

PROFILE AND ORIGIN – “The Self-Destructive Use of Drugs”

This Summary was commissioned by the International Drug Awareness Research Foundation (IDARF) to provide an understanding of the background, with respect to IDARF’s drug awareness poster product titled -

The key issues addressed in this report are: how this product was conceived and how it evolved, the concept, the organization structure that supports it; the demand for, and what makes this product unique.

INTRODUCTION

The “**Self-Destructive Use of Drugs**” is a teaching and self-learning tool that gives strength to all who see it the power of knowledge. By putting scientifically-based, easy to read information on drug topics all in one place, we are giving viewers instant access to alcohol and drug information that they need to know, when they want it, which is right away, “must read” essential information that they can share with others.

“**The Self-Destructive Use of Drugs**” has proven itself to be so effective that it is being used by international governments, institutions, organizations and corporations including UNICEF, the U.S. Air Force, and the Canadian Armed Forces.

BACKGROUND

“The Self-Destructive Use of Drugs” drug awareness poster was first conceived in the early 1990’s by a small group of visionaries, and concerned professional business people. This group, brought together by Tom Zatylny, a business man with international experience who had a deep personal concern over the damage and destruction that drugs and alcohol were causing to society and to young people in particular. By seeing the escalating use and abuse of both legal and illegal drugs and the heavy toll this was taking on society, this group decided to get seriously involved by researching and developing drug awareness and prevention programs.

After considerable research this group came to agree with what most of the experts in the field were beginning to conclude – that “prevention” through awareness programs was by far the most effective way to eradicate widespread substance abuse, especially among impressionable young people. Based on this, it wasn’t difficult to see the potential benefits that could be brought to society through increased and enhanced awareness and knowledge of the impacts and dangers of substance abuse.

PRODUCT DEVELOPMENT

From the outset the group resolved to develop something much more powerful and effective than typical “inspirational” slogan-oriented posters that were considered state of the art in drug awareness products at that time. Although these types of products may have their place, they do little to increase knowledge and awareness levels. IDARF realized that what was needed, was a highly effective and engaging communications tool, with in-depth content that would also be attractive and easily accessible to all age groups, from all walks of life. The intent was to produce a powerful and compelling drug awareness message that the world had never seen before.

By the mid-1990’s, the group had contracted with a team of medical researchers from a number of universities. Their task was to conduct, research and draft the text for an in-depth drug-awareness poster. At the same time, graphic artists were commissioned to create a visual design that, when seen, would literally “stop anyone in the street”.

The entire process of researching and developing the poster text and graphics took over two years, several prototypes, and \$500,000.

GOVERNMENT REVIEW AND INPUTS

When the first draft of the poster was complete to the satisfaction of the medical researchers, it was then submitted to federal government authorities for review and vetting by their experts.

This began another time-consuming process that saw the poster being revised by the medical research team on numerous occasions to address the concerns and suggestions of the government officials.

Consequently, the poster has been thoroughly and critically reviewed by the government health and medical experts and then revised extensively to comply with their suggestions. As it turned out, the government review and challenge process was both constructive and highly relevant, and thus contributed significantly to the development of the superior poster that exists today.

The entire product research and development process has proved to be well worthwhile and it definitely added value to the final product. These ideals are clearly manifested in “**The Self-Destructive Use of Drugs**” and the fact has been endorsed time and time again, both nationally and internationally during the test phase of the poster.

ORGANIZATION FOR DELIVERY

In February, 1999, the International Drug Awareness Research Foundation (IDARF) was established as a non-profit corporation under the laws of Florida, U.S.A. (Chapter 617). IDARF's sole purpose is to carry out distribution activities with the purpose of disseminating “**The Self-Destructive Use of Drugs**” poster world-wide.

IDARF’s MISSION, PURPOSE AND COMMITMENT

Mission:

To foster education and health by focusing all of our efforts on developing products and programs designed to reduce the damage caused to society through substance abuse.

Purpose:

To research, develop and distribute unique high-impact educational products designed to increase the awareness and prevention of drug use/abuse worldwide, and to work with businesses, communities, organizations and governments in spreading the life-saving substance abuse prevention message on a widespread basis.

