

*Cycle 2 of 3*

*11/26/2009*

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# **Sir Muttly Bow-Boo Milkbone Of the Bodacious Bodacions says**



**Hey Kids!**

**Think before you start to drink!**

**Alcohol is the leading drug problem in the WORLD!**



**Plipney Nannerpeel  
Of the Bodacious Bodacions says**



**Be smart!  
No joke, don't start to smoke!**



**Plipsie Nannerpeel  
Of the Bodacious Bodacions says**



**One good hug,  
Is better than doing any bad drug!**



# **Plipy Nannerpeel Of the Bodacious Bodacions found out**



**that cocaine is involved in about 20 percent  
of the drug related emergency room  
visits each year.**



**Blimey Treeswinger thinks**



**That taking pills without a Doctor's  
prescription, is not very smart at all!**



# **Grandpa Hardcase Wants parents to understand**



**Alcohol, smoking, and other drug abuse, is a primary factor to the cost of short and long term healthcare.  
Reduce the use and abuse, reduce the cost.**



**Sergeant Rockhead says**

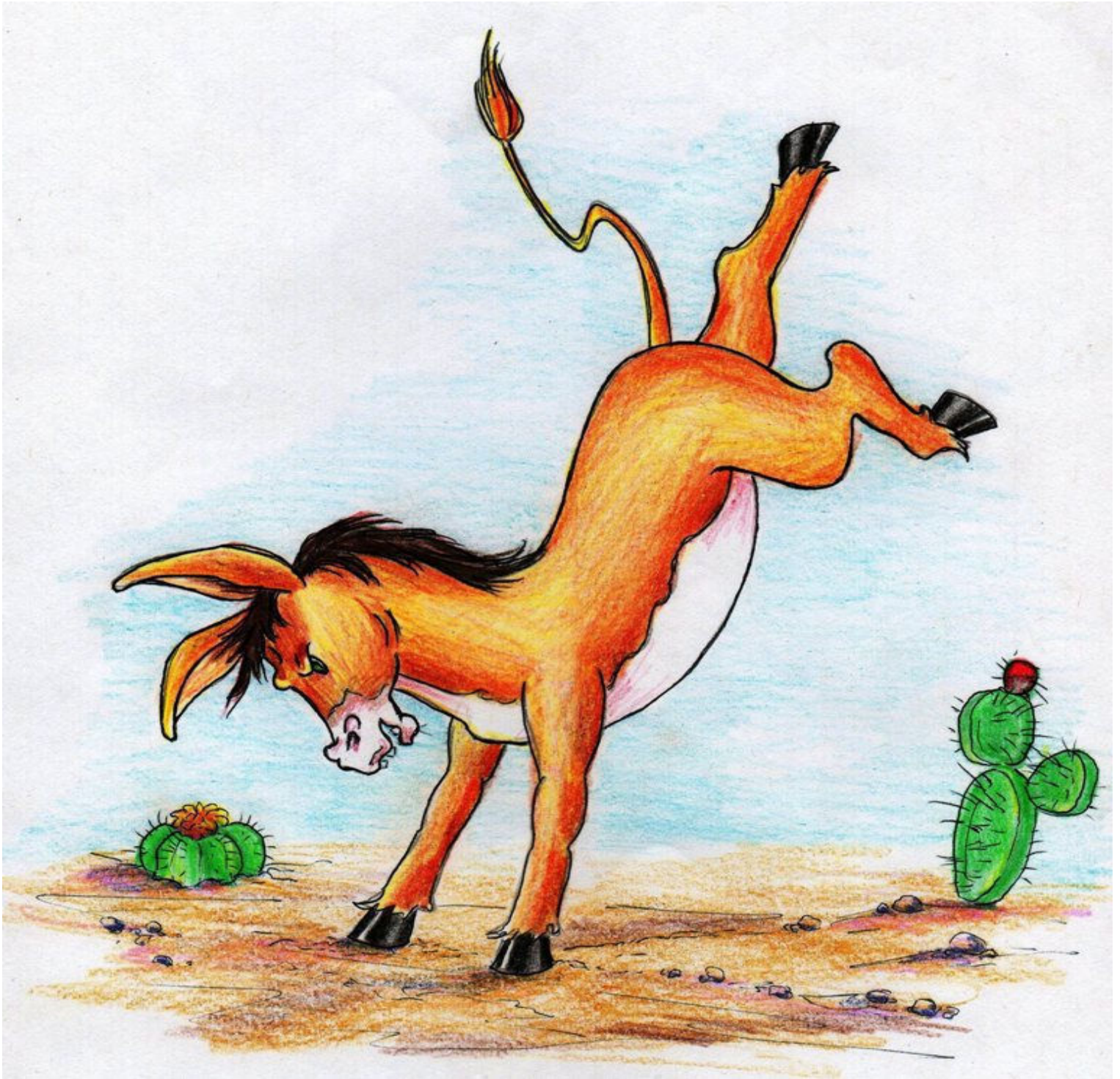


**Be mule headed about DBD-en (Doing Bad Drugs).  
Be smart, don't start kids!**

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**Sergeant Rockhead wants to tell you that**



**If your stuck on bad drugs  
and want to kick the habit,  
help is only a phone call away! 7/24**



**Professor Cumulatus teaches that:**



**If you just think about it,  
DBD-en (Doing Bad Drugs) is never  
the correct answer.**



**Professor Cumulatus thinks:**



**That parents should use the  
Family Insight Drug Abuse Prevention Workshop  
to teach their children about drugs and drug abuse,  
not just talk with them, but teach them.**



# *The Bodacious Bodacions*

*Set III: Drug abuse prevention posters.*

*Developed by [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com)*

*For the Community Awareness Program (CAP)*

*Cycle 3 of 3*

*11/26/2009*

*The primary intended use of these posters is for the CAP project. Yet, maybe used by anyone.*

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*The CAP has been developed for the Chamber of Commerce's and other Leaders at the local community level. Each community group is mutually vested in the health and well being of their community. The efforts put forth preventing drug abuse, is addressing perhaps the most negative element and core issue facing the preservation of the communities Quality Of Life. Each child going to school is an investment in the community. Each child lost to drug abuse, is not only a loss for the child and their family, but is a loss for all. Special effort has been made to minimize the investment/cost of this program so as to not detour it's execution by the local communities. Yet providing, an additional effective cohesive sustained engagement to combat drug abuse at the local community level.*

*For further information please feel free to download the CAP (PDF) project.*



# Sir Muttly Bow-Boo Milkbone

The best resource for parents to teach their children about drugs and drug abuse is:

**"The Family Insight Drug Abuse Prevention Workshop".**

The Workshop provides quality family time of the highest degree with potential positive long term residual benefits for the child, family, community, and the country.

Prevention is free, intervention is not.

