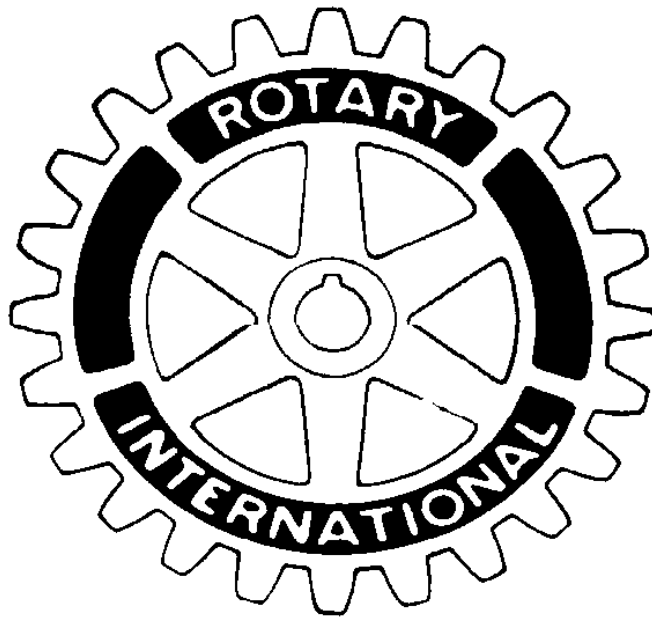


ROTARY AGAINST DRUGS (RAD)

HIGH SCHOOL SPEECH CONTEST



RESOURCE MATERIALS

FOR MULTI-DISTRICT USE

revised December 21, 2007

**Prepared by: Dr. Donald Hayman, PDG Rotary District 7710, Chapel Hill, N.C.
To download this booklet, go to → www.Rotary7710.org/rad/**

PREFACE TO EIGHTH EDITION

This Rotary Against Drugs (RAD) project is the result of R. I. President Clifford Dochterman's 1992 challenge to members of his Task Force to start district-wide and multi-district drug and alcohol abuse prevention projects.

The pain and suffering and financial costs of drug abuse are ignored by most Americans. The \$358 billion annual cost of drug abuse in the U.S. and the 650,000 persons who die prematurely every year are more than we can comprehend. The big murderers are not cocaine or heroin. Over 500,000 or 77% of all drug deaths are caused by inhaling cigarette smoke or the consumption of excessive quantities of alcohol for 20, 30, or 40 years. These numbers are so large, we feel helpless.

How do kids start down the road to such a death? Surveys report each day 6,000 persons, most of them kids, start smoking and the same day 3,000 other smokers become daily smokers. The 1999 N.C. Youth Tobacco Survey found the average N. C. students started smoking at 12.2 years, and 18.4% of N.C. middle school students and 38.3% of high school students are current tobacco users. Those percentages are double the national average of 9.3% for middle school and a third more than the national average 28.5% for high school students. Teens who smoke are three times more likely than non-smokers to use alcohol, eight times more likely to use marijuana, and twenty-two times more likely to use cocaine.

If children and youth would merely obey existing laws--not to smoke until 18, not drink alcohol beverages until 21, deaths from drug use as they grew older would decline sharply.

Most authorities—medical, social, law enforcement—agree on these points:

- (1) The drug and alcohol abuse problem is a complex neighborhood, community, state, national, and international problem.
- (2) It is easier to prevent drug use than repair the physical, psychological, social, and economic damage resulting from drug dependency.
- (3) The earlier an adolescent initiates use of alcohol, tobacco, marijuana, or other illicit drugs, the more likely he or she will not graduate from school and be divorced.
- (4) **If experimental drug use can be postponed until after the body matures, the possibility of permanent physiological and psychological damage and future addiction is reduced.**
- (5) Parents are the first line of defense in drug abuse prevention. With broken homes, single working parents, parent(s) abusing drugs, schools assumed greater responsibility.
- (6) Diverse strategies must be implemented: Reduce the promotion and availability of tobacco and alcohol, prosecute persons providing tobacco and alcohol to children, provide age-appropriate information, skill development, self-esteem enhancing courses, appropriate medical treatment, occupational training and treatment for all including the thousands of young incarcerated drug dealers.
- (7) The cooperative efforts of the community—parent, schools, churches, justice system, social service agencies, health care providers, business community, service clubs (including Rotary)—are needed if we are to reduce alcohol and drug abuse.
- (8) **Research has confirmed peers are more effective than parents, doctors, ministers, police, or teachers in discouraging children and young people from starting to experiment with drugs and stopping drug use. "Kids listen to Kids."** [See pages 93-97]