Commitment:

- ◆ To continue to fight the war against drugs through prevention.
- ◆ To conduct research and develop new educational drug abuse awareness and prevention products.
- ◆ To work with communities and businesses in cooperative efforts to increase drug abuse awareness.
- ◆ To promote the development of drug awareness, prevention and education programs.
- ◆ To make available and distribute drug awareness information and educational material to all persons and organizations.
- ◆ To actively seek innovative new ways to reduce the harm caused to children and young people in particular, through substance abuse.

PRODUCT SUMMARY – THE POSTER

As mentioned earlier, it was the deep concern over the damage being caused to our society, and particularly to our young people, through the abuse of alcohol and other drugs, that prompted IDARF’s founders to first conceive the idea of the “**The Self-Destructive Use of Drugs**” poster. They realized that what was needed was a simple, yet powerful and proactive communication tool that would tell the entire story on substance abuse in factual, plain language, all in one place.

“**The Self-Destructive Use of Drugs**” is already recognized and acclaimed internationally as a unique drug awareness and information communications tool, and is recognized in over 100 countries. The 19 x 31” poster is a visually arresting, full-color, high-impact graphics. This breath taking communications vehicle, graphically and effectively combines, in one place for the first time, all of the critical information about the use and abuse of the 12 major legal and illegal drug groups. It also details the signs of intoxication, withdrawal symptoms and the effects on the drug user.

One of IDARF’s distribution themes is “A poster in every meeting place!” Recent marketing activities indicate that this objective can be achieved if “**The Self-Destructive Use of Drugs**” is effectively distributed. The widespread dissemination of this very powerful communications medium will have a positive, direct and dramatic impact on the level of drug awareness and education across North America and around the world, especially among young people.

Unique Design and Features

“**The Self-Destructive Use of Drugs**” was carefully and thoughtfully designed to be much more than just an inspirational paper thin wall poster. From the outset, it was determined by the original designers that the poster would be a unique, high quality, impeccably researched and lasting statement about drug awareness, prevention and education which families, organizations, institutions and companies would be pleased and proud to display on their walls.

The key features of “The Self-Destructive Use of Drugs” include

- ◆ Content was thoroughly research and carefully drafted by medical research experts;
- ◆ Design and content were reviewed and vetted by government experts on substance abuse;
- ◆ Uniquely displays the mind-body-drug connection all in one place for the first time;
- ◆ Covers the 12 most commonly abused drug groups, both legal and illegal;
- ◆ Presents all of the information in a factual, non-judgmental way;
- ◆ Employs a high impact, full color graphics arts design in a giant wall-sized format;
- ◆ Uses a color coded key system to clearly relate text to diagram;
- ◆ Printed on heavy-duty, double-laminated paper for durability and long life;
- ◆ ideal for use as a high impact visual teaching tool and training aid;
- ◆ The information in the poster is current and not time-perishable.

INITIAL PUBLIC RESPONSE

Experience to date has consistently revealed that whenever this poster is shown to someone, they are always very impressed by the poster and immediately want to find out where they can obtain copies. IDARF staff experienced this type of reaction firsthand when they unveiled the poster at the DARE National Convention, Washington, DC and at the 106th World Conference of the International Association of Chiefs of Police (IACP) in Charlotte, N.C.

“**The Self-Destructive Use of Drugs**” was also presented at the annual meeting of the National Association of State Alcohol and Drug Abuse Directors (NASADAD), which brings together professionals in charge of drug prevention and awareness programs from each American state. All the key federal organizations with drug prevention awareness programs were also in attendance.

The reaction was equally glowing and many people were especially impressed that the “mind-body-drug” connection should be so revealingly and depicted in a single graphic.

Since then, IDARF has received requests for volume customized versions of the poster from a number of institutions and government groups including UNICEF, the United States Air Force and the Canadian Armed Forces.

