CHAPTER MANAGEMENT GUIDE
& RESOURCE LIBRARY

21-22

students against SADD® destructive decisions

WELCOME

As an active chapter of Missouri SADD, you are the catalyst for change in your community. Whether you are tackling traffic safety and distracted driving, making a change to prevent abuse of alcohol, tobacco and other drugs, or providing resources for mental health, your SADD chapter will make a difference.

This guide was developed by the Missouri SADD State Office to provide chapters with ideas to develop their chapter, including recruitment and retention of members. Additionally, you'll find sample ideas for social media, press releases, and more.

We cannot wait to see what your chapter accomplishes over this year.

MEMBER RECRUITMENT

Membership in SADD affords students the opportunity to not only participate in SADD programming, but plans its implementation. Students may also serve as student leaders in their chapter, as a Missouri Youth Ambassador, or at the SADD Nation level. There are many different ways to recruit members; included below are a sample activities for your chapter to consider.

At all events, share information about SADD, programs, and opportunities for involvement. Remember - SADD membership is free for 2021-22!

Taco 'Bout SADD
Host a SADD luncheon or after school event to "taco 'bout" SADD with prospective members. To encourage participation, offer students a taco/nacho bar.

Fall Tailgate
Some of the first big social events of the school year occur at sporting events like football. To engage a large portion of the student body, offer a SADD tailgate before a game. Considering partnering with a community grocer to provide hotdogs and soda for free or at a discount and invite students to attend.

School Scavenger Hunt/Hidden SADD
Create an opportunity for students to search your school for hidden SADD logos or other prevention themed items by leading a scavenger hunt across campus. When a student finds a hidden logo, they may return it to the SADD adviser for a prize that includes an invitation to join SADD.

Partner with Existing Organizations
Many existing organizations on your school campus may sponsor activities or programming related to SADD objectives. FCCLA offers a traffic safety program, and HOSA offers programs related to student health. Consider partnering with another organization to have cross organization members (members of both SADD and another organization).

CHAPTER LEADERSHIP

Chapter leaders, or student officers, are tasked with not only managing chapter meetings, but executing programming. Peer to peer education (and leadership) makes a larger impact due to personal and emotional connections and deep relevant issue understanding.

Below are sample positions for SADD leaders in your chapter, along with respective duties.

President
- In coordination with the SADD adviser, develop the agenda for chapter meetings
- Serve as the leader for chapter meetings, keeping conversation on topic
- Develop invitations for special guests to chapter functions

Vice President of Engagement
- Manage SADD chapter social media and public relations
- Develop press releases for the media on SADD programming, events and chapter activities
- Create a plan to encourage active membership through recruitment and retention

Vice President of Programming
- Form committees to develop activities for SADD's signature programs (Rock the Belt, Is It Worth the Risk, SADD Shines, Textless Live More and Get Living)
- Review Toolkits and updates from SADD Nation on SADD's signature programs
- Plan participation in annual events including Prevention Day at the Capitol and Speak Hard

Vice President of Leadership & Events
- Create and execute leadership activities at chapter meetings
- Manage event and activity logistics in partnership with the VP of Programming
- Share and encourage participation in SADD Speaks and the Missouri Youth Ambassador Program

SADD PROGRAMS

SADD's reach goes beyond its origins as Students Against Drunk Driving. SADD now covers traffic safety, mental health, alcohol and tobacco awareness, and distracted driving and living. Below are SADD's signature core programs.

To access detailed toolkits for each program, you must be a registered chapter. Toolkits are available in the resources tab of the SADD Portal. Each toolkit includes explanations of all SADD programs, step by step guides to implementing activities, and media kits.

ROCK THE BELT

Rock the Belt is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, in every seat, every time.

SADD SHINES

SADD Shines is a SADD national core program designed to guide teens, parents, and communities to celebrate SADD chapters and all they do and highlight the important rising issue of mental health awareness.

IS IT WORTH THE RISK?

Is it Worth the Risk is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the real-life consequences of underage drinking.

TEXTLESS LIVE MORE

Textless Live More is a student-led, peer-to-peer, national awareness campaign with a mission to end distracted driving and promote digital wellness.