Special thanks to over 1,000 wonderful, gifted students from 96 high schools in four states who gave speeches in their schools and before Rotary clubs, and to 200 who advanced to multi-district competition. Many are known to have returned home to share their ideas and concerns with elementary, middle school students, and peers. They are talking with students who are deciding which road to take. They are now trying to reduce drug abuse in the colleges they attend.

ROTARY AGAINST DRUGS HIGH SCHOOL SPEECH CONTEST

ROTARY DISTRICTS: 7570, 7690, 7710, 7720, and 7730
TOPIC: "What Must Be Done to Prevent Drug and Alcohol Abuse in the U.S.?"
TIME: Maximum of six (6) minutes.



STATEMENT OF PROBLEM:

- In U.S. today:** More than 10 million persons (12 to 20 illegally drink alcohol. More than 25% have tried a drug other than marijuana. Average first alcohol use is 12.2 years and first marijuana use is 13.
- In N.C. today:** 18.4% of middle school and 38.3% of high school students use tobacco. 38% of high school students drink alcohol. 21% “ “ “ seniors used marijuana in past month. 35% “ “ “ “ smoke. Children buy 4.4 million packs annually.

RESEARCH CONFIRMS:

- (1) Students who drink alcohol regularly before 15 are 48% more likely to become alcoholics.
- (2) Students using illicit drugs are more likely--school dropouts, divorced and have job problems.
- (3) Children delaying drug use by two years greatly reduce the likelihood of addiction.
- (4) It is easier to prevent drug use than repair physical, psychological, social, economic damage.
- (5) Changing student attitudes re: drug use requires altering norms of community & school.
- (6) “Kids Listen To Kids. Peer programs are dramatically more effective in preventing drug use and convincing kids to discontinuing drug use than all other interventions.”

HIGH SCHOOL SPEECH CONTEST:

These facts suggested more should be done to inform middle and high school students about the dangers of drug abuse. Since 1993, 1,000+ N.C., Tenn., VA., and WI. students, attending 96 schools, sponsored by 83 Rotary clubs in 6 Rotary districts, have spoken out against drug abuse.

The contest encourages students to (1) consider the extent and seriousness of the use of mood-modifying drugs including alcohol; (2) learn of current efforts to reduce and prevent drug abuse; (3) increase concern for fellow students; (4) prepare to inform peers of this dangerous problem; and (5) listen and speak out against drugs and in doing so gain self confidence & increase self esteem.

Rotary Resource Materials maybe found at www.Rotary7710.org/rad/ . Student should assume they are talking to other students. **NO props please.** Students &/or teachers select up to 4 students to represent H.S. at a Club meeting. Notes permitted. **SPEECH SHOULD NOT BE READ.**

ROTARY CLUB: Clubs may sponsor student from each high school in membership area.

SPEECHES: Presented to Rotary Club at _____ o'clock, March _____

JUDGES: Members of the Rotary Club serve as judges.

AWARDS: All speakers receive certificate. **Clubs set their own cash awards to participants.**

FINALIST: Districts send their top finishers to multi-district competition (fee is \$100 per student).

ELIGIBLE: All High School Students.

DISTRICT 7710 FINALS: 1:00 p.m., Sun. **March 9, 2008**, Chapel Hill Town Hall.

AWARDS: 1st: \$200; 2nd: \$100; 3rd: \$50;

MULTI-DISTRICT FINALS: 1:00 p.m., Sun., **March 16, 2008**, Chapel Hill Town Hall.

AWARDS: 1st: \$300; 2nd: \$250; 3rd: \$200; 4th: \$150; 5th: \$100; 6th and over \$50.