DISTRIBUTION ACTIVITIES TO-DATE

During the posters development and testing phase over the past couple of years, numerous trials and test were run at various points along the way. Among these early test efforts was the presentation of the poster on a “Lifestyles” television show in Canada that resulted in literally hundreds of phone-in poster requests, based on that one airing alone.

In 1998 the poster was displayed at the world-renowned Frankfurt Book Fair, Frankfurt, Germany. That exhibition alone resulted in inquiries from over 100 countries which led to outright purchases of the poster in large quantities.

The immediate emphasis of today’s distribution campaign is through the dissemination of **“The Self-Destructive Use of Drugs”** to schools, families, parents, caregivers and teachers worldwide.

In addition to its North American distribution objective, IDARF is also distributing the poster worldwide to every nation where substance abuse is a social problem. IDARF will initiate programs on a country-by-country basis.

YOUTH AT RISK

The most tragic consequences of substance abuse are its effect on children. Substance abuse resides in the homes of more than a quarter of all children, putting them at heightened risk for physical, mental and social problems, as well making them more likely to become substance abusers.

The average ages of first alcohol use and first illicit drug use in the United States are 12 and 13 years, respectively. Well over one-half of American high school seniors have tried an illicit drug, and over one-third have used an illicit drug other than marijuana; nearly one in six senior has tried cocaine. High school girls come close to the level of boys in their use of alcohol, marijuana, and cocaine. Close to one-half of 4th through 6th graders report pressure from other students to try alcohol, and over one-fourth of these children say there is pressure to try cocaine.

Profile and Origin – “The Self-Destructive Use of Drugs”

Accidents are the leading cause of death among adolescents. Of the 25,000 accidental deaths among them annually, 40 percent are alcohol related. Homicide is the second leading cause of adolescent deaths. Of the 5,500 adolescent homicide victims each year, 30 percent are intoxicated at the time of death. The suicide rate among drug-using adolescents is particularly high. Overall, drug abuse is one of the leading, if not the leading, cause of adolescent deaths. Less dramatic, but more insidious, are the developmental, emotional, and social costs of adolescent drug use.

- ◆ *Approximately 3,000 teenagers smoke their first cigarette each day. About one-third of those become daily smokers.*
- ◆ *The average age of first drug use is 13. The average age of first alcohol use is 12.*
- ◆ *Over 50% of high-school seniors have tried drugs. Over 33% have tried a drug other than marijuana.*
- ◆ *10% of teens between the ages of 12-17 currently use an illicit drug.*
- ◆ *Nearly 33% of all high-school seniors claim that most of their friends get drunk at least once a week.*
- ◆ *Nearly one in 16 has tried cocaine or its powerful, addictive derivative, crack.*
- ◆ *High-school senior girls ingest more stimulants and tranquilizers than boys. Girls almost match the boys' use of alcohol, marijuana, and other drugs.*
- ◆ *Approximately 33% of fourth-graders reported peer pressure to try alcohol and marijuana.*

PREVENTION IS THE ONLY ANSWER

Experts worldwide agree that the most effective way to eradicate the harmful effects of the use and abuse of drugs and alcohol from the planet is to shift the focus to prevention measures through increased and enhanced early education and awareness programs.

- ◆ Each and every day one problem stands alone in its effect on our lives. That problem is alcohol and drug abuse. It touches all of us, impacting on our work, disrupting our schools and reaching into our homes. As the single biggest drain on our economy, substance abuse has no equal.
- ◆ Over 50,000 North Americans die every year of causes related to substance abuse. International figures are just as startling and every day some 8,000 children ages 8 – 14 years will try drugs for the first time. WE are at a point where reaching our children as quickly as possible and letting them know the truth about drugs is vital to saving our future generations.
- ◆ **“The Self-Destructive Use of Drugs”** is a unique communication tool researched by university researchers to clearly illustrate “the mind-body-drug” connection. It outlines the essential facts about the 12 most commonly abused drug groups, both legal and illegal, and details the signs of intoxication, symptoms and the effects on the mind and body of each drug group. For impact, it uses a color-coded key system to highlight “the mind-body-drug” connection.
- ◆ **“The Self-Destructive Use of Drugs”** has already reached thousands of people and communities world-wide. They have received public endorsements from some of the best-known organizations in the United States, Canada and abroad. This poster is currently receiving widespread praise because it is recognized by ordinary citizens, as a new and innovative way to convey the drug-abuse awareness and prevention message.
- ◆ Today, children are faced with pressures and temptations at very young ages. This poster, with its visual effects is quick, simple and easy to learn. It can reach kids before their peers pressure them to experiment with alcohol and other drugs. A good understanding of what drugs are, how they affect the body and mind, will go far toward preparing our children to resist group pressure to try drugs. It is only through better education and awareness that we can fight the ignorance that continues to lead millions of people down the dangerous and destructive path of alcohol and substance abuse.
- ◆ Displayed, **“The Self-Destructive Use of Drugs”** is a constant visual reminder driving home the destructive effects of substance abuse.