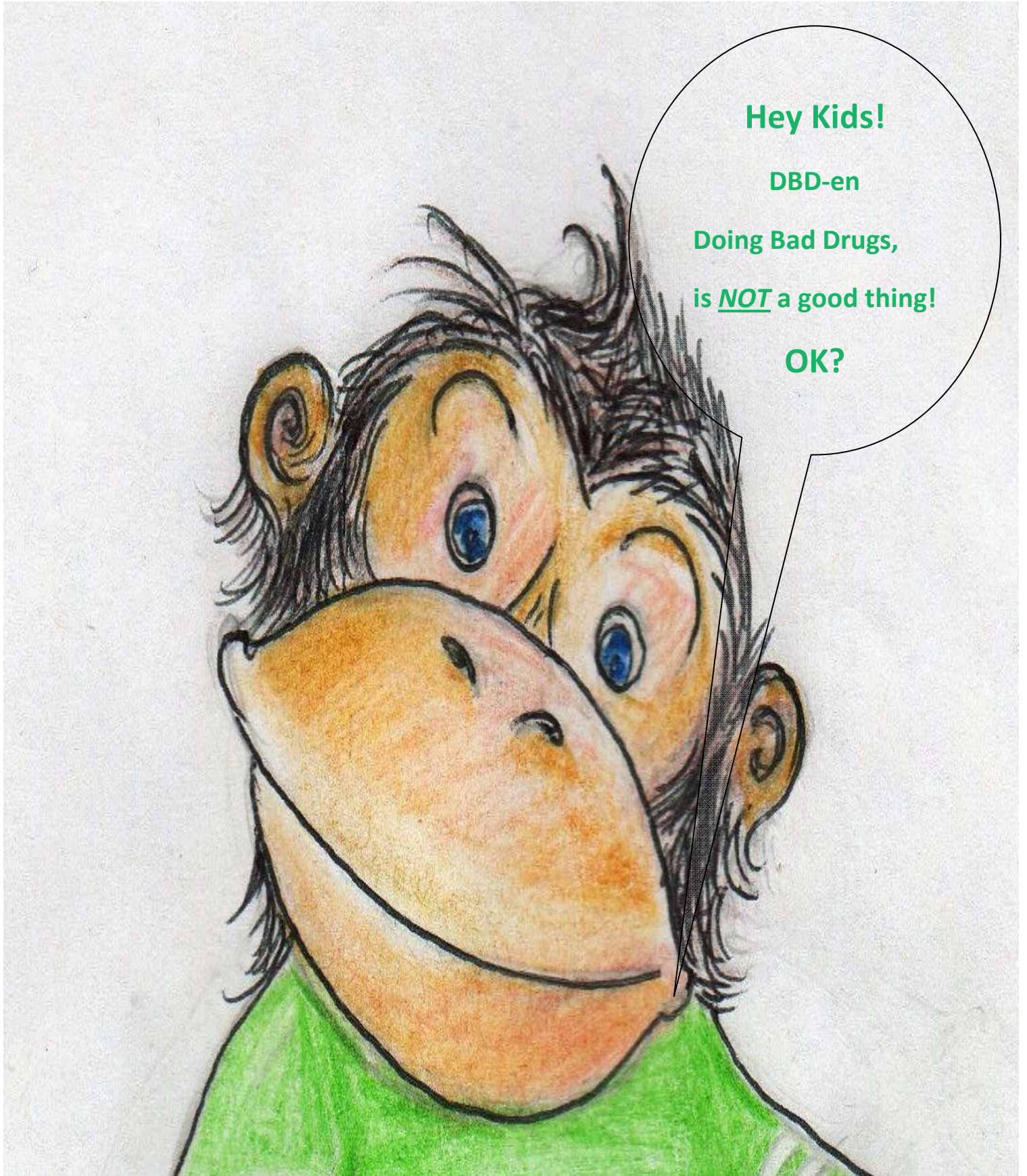


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## The leader of the Bodacious Bodacions



# Plipney Nannerpeel





# Plipsie Nannerpeel

Hey Kid, meth got you stuck in a rut?  
Help is only a phone call away.

Doing meth, is like kissing death.