For additional information contact:

D7570: RID-E Eric E. Adamson, Box 325, Front Royal, VA 22630, (540) 635-7166; eadamson@servicetitle.com;
D7690: PP Jim Armstrong, 1034 Canterng Rd., High Point, NC 27262 (336) 883-2928; jimarmstrong@northstate.net;
D7710: P Mack Parker, P.O. Box 17653, Raleigh, NC 27619 (919) 255-3353; mparker130@nc.rr.com
PDG Donald Hayman, 1038 Highland Wds, Chapel Hill, NC 27517, (919) 967-3381, haymanrota@aol.com;
D7720: PDG Brenda Tinkham, 153 Tom Browne Rd, Murfreesboro, NC 27855, (252) 398-3210; tinkhamb@hertford.k12.nc.us;
D7730: PDG Phil Crawford, 1503 Sutton Drive, Kinston NC 28503, (252) 527-3139, philcuz@eastlink.net

**SCHEDULE FOR 2007 MULTI-DISTRICT--7570, 7690, 7710, 7720, 7730
ROTARY AGAINST DRUGS (RAD) HIGH SCHOOL SPEECH CONTEST**

JULY:

1. District Governor announced Rotary Against (RAD) Drug High School Speech topic—**“What Must Be Done to Prevent Drug and Alcohol Abuse in the U. S. ?”**
2. District Governor urges Assistant Governors and Club Presidents to:
 - a. Adopt the drug and alcohol abuse speech contest as a club project;
 - b. Appoint a committee or chair to arrange the local (and district contest); and
 - c. Decide the number and amounts of awards.

SEPTEMBER: (Some teachers like to be contacted early so topic can be included in lesson plans)

3. Project Chair in each club contacts High School Principal(s) and seeks permission to contact appropriate teacher(s): (Interact sponsor, English, speech, biology, counselors or teachers desiring to assist students) participate in the speech contest.
 - a. Explains objective, schedule, dates, and award given.
 - b. Gives teachers contest notices to post on school bulletin boards and contest scoring sheets to inform students of the criteria used to determine finalists.
 - c. Gives teachers compact disc, Internet address--www.Rotary7710.org/rad/ or Resources Materials booklet to help students research and prepare their speech.
 - d. Recommend the first round competition be held in an assembly at the school if more than four students desire to represent the high school.
 - e. Inform teachers of the date of the meeting when students representing the school will speak to the Rotary Club(s). (If two or more clubs sponsor a contest, each club may sponsor a student from each school in the multi-district contest.)

JANUARY:

4. Project chair contacts teacher to verify school participation and answer question.

FEBRUARY - MARCH:

5. Schools holds contest and informs club of students representing the school.
6. Project chair:
 - a. Invites local media to attend club meeting.
 - b. Duplicates the Speech Scoring sheet for members to rate finalists.
 - c. Designates a Rotarian as Timer (6 minute time limit)
 - d. Presides at contest and President awards certificates and cash awards.
 - e. Provides names of students speaking at district conference to district chair.
 - f. Project Chair transports student(s) to **D7710 competition** at the Chapel Hill Town Hall by 12:40 p.m., **Sunday, March 16, 2008.**
7. Project Chair, parent or teacher transports student (maximum 3) to **multi-district competition** at Chapel Hill Town Hall by 12:40 p.m. **Sunday, March 23, 2008.** (Bed/breakfast provided students and sponsors from outside D7710 on request).

For additional information contact:

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**ROTARY MULTI-DISTRICT
DRUG & ALCOHOL ABUSE PREVENTION SPEECH CONTEST
Rules Governing Contest and Scoring Sheets**

Topic: "What Must Be Done to Prevent Drug and Alcohol Abuse in the U.S.?"
 Rimw: Maximum of six (6) minutes.
 Focus: Students are asked to assume they are speaking to other students.
 Delivery: May use notes. Speech should not be read, and **NO** props allowed or other digital assistance (PowerPoint, music)

Objective of the Contest:? Get the maximum number of kids to

- (1) Consider the nature and seriousness of drug and alcohol abuse;
- (2) Learn of current efforts to reduce drug and alcohol abuse;
- (3) Discover what might be done in their communities to reduce drug abuse;
- (4) Volunteer to serve as mentors and role models to middle and elementary students;
- (5) Listen and practice expressing their ideas in an appropriate and convincing manner to peers;
- (6) Increase their concern for fellow students and gain self confidence and increase self esteem.