CONCLUSION

As discussed in this report, IDARF has successfully developed and test marketed a unique and internationally acclaimed world class drug awareness product. Research confirms that **“The Self-Destructive Use of Drugs”** is without equal and that there is a worldwide demand for this product.

Clearly, experts worldwide are in agreement that the most effective way to eradicate the harmful effects of the abuse of drugs and alcohol is to shift the focus to prevention measures through increased and enhanced early education and awareness programs. The objective of sharing knowledge, and the interaction of frank dialogue and discussion that **“The Self-Destructive Use of Drugs”** generates, is the most effective and successful form of drug prevention that exists today.

IDARF’s primary immediate objective is to distribute sufficient copies of **“The Self-Destructive Use of Drugs”**, to target organizations worldwide.

Governments, corporations, associations, institutions, organizations, parents and teachers, each and every one have a duty to ensure that the life-saving message of drug awareness prevention and education receives broad exposure and attention in our society. **“The Self-Destructive Use of Drugs”** was designed to help us meet this obligation.

Testimonials

What Governments, Businesses, Institutions and Organizations have to say about
“THE SELF-DESTRUCTIVE USE OF DRUGS”



"... The Self-destructive Use of Drugs educational poster is most impressive. I absolutely think that you have something very special here..."

Dennis Franks-Executive Vice President - **Market America**

"...we are interested in distributing The Self-destructive Use of Drugs educational poster for the whole of the Caribbean area ..."

Tessa Chaderton-Shaw - **National Council of Substance Abuse**

"...the information on The Self-destructive Use of Drugs poster is excellent..."

Robert S. Harrison - Office of the Minister -

Department of Education and Culture - Nova Scotia, Canada

"...This is to state that I have used the poster titled The Self-destructive Use of Drugs in the classroom and have found it to be very useful and effective as an educational tool on the topic of Drug Awareness. I recommend the poster highly..."

***Geoffrey P. Hill* - Hillcrest High School**

"...Both my staff and I have welcomed this excellent poster and have used it extensively with the young adolescents in our school. The poster, with its excellent color and detailed labeling has been an integral part of our activities..."

***Torry Hansson*, Principal - Emily Carr Middle School**

"...This letter is written in support of the Drug Educational poster entitled "The Self-destructive Use of Drugs". This poster outlines very clearly what we teach. I highly recommend it for classes..."

***Karen J Cairns* - Physical and Health Education - Gloucester High School**

"...I am sure the poster will be very useful when we start our program. I would recommend the poster to any Educator dealing in the drugs and alcohol issues at Intermediate or High School levels..."

***Phil Buck* - Guidance Counsellor - Queen Elizabeth School**

"...we are going to distribute The Self-destructive Use of Drugs educational poster to Schools, Municipal Buildings, Hospitals and Treatment Centers and wish to distribute 30,000 copies with our logo printed representing 7 government Ministers of the whole County of Portugal, and our old colonies, Mozambique and Angola..."

***Fernando Neves*, Government of Portugal**

"...I looked at The Self-destructive Use of Drugs educational poster with great interest and congratulate you for the excellent poster..."

