

12 Sectors of Community Matched with Reality Tour Volunteers based on SAMHSA Strategic Planning

A worksheet follows that parallels Reality Tour volunteer responsibilities with SAMHSA's recommended 12 Sectors of the Community. **Finally there is a hearty role for every community volunteer!** Enjoy the added benefit of attracting new volunteers with each Reality Tour presentation to insure sustainability. **The initial volunteer force is derived from existing community resources**, as are the props and support services. On the worksheet that follows, list your community resources under each sector's job description. Think beyond all the usual players – often Reality Tour affords the opportunity to work with some new partners. Civic or faith-based groups, schools and other organizations should come to mind. **The end result is you will have a list of stakeholders to invite. Ask CANDLE to email the stakeholder handouts and set the date for your meeting to discuss interest in Reality Tour.**

Section 3

12 Community Sectors Workbook

Note existing resources below for volunteers for each of the 12 Community Sectors
Reality Tour includes all of SAMHSA's 12 Community Sectors

1. **Youth** - actors, Peer Pressure scene managers, morph photos on computer, take digital photos, promote in school clubs, help with set up and tear down, put up posters hand out brochures, man booths at expos, manage Facebook presence, tabulate surveys, engage as senior project. **Typical resources:** SADD, School Drama Club, School Computer Club. Local college sororities/fraternities

Notes: [Interviews with teens volunteering for Reality Tour](#)
Make a list of local resources.

2. **Parents** – actors, morph photos on computer, Group Leaders, Registration, promotion, speak at PTO's, School Boards etc. to advocate for Reality Tour, enlist volunteers, engage Scouts and civic leaders: **Typical resources:** Civic groups, Faith-based groups, PTO's, Recovery support groups.

Make a list of local resources.

3. **Business** – publish Reality Tour schedule as part of their display ad, display posters, pay for cost of program model as co-sponsor, buy logo space on registration form. Chamber of Commerce Leadership classes have made Reality Tour a project to promote and engage schools and community, grocery stores can distribute flyers in each grocery order at check-out, local businesses provide props for scenes. **Typical resources:** Funeral Home, Ambulance provider, Printer, Pharmacy, Grocer, Car Dealer

Make a list of local resources.

4. **Media** – a member of media can serve as Reality Tour Director in speaking role, provide talk show opportunities, air public service and announcements for Reality Tour dates, air news releases for Reality Tour, publicize the comments on surveys from Reality Tour attendees, partner with coalition and make Reality Tour an outreach of the media, promote on website **Typical resources:** Newspaper, Radio, TV, Internet new service

Make a list of local resources.

- 5. Schools** – administrators agree to partner with **evening** Reality Tour and dedicate an entire grade level by promoting attendance to parents/students and offering ‘no homework’ pass for students attending, homeroom teachers promote ‘Attend Reality Tour With Your Teacher Night’ and promote to students/parents, send Tour registration form home in report card envelope, work with students to present Reality Tour’s 4 min Peer Pressure Scene at one or more Tours. Schools also refer or even mandate at-risk youth and their parent to attend a Reality Tour. Schools often go one step further in their Reality Tour partnership and order Reality Tour ‘I Promise’ t-shirts for each student in their ‘dedicated’ grade level (usually 6th grade), engage school board members, PTO
Typical Resources: School districts, Private Schools, Home School Groups

[Link to 2 min. interview of Reality Tour's value to school district.](#)

Make a list of local resources.

- 6. Youth Serving Organizations – YMCA, Scouts etc.** Get troop to attend Reality Tour, these organizations can work in poor neighborhoods to get youth to attend a Reality Tour and provide transportation. YMCA can offer their facility as location to host Reality Tour. Big Brother’s Big Sisters can also be involved in volunteer roles and attending Reality Tour. **Typical Resources:** School clubs, Scouts, Church youth groups, YMCA, YWCA

Make a list of local resources.

- 7. Law Enforcement-** Local law enforcement has a key role in Reality Tour. They help facilitate the arrest scene, provide the speaker for Reality Tour’s 30 min law enforcement interview segment, refer troubled youth, keep coalition informed of emerging drug trends. **Typical Resources:** District Attorney, Police Chief, Drug Task Force, State Police, DARE Officer, Sheriff, Canine Officer.

Notes: [Link: Interview with County Detective Tony Marcocci](#)

Make a list of local resources.

- 8. Religious/Fraternal Organization** – Work with youth ministers to oversee the 4 min Peer Pressure Scene – rotate it among youth groups in the community, youth groups from a number of churches can have combined meetings to train the youth for the scene (youth are able to add some creative tweaks to the scene) , work to get all the youth and parents within their church to attend the Reality Tour, groups within a church can work the Registration table the night of the Reality Tour **Fraternal** - Moose, Elks Veterans etc. are willing to financially support the Reality Tour, coalition can identify neighborhoods for Elks to work with to provide transportation to Reality Tour or promote neighborhood attendance, organization can man booths at community events

to promote Reality Tour, invite Reality Tour Director to speak at a club meeting. **Typical Resources:** Faith-based groups K of C, Moose, Elks, College fraternities/sororities

Make a list of local resources.

- 9. Civic Groups** i.e. Rotary – Engage a civic group or service club to present, oversee or support Reality Tour. The program makes a great club project for Rotary Clubs etc. and can involve collaboration with other clubs and organizations. Civic groups/clubs can take a primary role or supporting role. **Primary Role Example:** Rotary is the license holder and purchaser of Reality Tour and networks for community collaboration in the presentation and partners with schools, law enforcement, etc. **Supporting Role Example:** Rotary can supply some volunteers, sponsor billboards etc. **Groups to consider:** Sheriff Reserve Units, Neighborhood Watch, Rotary, Lions, Soroptimist Int'l, and faith-based groups

Make a list of local resources.

- 10. Healthcare Professionals** – Professionals certainly could take on the ER acting roles, but their time is very limited. Instead, engage community volunteer actors and ask doctors to put Reality Tour brochures in their waiting room, refer patients, or act as a spokesperson to advocate for the program. Invite professionals to choose from the variety of Reality Tour roles. (A pharmacist in our group plays the role of funeral director.) Hospitals may offer financial support –even purchase the Program Model- and partner with Reality Tour as their educational outreach or be the site location. They will also place brochures in their facility – particularly in the ER. They can provide props for ER. **Typical Resources:** Hospitals, Physicians, Nurses, EMT's, Pharmacists, School Nurses

Make a list of local resources.

- 11. State/Local Gov't Agency** – Reality Tours have become the primary prevention outreach for the Drug & Alcohol Dept. in many PA local governments. They can provide agencies with a network of contacts and support and refer parents/youth, help select recovery speakers, help gain partnerships with schools. State government prevention department may also fund the evidence-based Reality Tour. All government agencies are interested in the data that is collected at Reality Tour. Juvenile Probation mandates their youth to attend a Reality Tour with a parent. **Typical Resources:** Government agencies/departments, Mayor, County Commissioners, Supervisors, Council etc.

Make a list of local resources.

- 12. Other Prevention Organizations** - All prevention organizations in the community are invited to participate – either hands on with presentation duties, referrals or inclusion of Reality Tour in their monthly newsletters or dispensing brochures/materials. Reality

Tour exit bags contain flyers and brochures promoting **other** prevention agencies.

Typical Resources: Family service providers, prevention agencies

Make a list of local resources.