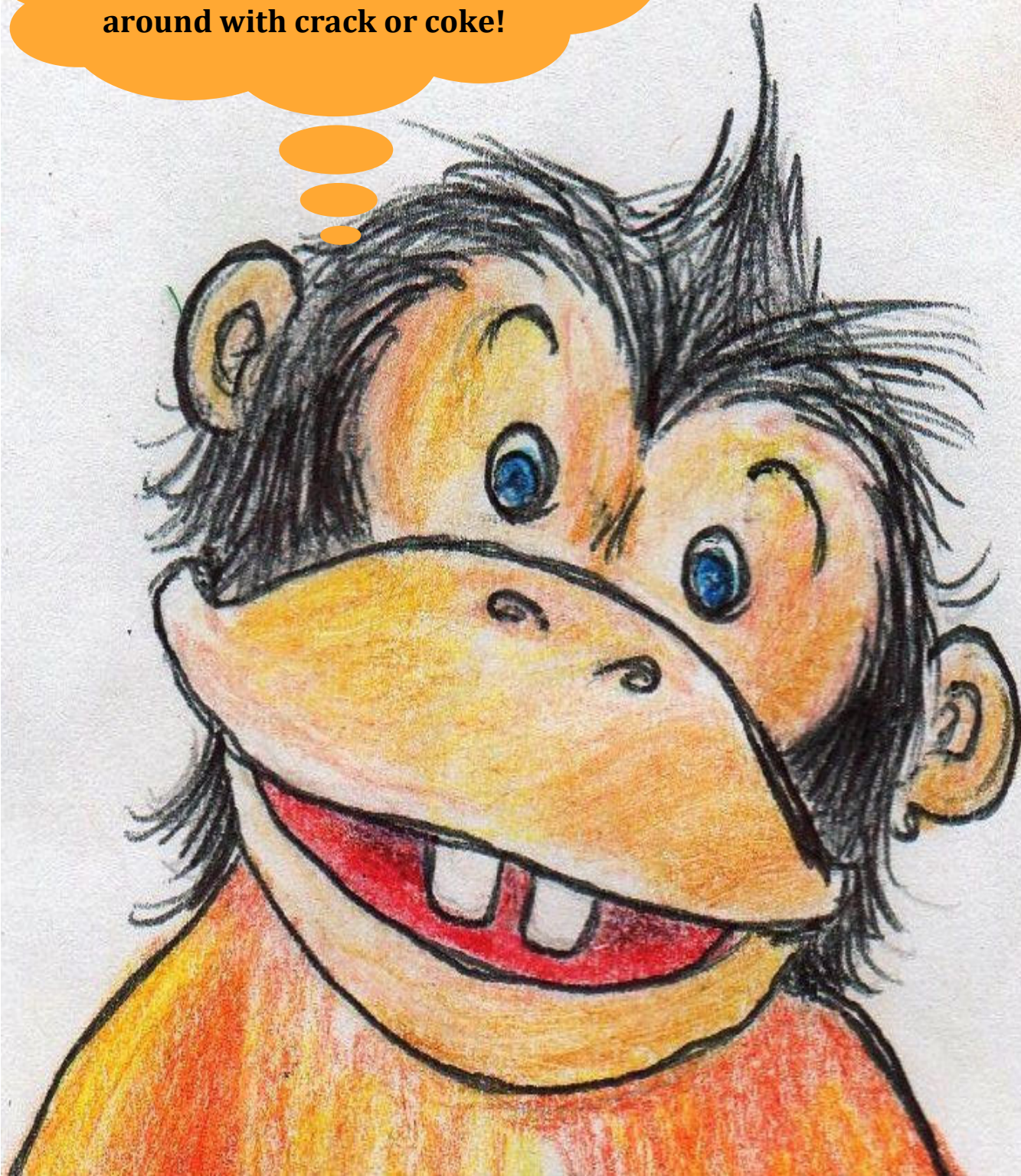




# Plipy Nannerpeel

**No joke Bloke!**

**You don't want to mess  
around with crack or coke!**

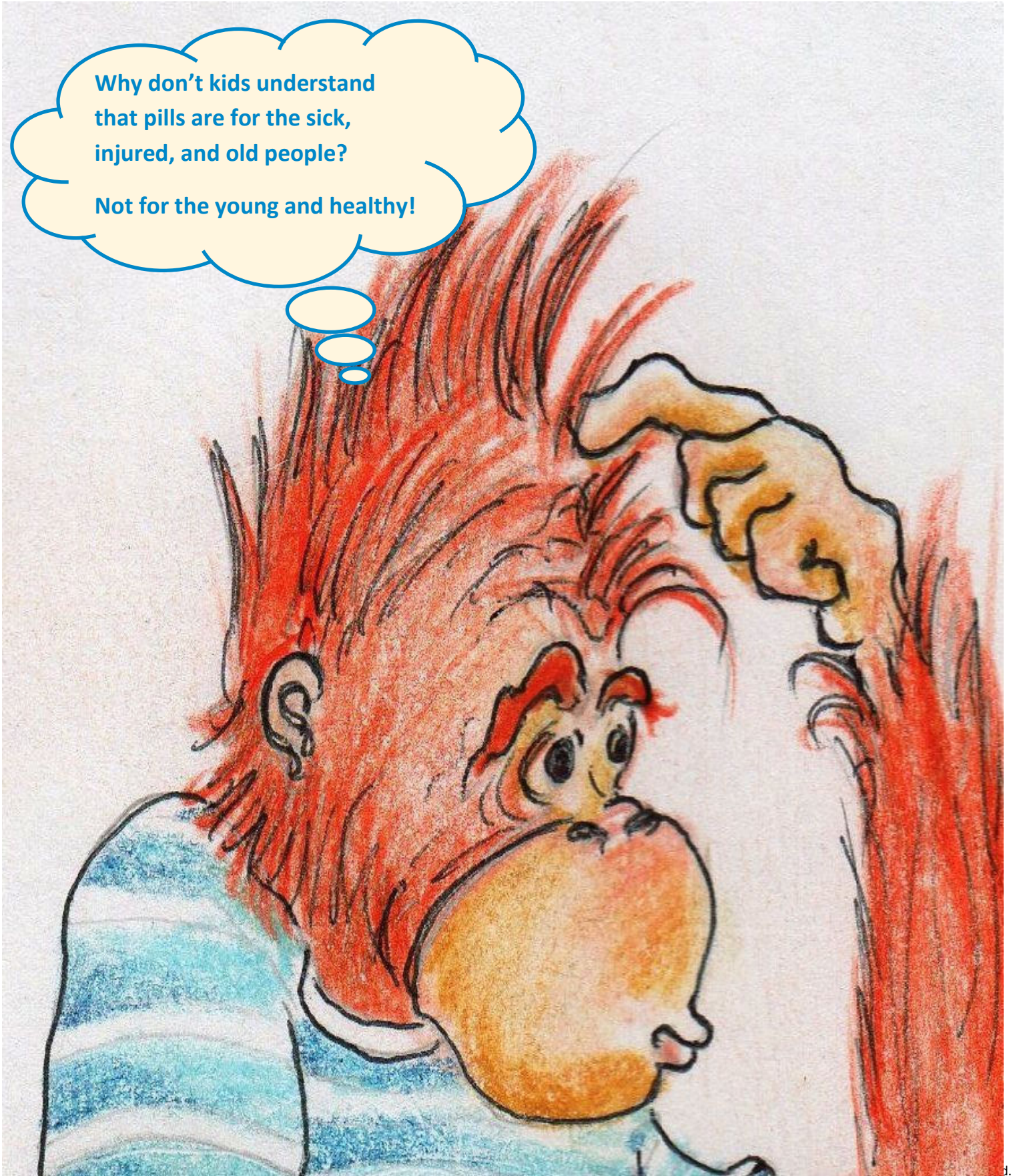




# Blimey Treeswinger

Why don't kids understand  
that pills are for the sick,  
injured, and old people?

Not for the young and healthy!





# Grandpa Hardcase

Considering the fact that drug abuse negatively impacts our lives in so many ways, from the individual person and the immediate family members, to the economy losing well over 2 billion dollars a day impacting numerous elements such as: short and long term health care cost, education, law enforcement, court cost, cost of incarceration, reduced productivity, and many other areas,

I'd sure hope more people would use the new resources developed for parents to teach their children well about drugs and drug abuse. The Family Insight Drug Abuse Prevention Workshop is the best tool for the job. It's free to download at "[preventingdrugabuse.com](http://preventingdrugabuse.com)".