GET LIVING

GetLiving is designed to battle distractive and destructive habits caused by cell cell phones. Each month is themed to combat a different habit and improve digital wellness.

SUBSTANCE ABUSE EVENTS

Substance abuse is an ever evolving problem among Missouri youth. The 2020 Missouri Student Survey revealed 17% of students grades 6-12 reported using alcohol in the past 30 days, with 15.5% reporting the same for electronic cigarettes. While lower, the numbers for use of marijuana at 8.9% and prescription drugs at 6.3% are alarming.

To help isolate an issue prevalent in your area, review bi-annual data from the Missouri Student Survey. Example substance abuse events are listed below.

Prescription Drug Take Back
A prescription drug take back event, which may also include other controlled substance disposal like e-cigarettes, is a community event that allows citizens to safely, conveniently, and appropriately dispose of controlled substances.

Speak Hard
Speak Hard is the annual youth rally to mobilize teens to enact change in their communities. Held every spring in Jefferson City, this event features keynotes, speakers, and industry leaders to build connections that transform the way teens view and act when exposed to controlled substances.

Health Fair
Hosting a community health fair in your school brings together community organizations with an interest in health, such as a community health department, hospitals and health systems, gyms, insurance companies, and non-profit health associations for day of programming to raise awareness of substance abuse and general health and well-being.

Walk for Prevention
Bring your whole school and community together for a walk to raise awareness of substance abuse issues facing your students. Through the use of information distribution, celebrations at the end of the walk, match swag and media attention, you can shed light on important issues. Remembrance walks can also honor someone lost to substance abuse in your community.

TRAFFIC SAFETY EVENTS

Traffic safety has become a main focus of Missouri SADD as the risky behaviors youth engage in become more prevalent year over year. According to the Missouri State Highway Patrol, alcohol was a large contributing factor in traffic accidents with you, with 10 fatal crashes, 195 persons injured, and 330 total crashes in 2019 alone. The Missouri Student Survey shares similar risks, with 17% of youth reporting riding with someone who was drinking alcohol in the past 30 days.

To help isolate an issue prevalent in your area, review annual data from the MSHP. Example traffic safety events are listed below.

Docu-Drama
A docu-drama, or mock-umentary, is a dramatized car crash based on a real events.
 Students work with a local junk yard, police and fire department, and medical personnel to show what occurs during a car crash by conducting a fake one in their school parking lot.
 The Is It Worth the Risk Toolkit has scripts and guides to completing a docu-drama.

Buckle Up Phone Down
Buckle Up Phone Down (BUPD) is a statewide campaign campaign that encourages distraction free driving by asking individuals to put their phone down or silence their phone while driving. Additionally, the program encourages seat belt usage for both drivers and passengers, no matter the distance.

Pledge Wall
Have students sign a wall in your school in a visible location to pledge to drive distraction free and to always utilize a seat belt. A pledge wall can also be set up at school wide events.

School-Wide Seat Belt Policy
Enacting a seat belt policy at your school encourages use of seat belts for both youth and staff. A seat belt policy is a school board approved policy that lays out the rules for what happens when you are caught on campus not utilizing a seat belt, including contacting parents or loss of parking privileges. The Rock the Belt Toolkit has a sample policies.

PROM & GRAD EVENTS

Prom and graduation are some of the most dangerous times for youth. Over 1,000 preventable teen deaths occur between prom and graduation, and over half of teens who report drinking during or after prom report having at least four drinks.

Example prom and graduation events are listed below.

After Prom/Graduation Lock In
Hosting a lock in after prom or graduation provides a safe space for students to enjoy their peers and celebrate their accomplishments. Connect with local businesses to provide free or discounts food, donate bounce houses, or gifts to raffle to incentivize students to participate. Host the event immediately following prom or graduation until the morning.

Prom Pledge Cards
Prom pledge cards are a two-part campaign to engage students and the community. First, students sign a card pledging to be alcohol free before, during, and after prom. Second, businesses frequented around prom like restaurants, hotels, and limo companies sign a pledge to commit to not serving minors alcohol or creating environments that permit it.