Criteria	Scale	1	2	3	4	5	6	7	8	9	10
1. DELIVERY											
a. Enunciation & pronunciation	1 - 10										
b. Expression/poise	1 - 10										
c. Sincerity & tone	1 - 10										
2. ORIGINALITY											
a. Imaginative approach	1 - 10										
b. Positive approach	1 - 10										
3. CONTENT											
a. Knowledge of subject	1 - 20										
b. Logical development	1 - 10										
c. Clarity of ideas	1 - 10										
d. Persuasive to peers	1 - 10										
TOTAL MAX SCORE		100									

NOTES:

Judge's initials:

Date:

g:c:scoresheet

D RUG & ALCOHOL ABUSE PREVENTION SPEECH CONTEST-- WHAT ROTARIANS, TEACHERS, PARENTS, & STUDENTS SAY

"A great way to get young people involved in recognizing the drug problem."

"No organization I am aware of sponsors a drug prevention speech contest."

"As the students say, we need to stop having commercials on TV and ads in magazines and other print media glamorizing beer, liquor, and cigarettes." Parent, 1996.

"This has been wonderful. Much of our time is spent reacting to problems. Today our students have been doing something positive." E. Wake Teacher, 1995.

"Excellent. Glad to be a part of a Rotary project and campaign against drug and alcohol abuse. Glad I wasn't a judge today. All excellent presentations." Pres. Michael Thacker, Warrenton Club, 1993.

"The two speeches given by our finalists at a District Conference were the highlight of the day. They received a standing ovations, and I know this project can have a beneficial effect." "Fifteen clubs participated in both 1998 and 1999 and more this year. I want you to know what a wonderful program this is...I hope every club will participate next year. PDG Eric Adamson, D7570 (TN & VA) May, 1998; and Oct. 2000.

"Rotary President Carlo Ravizza and his wife Rossana attended the D7750 conference (Dec. 1998) in Homestead, VA. After hearing four students give their drug abuse prevention speeches, Rossana said," "The student speeches on drug abuse prevention were the best talks of the entire conference." PDG Eric Adamson, 1998, D7570.

"I was RI President Carlo Ravizza's representative to the D6259 (Wisconsin) district conference in 1999. The students gave their speeches on Sunday morning. It was a moving experience. Their talks were tremendous; parents and Rotarians cried." PDG Bob Squatriglia of Conway, S.C. (D7770) Oct. 1999.

"In our 1998 contest students from five clubs spoke at our district conference. It was the best session of the day. The judges of the 1999 contest couldn't decide which student should receive the \$1,000 scholarship. They hurriedly met with the district governor, announced a tie, and awarded two rather than one \$1,000 scholarships. Two \$1,000 scholarships were awarded in 2000."(and 2001) PDG Don B. Mayo, D6250 (Wis.) 4-2000.

DGN Michael Donovan (D6930 in Florida) was impressed with Valencia Butler's speech to the Zone Institute in Raleigh in Oct. 1998. He invited Valencia to speak to the D6930 RYLA in Florida. (Valencia placed first in Chapel Hill in 1998) Michael reports RYLA students rated Valencia's talk the "best" of the conference. Not surprisingly, Valencia's talk was rated best by D7710 RYLA students in both 1999 and 2000. D6930 is making plans for sponsoring a Rotary Against Drugs Contest. October, 2001.

"It was gratifying to see such a beautiful array of young people...I hope their communities will embrace them and give them a chance to give their speeches at churches, schools and to other civic organizations. They have a powerful message which America needs to hear." Parent of a 1996 student finalist.

I'm proud to be a member of an organization that has seen fit to encourage our young people to participate in the contest." PDG Brenda Tinkham, D7720.

Many members of our community are ignorant of how drug use affects them. Too many adults and kids fall through cracks because people believe its someone else's problem. It is in the long-term interests of our community to help everyone through hard times. Parent. 1995.

"When the first place finalist spoke to our District Conference, she received a standing ovation. She said a lot in her six minute speech. Thanks for her input, we had an outstanding Conference. DG John L. Eller, DG7730, 95-96.

"The members of our new Interact club were eager to participate in the high school drug and alcohol abuse prevention speech contest. I read every word of the Resource Materials Booklet before I passed the copies on to the high school teachers. It is not preachy. Facts are reproduced from government research publications and from medical and scientific journals. Our Interact club members are looking forward to participating." President Jim Jenkins, Clayton Rotary Club, 3-1995.