***Billy L. Modise* - British High Commissioner for South Africa.**

"...I must admit The Self-destructive Use of Drugs educational poster is of excellent quality and a valuable teaching tool in the fight against drugs..."

***Leo Casimir* - Director N.D.P.U. - Minister of Education, West Indies - Dominican**

Profile and Origin – “The Self-Destructive Use of Drugs”

"...we were most impressed by the publication of The Self-destructive Use of Drugs educational drug-awareness poster..."

Ruth George - Director Zimbabwe

"...we are interested in purchasing The Self-destructive Use of Drugs educational poster and distributing it to Italian Secondary Schools..."

Francesco Zueneli - Foreign Rights - Edizioni Calderoni - Italy

"...we would like to confirm our interest in distributing The Self-destructive Use of Drugs educational poster in Mexico and the Latin America countries in the Spanish language..."

Roberto A. Escobar Aldeco - Foreign Rights and Affairs Coordinator

"...I found your poster to be well designed and comprehensive. I feel it would be beneficial for many schools and programs. It could be effectively used in Physical and Health education, as well as in the counselling of students..."

Mr. J.N. Maurtaj - Director, **McArthur High School**

"...we are interested in a joint venture for the distribution of The Self-destructive Use of Drugs educational drug-awareness poster in Bangladesh..."

Dr. M.A. Salam - Akand Clinic - Dhaka, Bangladesh

"...Education is the single, fundamental solution in deterring abuse of illicit drugs. I use "The Self-Destructive Use of Drugs" poster as a tool to teach and guide. This poster fits very nicely with the decor in our patients waiting room. I continually receive favorable comments from patients who find it informative and entertaining. This poster is an excellent learning guide and should be displayed where people gather. I recommend it highly...."

Dr. C. Landry

SPONSORS AND ENDORSERS

Businesses, organizations and government agencies that have either endorsed, sponsored, advertised or purchased.

UNICEF- Barbados and the Eastern Caribbean	Tim Hortons
United States Air Force Space Command	McDonald Restaurants
D.A.R.E. America	Olympic Athletes
The National Guard	Royal Bank of Canada
RCMP- Courtenay, British Columbia	Federal Deputy Minister - Claude Bachard
Toronto Police Service, Community Services Group	General Electric
Ontario Provincial Police	Uniprix Pharmacies
Quebec Provincial Police	Jean-Coutu Pharmacies
Canada Customs	Pharmaprix Pharmacies
Canadian Forces, Medical Policy and Health Promotion Group	Marks Men's Wear
CLSC's	Quebecor
Health Canada, Indian and Inuit Health Services, Halifax, Nova Scotia	General Motors
Department of Education and Culture	Caisse Populaire
Nova Scotia, Canada	National School Products Inc. Marysville, Tennessee, U.S.A.
Department of Health and Community Services, St. John's, Newfoundland	U.S. Department of Labor, Working Partners Program Washington, D.C., U.S.A
Bell Canada	United States Air Force
Canadian Tire	Executive Vice President of Market America
IBM Canada Ltd.	Dennis Franks
Corrections Canada	The National Council on Substance Abuse
Lion's Club	Bridgetown, Barbados, West Indies
Quebec Minister of Justice	Government of Portugal - Fernando Neves
Quebec Deputy Minister- Roger Paquet	British High Commissioner for South Africa - Billy L. Modise
Minister of Education P.E.I.	
Ministry of Education, West Indies - Dominican - Leo Casimir	African Development Program, Ghana
Edizioni Calderoni, Italy - Francesco Zueneli	Ambassador of Kazakhstan
Publisher: Roberto A. Escobar Aldeco, Foreign Rights and Affairs Coordinator, Mexico	Central Board of Health, Zambia
Akand Clinic, Dhaka, Bangladesh	High Commissioner Organization of Eastern Caribbean States, J.F.Michel

High Commissioner - P.Y. Jang, Cameroon
Republic of the Philippines - Commission of
Higher Education
Bureau of Substance Abuse Services, Madison,
Wisconsin, U.S.A.
National Clearinghouse for Alcohol and Drug
Information (NCADI) Rockville, Maryland,
U.S.A.