# Riff Oderiferous

**Hey Kids!**

**Trust me on this, DBD-en  
(Doing Bad Drugs) will drag  
you down every time.**





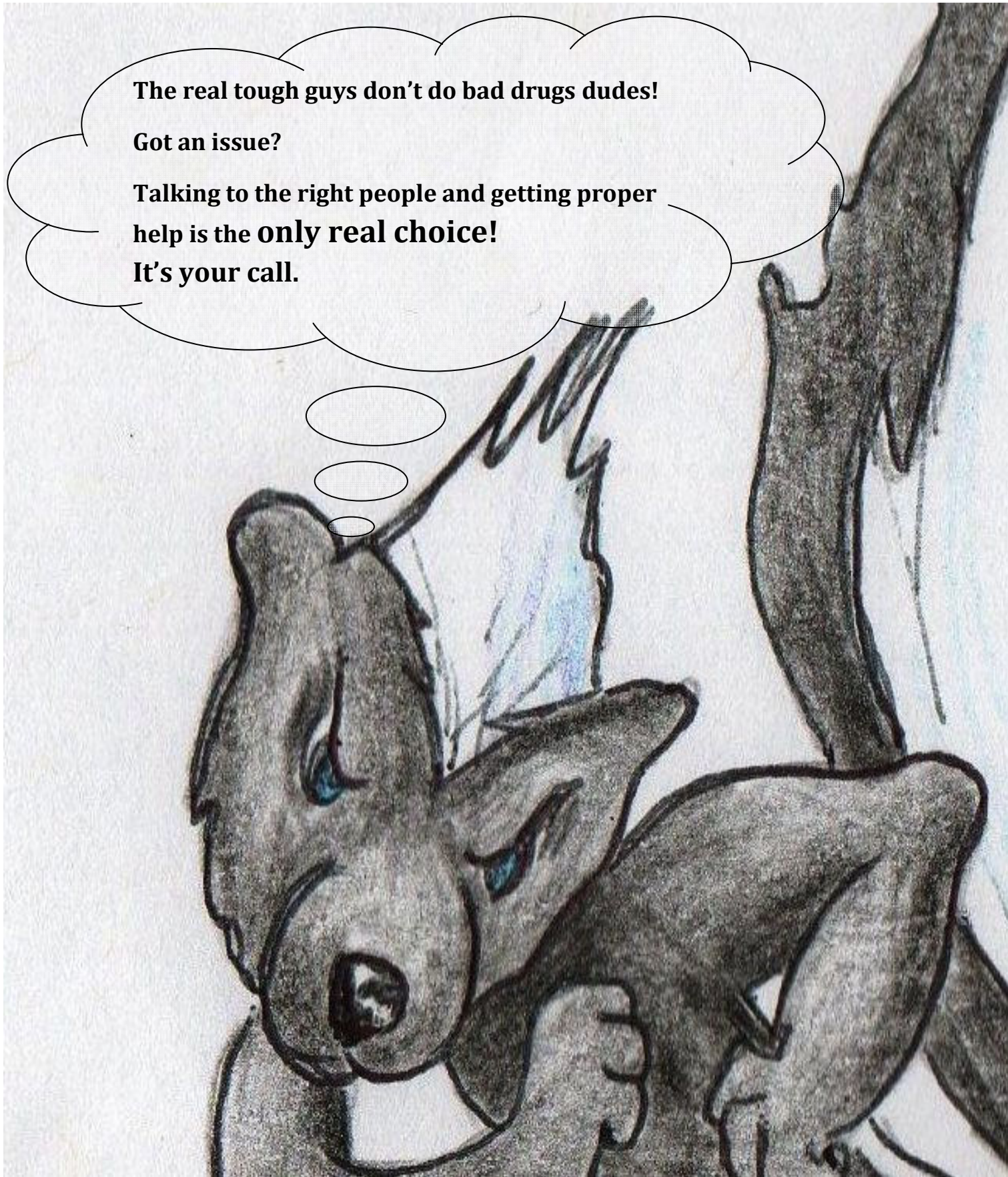
