



Concept/Design/Implementation

5 Pages

REALITY TOUR ® CONCEPT/DESIGN/IMPLEMENTATION

3 Things to Know About the Concept/Design & Implementation:

1. It is a researched program parent & child (age 10-17) attend together
2. It is NOT a show but rather a prevention experience presented by volunteers
3. It is always up to date with drug trends by the program's unique design

Continue for a deeper dive...

What is Behind the Reality Tour® Concept & Design?

Reality Tour® Concept - Reality Tour reaches a new audience with each program and is presented to audiences that may range from 15 to 100 persons. The program occurs monthly, every other month, quarterly or semi-annually depending on population. Reality Tour is a permanent prevention vehicle that is well attended and inexpensive to sustain using our Program Model. In many communities it has become a 'rite of passage' for youth and raises prevention dollars for the presenting organization,

This program originated at the grassroots level and progressed through **research** to become accepted by SAMHSA as evidence-based in 2008. Here's our story: [Reality Tour Story](#) 3 min.

Reality Tour mirrors Protection Motivation Theory (PMT) Rogers (1975), Maddux & Rogers (1983) that balances consequences with coping skills.

Funding

The cost of the Program Model (\$3500) has proven to be affordable for communities and small organizations. Supplies and start up materials are largely donated goods and services and volunteers can assume all roles. Larger organizations will find the innovative prevention design may qualify for grants to pay for staff time to organize and host the program. Request a common grant template that is 80% complete by emailing NormaNorris@candleinc.org



The Reality Tour Design is not a 'show' but rather an organized, comprehensive prevention experience that unfolds as follows:

1. Consequences

Narrated scenes – life choices of a teen on drugs

Youth's own photo morphed

Assigned drug profiles

2. Coping Skills

Parent monitoring techniques

Youth role/responsibility in prevention

Healthy lifestyle goals – Youth & Adults

Teen Brain Impact

Resources to take home

3. 1st Person Accounts

Law enforcement interview

Youth in recovery interview

FEEDBACK

Parents

"Until Reality Tour, we couldn't get our sons to dialogue about drugs/alcohol. Reality Tour is the foundation for many discussions now."

"This program was a meaningful life-altering experience."

Youth

"You changed my life forever. I didn't know drugs were that bad!" --12 yr. old

"Keep doing Reality Tour because we don't realize, well...anything! We shrug it off as if we know drugs are bad, but we don't!" --12 yr. old

NOTE: You will need a presentation site that will accommodate 25-100 persons and has breakout rooms.

Scenes portraying the choices of a teen on drugs comprise 25% of the program. They are brief and minimally staged with few lines for actors. The emotional charge comes from the narrative recording that precede each scene. The drama is not overdone yet engages both the audience and volunteers. It will take about four, 90-minute meetings to train everyone using our video. Thereafter, training of new volunteers occurs at an actual program. Open with a 'VIP Reality Tour' to gain recognition and attract media attention at your first program.



Reality Tour is an effective 1x program because of this recurring effect...

Because Reality Tour reaches parents and educates them via a comprehensive program, educated parents become the 'recurring' program engaging their child in frequent discussions and improving parental monitoring. (Consider that the child wakes up to an educated parent each day!) A 4-week Home Prevention Launch is given to parents as follow-up. Activities include viewing a video on the teen brain with their child.

Reality Tour is an evidence-based program that reaches a new parent/child audience with each presentation. Reality Tour was researched by the University of Pittsburgh's School of Pharmacy and the program was listed on SAMHSA's website as an evidence-based program in 2008. In 2017 SAMHSA decided to eliminate the web listing of evidence-based programs, which came as a blow to all those in the field of prevention.

The original Reality Tour, established in 2003, is still reaching thousands of parents and youth. It continues to maintain a strong volunteer base. Community partnerships, especially with schools, attract attendees for regularly scheduled evening (or weekend) Reality Tours.

Drug Trends

Important for today's times: Reality Tour reacts immediately to address emerging drug trends via the program's innovative design. You won't need to search for a 'program' to meet a new trend.

Specific Drug Emphasis within Reality Tour - Reality Tour does not confine substance abuse disorder to a single drug. It can, however, emphasize a particular drug, behavior or trend - like underage drinking or an emerging trend. Consult with CANDLE, Inc. on ways to accomplish an emphasis and/or comply with a grant guideline for underage drinking etc.

Reality Tour includes a Drug Profile for each person attending that 'assigns' a drug addiction and history of gateway drugs. Over a dozen different profiles are contained in the Reality Tour Program Model that illustrate the often subtle introduction to substance misuse.

Cultural Competency - CANDLE, Inc. works with organizations that want their own imprint on the recorded narratives. Licensed Reality Tours may request the narrative scripts for local talent to record. CANDLE, Inc. will facilitate the final production based on current technical ability and approval of the narrative delivery that portrays an afflicted teen.



Implementation

The Reality Program Model details all the steps for implementation. The first step is community buy-in, established at the stakeholder meeting. While all 12 Sectors of the Community have important roles, partnerships formed at the onset are key.

Parent Partnerships

Parents will refer other parents to Reality Tour and gain the traction necessary for a sustainable program. Review a sampling of [survey comments](#) from parents to begin to understand the impact. Some parents will even volunteer along with their teens. Your media community partner can help reach parents as well as schools. Share the [video testimony](#) of a parent volunteer. Direct parents to the website www.RealityTour.org

Community Partnerships

Engaging all 12 Sectors of the Community establishes a vibrant program. Everyone has a role to play and all roles are equally important. This is the key to implementation and sustainability and provides a lasting impact for a healthy community. Finally, there is a role in prevention for everyone! There is an easy way to recognize the community partners to invite to a stakeholder meeting. Use our [Community 12 Sector Guide](#) to 'fill in the blanks' in an easy 10 minutes and you will have a guest list for a stakeholder meeting!

To make a community stakeholder meeting easy our Reality Tour Planner includes:

- Flyer to announce your meeting.
- Readiness assessment tool
- Volunteer Roles & Engagement
- Cost & training details

To request brochures or for developer to attend a virtual meeting

Email: NormaNorris@candleinc.org



School Partnerships

School partnerships ensure the success of Reality Tour by providing a continual audience. Let schools determine the 'grade/s of emphasis' for Reality Tour. Schools promote attendance to the parents via communication systems already in place.

- Plan to be part of school orientation or open house with a booth.
- Ask the school administrator hosting the event if you can have 5 minutes to address parents directly.
- Show the ['My Kid'](#) 3 min. video that has an emotional appeal to a parent audience.
- Communicate with the school in advance of each scheduled Reality Tour to remind them to advocate attendance.
- Share this [letter](#) from a school superintendent to show value placed on partnership and prevention.
- Share a [video testimony](#) of a school administrator.

Our 'best practice' example is to assign homerooms to upcoming Tour dates and the school promotes to students and parents. Parents will not want to miss their child's date. Encourage parents to attend as family with all their children (age 10-17)

Some schools have incorporated Reality Tour into the health curriculum. Students can choose to write a paper on a given theme OR attend Reality Tour with a parent.

"Attend with the Teacher" dates have been successful and the student's teacher is there early to greet families and participate in the program.

[CLICK HERE FOR REALITY TOUR PLANNER](#)

CONNECT WITH US! 