"The kids who participate in the contest may have a lot of influence on those that are or who may get involved with drug abuse. My attending the contest in Chapel Hill last year was a real highlight in my Rotary year. Many of the participants go back to their churches, schools, and clubs and give their speech again. These messages coming from teenagers to many other teenagers may do a lot of good. I think it is a very worthwhile program. Some of the speakers in last year's contest were from homes that had abuse because the parents were involved in drugs." Pres. Grady Beck, Wilmington East. 2-99.

"The contest provided a way for kids who see alcohol and drugs as problems to society to speak out. It is very important for kids who have been touched by the effects of drug and alcohol abuse, to have a way to speak out so they do not follow the pattern. My students have enjoyed entering and competing. E. Wake Teacher, 1995.

"I am very impressed with your Resource Materials. I am proud that D7690 went from one club participating in 1999 to seven in 2000"...(and eleven in 2001). We will continue to support this excellent project." Bert Wood, President, STEP ONE, Chair, D7690 Drug/Alcohol Abuse Committee, April, 2000.

"In preparing my speech I learned what a terrible problem drug and alcohol abuse is in the U.S. and at Grimsley High (Greensboro). I had to do something so I agreed to serve as co-chair, of START, (Student Tobacco & Alcohol Resource Team). This year I think we have made a difference." Megan Sullivan, placed first in March, 2000 contest. For the next four years Megan will be a Jefferson Scholar at the University of Virginia.

ROTARY AGAINST DRUGS (RAD) MULTI-DISTRICT SPEECH CONTEST

More than 150 high school students gave speeches in the 11th annual Multi-district Rotary Against Drugs (RAD) High School Speech Contest. Since 1993 more than 1,000 North Carolina, Tennessee, Virginia and Wisconsin students attending 96 different high schools and sponsored by 83 Rotary clubs in 6 Rotary districts have participated.

The contest is part of Rotary International's worldwide efforts to prevent drug and alcohol abuse. The top finalist speaking in Chapel Hill with their high schools and Rotary club sponsor were: Amy Kabaria (Russell County, VA) & Gate City Rotary; Chris Walter, (E. Chapel Hill High) and E. Chapel Hill/Chapel Hill; Autumn Perry, (Cape Fear) Fayetteville Lafayette; Inn-Inn Chen, (Blacksburg) Blacksburg, VA.; and Albert Blackmon, Jr., (North Surry) Mt. Airy.

The other winners included: Leigh Anne Beard (Hertford) Murfreesboro; Joshua Bowers (Western Christian Academy) Triad; Holly Causey, (Arendall Parrott Academy) Kinston; Benjamin Davis (Carteret Academy) Morehead City; Carolyn Green (Montgomery County) Troy; Andrea Griffin, (Bethel Christian Academy) Kinston; Shauna Guyton (Apex) Apex; Brandi Johnson (South Granville) South Granville; Joshua Monroe (Pinehurst) Pinehurst; Daniel Nead (Croatan High) Newport; and Josh Sommer (Western Guilford)

Student spoke up to six minutes on the topic, "What Must Be Done to Prevent Drug and Alcohol Abuse in the U.S.?" Preliminary contests were held at the school if more than four students entered. Students spoke to Rotary clubs, and Rotarians selected one student from each high school. Some principals asked students to speak to classes in the school.

Each student received a cash award ranging from \$50 to \$300. All speakers were well prepared. They documented the extent of drug and alcohol abuse, the resulting economic health, and social costs and human suffering. Several discussed the growing problem of binge drinking among high school and college students. They evaluated current programs and offered suggestions for students, parents, schools, churches, governments and industry.

The contest was started after a 1988 research study of 143 adolescent drug prevention programs reported "Peer programs are dramatically more effective in preventing drug use and in kids to stop using drugs than all other interventions." "Kids listen to kids." The contest encourages high school students to (1) consider the nature and seriousness of drug and alcohol use, (2) learn of current efforts to prevent drug abuse, (3) discover what is and might be done in their communities to prevent drug abuse, (4) listen and speak to peers, and (5) serve as mentors to middle and elementary school students.