# Wiff Oderiferous

**The real tough guys don't do bad drugs dudes!**

**Got an issue?**

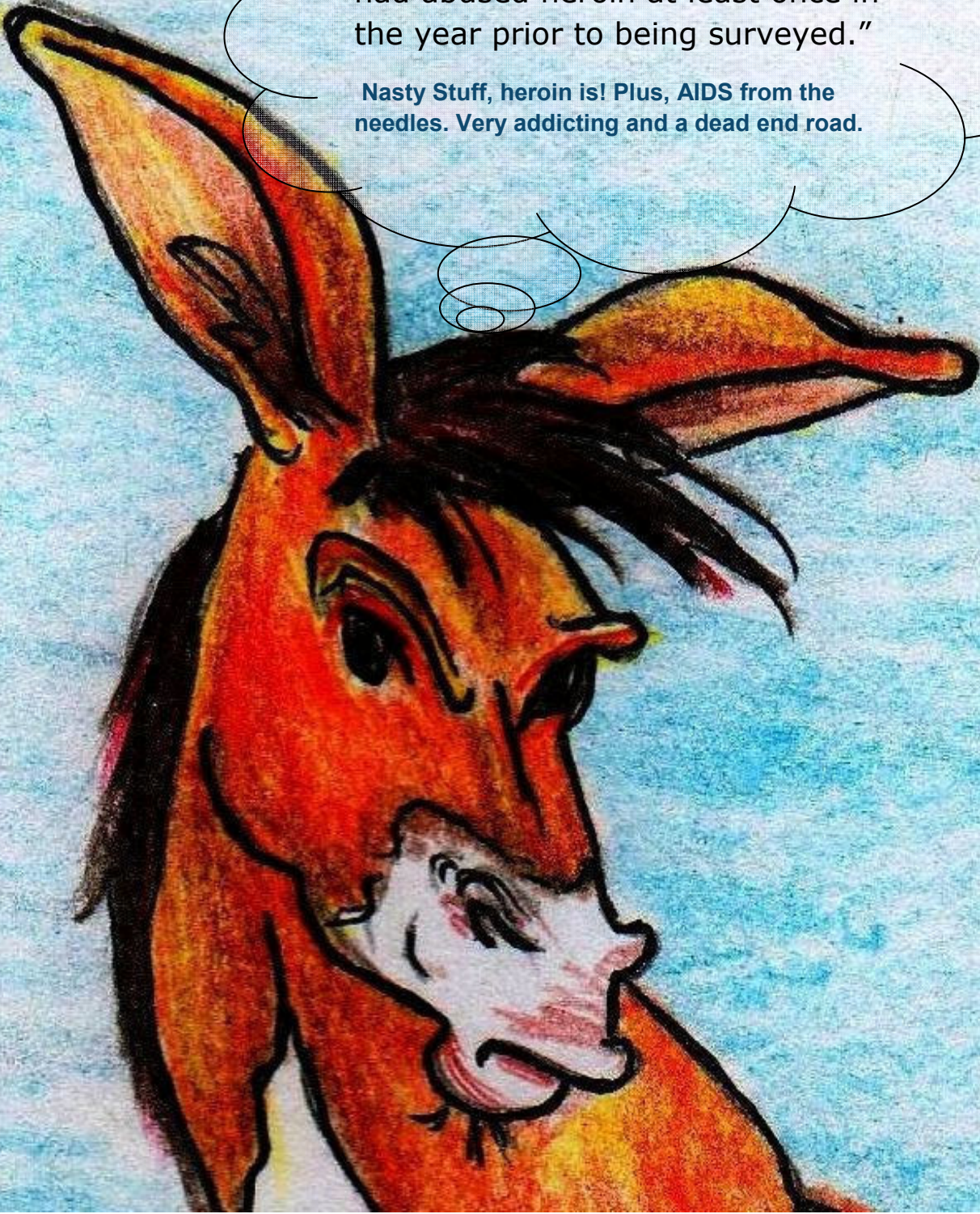
**Talking to the right people and getting proper  
help is the only real choice!**