Prom Reminder Cards
Develop cards that list the risks of engaging in risky behavior before, during, and after prom and ask businesses to utilize them the day of prom. Have the cards attached to boutonnieres and corsages, as well as prom tux rental bags. Ask businesses to provide them with dessert at popular restaurants during prom.

Black Shirt Campaign
Every 12 minutes, a death related to alcohol occurs. During a school day leading up to prom or graduation, have a bell chime over your school PA every 12 minutes. At that time, a designated student should leave and come back wearing a black shirt, symbolizing their unfortunate death. That student should not speak to others for the rest of the day.

CALENDAR OF PROGRAMMING

SADD, along with its partners, supports many programs, events, and opportunities throughout the year. Below is a calendar of programs your chapter may consider participating in this school year.

September
1 - SADD-opoly Q1 begins
Any Day - Chapter Kick Off Event
TBA - SADD Speaks

October
17-23 - National Teen Driver Safety Week
17-23 - Rock the Belt Week
21 - National Prescription Drug Take Back Day
22 - Buckle Up Phone Down Day
31 - SADD-opoly Q1 ends
TBA - SADD Speaks

November
1 - SADD-opoly Q2 begins
Any Day - Guest Speaker on Substance Abuse
Any Day - Host a Traffic Safety Event
TBA - SADD Speaks

December
31 - SADD-opoly Q2 ends
TBA - SADD Speaks

January
1 - SADD-opoly Q3 begins
Any Day - Second Semester Recruitment Event
TBA- Prevention Day at the Capitol
TBA - SADD Speaks

February
6-12 - SADD Shines Week
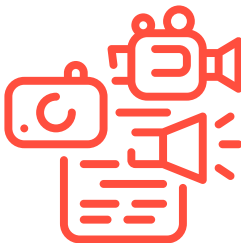Any Day - Host a Substance Abuse Event
TBA - SADD Speaks

March
15 - SADD-opoly Q3 ends
16 - SADD-opoly Q4 begins
TBA - Speak Hard
TBA - SADD Speaks

April
All Month - Alcohol Awareness Month
All Month - Is It Worth the Risk Month
Any Day - Guest Speaker on Mental Health
TBA - SADD Speaks
Prom - Host an After Prom Event

May
15 - SADD-opoly Q4 ends
TBA - SADD Speaks
Graduation - Host an After Graduation Event

PRESS RELEASE SAMPLE

For Release Time

Date

ABC High School Raises Youth Awareness on Distracted Driving
The rate of accidents involving distracted youth is on the rise

City - ***Date*** - The SADD (Students Against Destructive Decisions) chapter at ABC High School recently held an event to raise awareness about the risks of distracted driving in youth in the ABC community, empowering youth to make better decisions like putting down their phones while driving and always wearing a seat belt.

"Quote about the impact of the event," said ABC SADD President Sample Name

Traffic accidents involving youth who are distracted by their cell phone have been on the rise in ABC community for the past few years. An AAA study revealed 50% percent of crashes involving teens were caused by distracted driving.

The SADD Distracted Driving Day included activities from the MoDOT Buckle Up Phone Down Campaign, which included students signing a pledge to drive always using their seat belt and put their phone down while driving. Additionally, students heard from a guest speaker with Speaker Name/Company.

SADD is a nationwide program and nonprofit. SADD envisions a world in which young people make positive decisions that advance their health and safety. SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them throughout their daily lives.

SADD-OPOLY RECOGNITION

SADD-opoly is a year-long program that promotes a strong, healthy SADD chapters, all based on the hit board game Monopoly. Chapters progress through the game-board over the course of the year, earning "dollars" for each space the complete.

All activities are based around building your chapter's capacity to succeed, including Chapter Management, Advocacy, Events, State Programs, National Programs, Leadership, and Media.

SADD-opoly runs from 9/1/21 - 5/15/22, with each activity having a completion date. Completion may require additional documentation delivered to Missouri SADD.

The chapters earning the most "dollars" each quarter, semester, and year will be recognized for their contributions and participation.

For more information and to download the official guide and game board, visit actmissouri.org/SADD.