



## CHAPTER ONE

# GENERAL INFORMATION



### **WE ARE ON A MISSION**

To protect our nation's youth from the horrors of drug abuse, using highly effective tactics to foster their bright futures.

### **WE ENVISION**

A promising generation of healthy, safe teens, who are confident that they can depend on our strategies to defend and encourage their drug-free lives.

### **WE VALUE**

***Integrity*** Our success can only be achieved through reliability, respect, and honor.

***Innovation*** Our creativity inspires progressive, relevant and effective methods.

***Optimism*** Our drive to view challenges from a positive perspective fuels opportunity.

***Fellowship*** Our *teamwork* is vital to strengthen our collective impact.

***Resilience*** Our *motivation* persists and evolves since the cost of giving up is too great.

## **HISTORY**

A team of Firefighters founded Drug Free Clubs of America in 2005 in response to the drug-related tragedies they witnessed every day. They regularly were called on to rescue people whose lives had been devastated by overdoses, violence, accidents, or even death. To them, there was nothing more difficult than being called to a scene resulting in the loss of a young life. This was especially true when it was caused by something as avoidable as drug abuse. It stung even more to know that every single one of those teens were drug-free at one point.

## **DRUG FREE CLUBS OF AMERICA BOARD OF DIRECTORS**

We are a 501c3 Non-Profit organization and governed by the following board members who meet several times per year to provide advice, and fiduciary oversight.

Joseph D. Newcomb Sr, Board President and Founder Kyle

Stevens, Board Vice President and Founder

Heather McKamey, Officer of Human Resources

Joseph A. Newcomb Jr, Board Member on Finances

Rocky Fitzimmons, Officer of Legal Strategies

Dr. Steve Passik, Officer of Data and Research

Jeff Wahl, Officer of Strategic Partnerships

## **DRUG FREE CLUBS OF AMERICA'S EVOLUTION**

**2005:** The concept of DFCA is born in a Cincinnati, Ohio firehouse.

**2006:** DFCA legally becomes a 501(c)(3) nonprofit organization. Medicount Management enlists as the Champion Funder for schools in the Greater Cincinnati area.

**2006:** Chapters begin opening as Northern Kentucky embraces DFCA. Walton-Verona is the flagship school for the state of Kentucky.

**2008:** Covington Catholic High School becomes the first chapter to exceed 50% voluntary participation, making students choosing NOT to be in the club a minority.

**2010:** Gary and Flip West become Champion Funders for schools in Ohio County, West Virginia. Wheeling Central Catholic High School becomes West Virginia's flagship school, joined by Wheeling Park High School one month later.

**2011:** DFCA sets a program record of over 1,000 simultaneously active members in one school year.

**2012:** West Liberty becomes the first university to offer a scholarship to members at certain schools who are in DFCA for all four years of high school. Also, keeping with DFCA's belief in strength through collaboration, pilot partnerships are formed with like-minded organizations wishing to provide DFCA's strategy for their communities.

**2014:** The 2014 school year closes with 3300 active members, a 175% growth over the previous year!

**2015:** DFCA is honored with the 2015 Community Outreach Award, a major recognition presented by Presidentially appointed United States Attorney William Ihlenfeld II.

**2016:** Continuing to grow, a new branch in Ross County, Ohio provided by their local Rotary Club becomes the first to launch with all EIGHT local high schools on board from day one. Membership throughout the club hits a record of over 6,000 teens!

**2017:** DFCA opens in 50 high schools in three states. While celebrating over a decade in business, membership increased to over 9,000.

**2018:** With increased results and public awareness membership surpasses 10,000 in 60 high schools.

**2019:** Previous year's explosion of growth requires new updates in technology. Online enrollment for parents becomes seamless for new student memberships on test day. Restructured test day forms allow for time saving efforts by students and staff. New Lab services are brought on board to keep up with the demand of testing as DFCA grows.

**2022:** DFCA launches a choice of three pricing options. New online technology includes a mobile app and administrative dashboard to provide schools a host of data.

**2025:** DFCA celebrates 20 years of "Making the Right Choice Easy"!

## **PROGRAM TIMELINE**

### **August**

1. Meet with school ambassadors to game plan for recruitment.
2. Review Marketing Plan with student ambassadors.
3. Schedule test days for the year
4. Mail out a letter from the school with the DFCA application showing the importance of DFCA.
5. Have a process in place for collecting membership applications and fees.
6. Schedule your testing days for the school year.

### **September**

1. BIG PUSH for recruiting members
2. Perform your Initial Test Day
3. In-School Reward planned for this date\_\_\_\_\_

### **October**

1. Perform a follow up Initial Test Day to test any students that have registered since the last Test Day
2. In-School Reward planned for this date\_\_\_\_\_

### **November**

1. Random test conducted? Date\_\_\_\_\_
2. In-School Reward planned for this date\_\_\_\_\_

### **December**

1. Random test conducted (last chance for new members)?  
Date\_\_\_\_\_
  2. In-School Reward planned for this date\_\_\_\_\_
- \*Open enrollment for new membership ends\*

## **January**

1. Have a meeting with your ambassadors (see Chapter 2) to be sure your Chapter is on track. Discuss ideas or plans they want to execute for the second half of the school year. Begin to think about ambassadors for next year.
2. Random test conducted? Date\_\_\_\_\_
3. In-School Reward planned for this date\_\_\_\_\_

## **February**

1. Random test conducted? Date\_\_\_\_\_
2. In-School Reward planned for this date\_\_\_\_\_

## **March**

1. Random test conducted? Date\_\_\_\_\_
2. In-School Reward planned for this date\_\_\_\_\_

## **April**

1. Random test conducted? Date\_\_\_\_\_
2. In-School Reward planned for this date\_\_\_\_\_
3. DFCA Scholarship Applications due
4. Select student ambassadors for next school year.