**It's your call.**





# Sergeant Rockhead



**Wow!** DrugAbuse.gov says: "In 2008, 453,000 Americans **age 12 and older** had abused heroin at least once in the year prior to being surveyed."

**Nasty Stuff, heroin is! Plus, AIDS from the needles. Very addicting and a dead end road.**



# Professor Cumulatus

I think my lesson number one, will be about how kids, "Doing Bad Drugs" (DBD-en) will be one of the biggest mistakes they can make in life!





# **The Bodacious Bodacion's Bumper Sticker Set-01**

Presented by: [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com)

Developed by: J.T. Fairhurst



Sir Muttly says



***Hey kids! Doing Bad Drugs...***

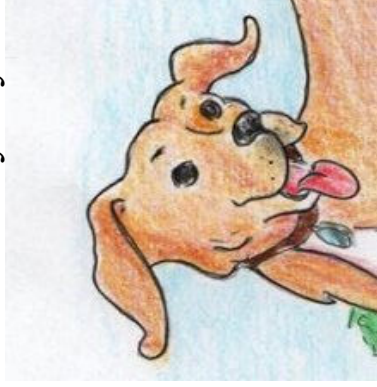
is like stepping in a pile of Doggie Pooh!  
You have a big mess and everything **STINKS!**

**DON'T STEP IN IT!**

Message by: preventing drug abuse dot com

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Sir Muttly says



**Hey Parents**

Now there is real help in preventing drug abuse!  
**The Family Insight Drug Abuse Prevention Workshop  
delivers Quality Family Time of the highest degree.**

**The best prevention is free, intervention is not!**

Message by: preventing drug abuse dot com

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Plipney Nannerpeel says



**Yo Kids! Check this out!**

**Wanna be COOL! Nobodies FOOL?**

**Just stay and do better in SCHOOL!**

**DBD-en (Doing Bad Drugs) is a DEAD-END Road!**

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Plipsie Nannerpeel says



**I'll bet folks! That.....and  
if we gave our kids more hugs,  
a lot fewer just might not turn to**

**Doing Bad Drugs(DBD-en)**

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Plipy Nannerpeel says



**Drugs and Alcohol?**

**No! Just drugs, ALCOHOL is a DRUG, no difference.**

**With that in mind, over 72 percent of teens 18 years old,  
have done Illicit drugs!**

**Parents should use the “Family Insight Drug ABUSE Prevention Workshop”**

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Blimey Treeswinger says



**Preventive Maintenance? (PM)**

**People do it on their cars and equipment, why not the Family?**

**Now they can with the:**

**“Family Insight Drug Abuse Prevention Workshop”**

Message by: preventing drug abuse dot com

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Grandpa Hardcase says



## Hey Kids!

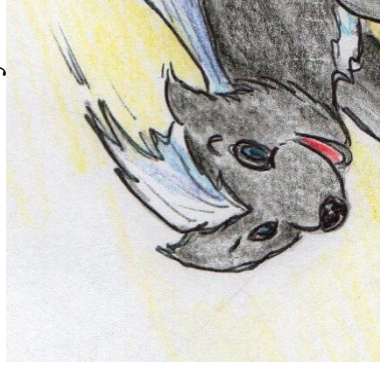
**Just because Tobacco and Alcohol is sold to adults,  
does not make them a good thing at all!**

**More people die each year in America from these 2 items alone,  
then have been killed in all the wars Americans have fought in.**

**Message by: preventing drug abuse dot com**

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Riff Oderiferous says



## Hey Folks!

**Preventing Drug Abuse is dealing with the core causes of many  
negative issues that impact our lives. Drug Abuse cost the  
Healthcare System many Billions of dollars a year.**

**Prevention is Free!      Other Healthcare cost is not!**

**Message by: preventing drug abuse dot com**

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Wiff Oderiferous says



## Hey Adults!

**If you USE, just don't Abuse!**

**You are the first too LOSE, stuck in the BOOZE!**

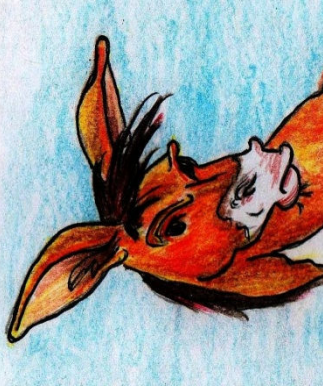
**Help is only a phone call away!**

**Message by: preventing drug abuse dot com**

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Sergeant Rockhead says



## Hey Boys and Girls

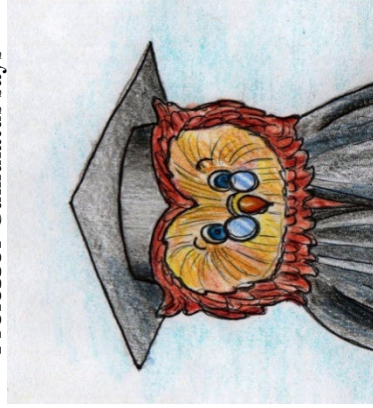
**If you have something troubling you real bad,  
Just ask someone for help figuring it out.**

**DBD-en<sup>(Doing Bad Drugs)</sup> will only make life worse!**

Message by: [preventing drug abuse dot com](http://preventingdrugabuse.com)

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Professor Cumulatus says



**It does not take a genius to know that**

**DBD-en (Doing Bad Drugs):**

**Hurts your body, your mind, and your life.**

**Be smart, don't start!**

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***Hey kids! Doing Bad Drugs...***  
**is like stepping in a pile of Doggie Pooh!**  
**You have a big mess and everything STINKS!**

**DON'T STEP IN IT!**

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CAP Messages for the paper and radio

CYCLE	WEEK	Messages	Word Count	Cost	Start Date	Ending Date
1	1	Hey People! Prevention is Free, Intervention cost more then just money! Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	25			
1	2	Hey Folks! Drug abuse and Doo Doo doesn't just happen to other families. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	27			
1	3	Hey Parents! A young child's mind is the most fragile thing in our Universe. Yet, it is Humanity's greatest resource, be careful of what you put inside. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	41			
1	4	Responsible Parents Only! Please become part of the solution, use the Family Insight Drug Abuse Prevention Workshop. It is free, Intervention is not! Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	37			
2	1	Hey Forest! Stupid is, as stupid does NOT do also. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	24			
2	2	Hey Parents! Don't become a, would-a, could-a, or a should-a! Prevention is free, Intervention is not. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	30			
2	3	Hey People! The best gift you can give to anyone is the "Quality of Life" Try using Prevention, it is free. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	35			
2	4	Hey Folks! The Government says to talk with your kids about drugs. Now you can teach them instead with the Family Insight Drug Abuse Prevention Workshop. It's free, Intervention is not. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	45			
3	1	Hey Parents! We teach our children not to run out into the street without looking first. Now you can teach them about drugs before they get clobbered by abuse. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	43			
3	2	Hey Car Dude Dads! Preventive Maintenance on your vehicle is a good thing. Trying some on the family is too. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	34			

The above Messages are for the Community Awareness Program, CAP Project by [www.preventingdrugabuse.com](http://www.preventingdrugabuse.com)

To be printed in local free to public paper adds, and or local News Papers. For one, twelve week period.

Used in conjunction with the Bodacious Bodacion Posters and Stick sets coinciding with messages placed on local radio stations with random play of one message three times a day for 12 weeks.



CAP Messages for the paper and radio

3	3	Hey Folks! The Family Insight Drug Abuse Prevention Workshop provides parents with "Quality Family Time" of the highest degree, It's free. Give it a shot, Intervention is not! Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	42			
3	4	People PLEASE Remember, if you abuse, you are the first to lose. Message by: Preventing Drug Abuse Dot Com Paid for by: XXXXX-LOCAL-XXXXX Chamber of Commerce	26			

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