## **May**

1. Meet with ambassadors (see Chapter 2) and review in-school and community rewards for next school year.
2. Confirm all random testing is complete for the year.

## **CHAPTER COORDINATOR JOB DESCRIPTION**

As Drug Free Clubs has evolved since 2005 we have found one piece of our puzzle to always be the same. The passion of our School Coordinators, and caring work that they provide these students, is not only imperative to enrollment success, but it has been some of the most rewarding work of their careers. As Angie Ferguson, our Executive Director, once said, “Anyone can do it if they care enough”.

DFCA is unlike most other clubs or programs that a school has ever seen. This makes your task a little more challenging at first because there isn’t much of a baseline from previous work to simulate what you’ll need to do. With that said, it also gives you a new framework to surround your students with a positive program that every single one of them can participate in.

We are always here to answer questions via phone, text, or email, but the written pages in this binder will set you up to make a huge impact in your school system. Here are some of the highlights you should know as you begin this wonderful journey!

1. Your student ambassadors are the key to your program. Select a diverse group and give them the reins to lead their peers.
2. List their wants and needs and find ways to support them.
3. Meet with your ambassadors before the beginning of each school year to lay out a plan for in-school rewards and member recruitment.
4. Establish a written plan for each month for the entire school year. Class time, events, sports, and even problems within the school or community, can knock you off track. A written plan will keep everyone accountable.
5. Have your IT department put a link on your schools home page for the DFCA website, [www.drugfreeclubs.com](http://www.drugfreeclubs.com). Parents, students and the public visit this often and the more we can be seen the better.
6. Recruit volunteers to help you execute this program-staff members, coaches, parents community members. Take a group of your DFCA ambassadors to speak to a few local civic clubs. We can assure you they will turn some heads and help gain you some volunteers.
7. Lastly, and most importantly, HAVE FUN! You have the chance to be a very influential person in a very positive decision. They are proud of this and your main role is celebrating all the students in this club!
8. This is a new way for these students to stand up and volunteer to live a drug free lifestyle. It is very important to them, so splash in some music, color, or whatever sights and sounds you need in order to make this exciting. Drug Free Clubs of America IS FUN!



## **WHAT TO EXPECT ON TEST DAY**

The following is an outline of what a student will experience on Test Day. A separate Test Day Binder will lay out the specifics to help you through the planning and execution of your Test Days.

1. Prior to Test Day, applications are completed by parents & students and turned into the front office. Maintain a spreadsheet of applications and payments received.
2. On Test Day, students are called to the Testing Area.
3. The student signs in and is handed their application (it has the parent's signature as a consent to do the test that the collectors will need to see).
4. The student sits down at computers or tablets to create their online DFCA account and take an anonymous survey.
5. The student has their photo taken at the next station for their DFCA membership card.
6. The student goes to the restroom station, hands their signed application to the collector, and goes into the bathroom alone. After filling a sample cup  $\frac{1}{2}$  way, they leave their sample in the restroom and comes out to let the collector know they are finished.
7. The collector completes the test paperwork with the student. There is no indication of any test result and the collector does NOT need to be told about any prescriptions.
8. Students end their test day at a goodie bag station, filling a lunch bag with treats and receiving a temporary ID card, which also acts as a hall pass back to class. Schools are highly encouraged to allow students to eat their treats in class in front of the other students.
9. Parents are contacted by DFCA if/when the lab confirms the presence of substances in the sample. Prescriptions are verified and/or conversations are held about what was present.
10. In less than 45 days, students will receive their ID card, welcoming them into the club and rewards begin! Parents receive letters congratulating them on their child's acceptance and urging them to talk to their teen about their DFCA membership.

## **WHAT IF A PARENT HAS CONCERNS OR QUESTIONS REGARDING THEIR STUDENT'S POTENTIAL USE/ABUSE?**

Drug Free Clubs of America works hard to support parents, especially after a positive test result.

Through an exclusive partnership with DFCA, St. Elizabeth Healthcare in Northern Kentucky generously donates the time of one of their department leaders, Dave Welscher, to be able to volunteer as DFCA's "parent resource".

Dave Welscher is a graduate of the University of Cincinnati where he earned his Master's Degree in Counseling. He is a Licensed Professional Clinical Counselor in the State of Kentucky. If, at any time, a parent has concerns about their child's use or abuse of drugs or alcohol, they can contact Dave. This is not a referral, a case will not be opened, and there is no cost. Dave and other members of his team are simply there as a resource for concerned DFCA parents.

Dave Welscher can be contacted at (859) 301-2570.