



## Determine Stakeholders in 10 minutes!

- Our guidewill help pull together ALL sectors to include key stakeholders.
- Networking stakeholders makes the best use of local resources to ensure success.
- At this stage, you want to know IF the Reality Tour concept is appealing and who will help.

## 3 SIMPLE STEPS

1. Using the examples below, write down your community members. (Takes 10 min.)
2. Invite stakeholders to 1 meeting. Use the Reality Tour Planner's\* organizing steps.
3. Use our readiness tool in the Reality Tour Planner to immediately assesses buy-in.

Your stakeholders are about to discover an innovative prevention program with a role for everyone. Think beyond the usual players. Often Reality Tour affords the opportunity to work with new partners. This first step will easily unfold into next steps. NOTE: *The concept usually energizes stakeholders, but even if Reality Tour is not a fit, the process may determine another direction in prevention. That is still a WIN, WIN!*

Decide your role. Maybe your only role is hosting a stakeholder meeting. That is enough! One 'catalyst' named Vince held one stakeholder meeting 10 years ago to spark a Reality Tour that is still going strong and has served thousands!

\*Request Reality Tour Planner - [candleinc.org/contact-us/](http://candleinc.org/contact-us/)



# 12 SECTORS OF COMMUNITY

## 12 SECTORS OF COMMUNITY GUIDE

**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: [Youth Volunteer Testimonials](#)

To do: Make a list of local resources.

**2. Parents** - Actors (anyone can be an actor in our brief scenes), 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.

Notes: [Parent Volunteer Testimonial](#)

To do: Make a list of local resources.

**3. Businesses** - Publish Reality Tour schedule as part of their display ad, display posters, pay for cost of program model as co-sponsor, and buy sponsor (logo) space on registration form, greeting sign at entry etc. 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, pizza shops can tape your schedule to pizza boxes and local businesses provide props for scenes. Typical resources: Funeral Home, Ambulance provider, Printer, Pharmacy, Grocer, Car Dealer, Pizza Shop

To do: Make a list of local resources.

**4. Media** - A member of media can serve as Reality Tour Director in a speaking role, provide talk show opportunities, air public service announcements for Reality Tour dates, air news releases for Reality Tour, publicize the comments on surveys from Reality Tour attendees, partner with coalitions and make Reality Tour an outreach of the media, promote on media's website.

Typical resources: Newspaper, Radio, TV, Internet news service, Podcasts

To do: Make a list of local resources.



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**5. Schools** – Administrators agree to dedicate an entire grade level by promoting attendance to parents/students and offering ‘no homework’ pass for students attending, homeroom teachers participate in ‘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 opening Peer Pressure Scene. Schools also refer or even mandate at-risk youth and parent to attend. 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 6<sup>th</sup> grade) for Red Ribbon Week, engage school board members, PTO

Typical Resources: School administrators, school board members, School Nurse, Resource Officers, Guidance Counselors, Private Schools, Home School Groups. Universities may provide interns to assist with social media.

Notes: [School Testimonial](#)

To do: Make a list of local resources.

**6. Youth-Serving Organizations** – YMCA, Scouts, SADD etc. Get a whole troop to attend Reality Tour, recruit to perform the Peer Pressure Scene and help man a booth at events. These organizations can work to get families to attend Reality Tour. YMCAs 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

To do: Make a list of local resources.

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

To do: Make a list of local resources.



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**8. Religious/Fraternal Organizations** - Work with youth ministers to oversee the opening Peer Pressure Scene, work to get the youth group and parents to attend Reality Tour. Fraternal - American Legion, Knights of Columbus, Rotary, Loyal Order of Moose, Odd Fellows, Masonic Lodge, Sons of Italy, Fraternal Order of Eagles, Elks Lions, Kiwanis, Jaycees etc. maybe willing to underwrite cost of program. Organizations can man booths or fundraise and invite a Reality Tour representative to speak at a meeting. Typical Resources: All Faith-based, plus those listed above and college fraternities/sororities.

To do: Make a list of local resources.

**9. Civic Groups** - Engage a civic group or service clubs to help present, oversee or financially support Reality Tour. The program makes a great group project and can involve collaboration with other clubs and organizations. Civic groups/clubs can take a primary role or supporting role. Primary Role Example: Support the purchase of Reality Tour and fill volunteer roles. Groups to consider: Sheriff Reserve Units, Neighborhood Watch, Soroptimist Int'l, Women's clubs, Garden clubs, Nonprofits, Charities, Groups serving the recovery community.

Notes: Show 3 min. [Reality Tour Video](#) to engage.

To do: Make a list of local resources.

**10. Healthcare Professionals** - Professionals could take on the ER acting roles, but their time is limited. Instead, train volunteers to act and ask healthcare professionals to put Reality brochures in waiting rooms, refer families. Professionals may choose from the variety of 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. Ask them to place brochures in their facility and provide props for the ER scene. Typical Resources: Hospitals, Physicians, Nurses, EMT's, Pharmacists, School Nurses, Dentists, Urgent Care facilities.

To do: Make a list of local resources.



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**11. State/Local Gov't Agency** – Reality Tours have become the primary prevention outreach for the Drug & Alcohol Departments in some areas. They can provide a network of contacts and support plus refer parents/youth, help select recovery speakers and help gain partnerships with schools. State government prevention departments may also fund the evidence-based Reality Tour and will have interest in the data that is collected at Reality Tour. Judges, overseeing juvenile offenders, may mandate youth to attend a Reality Tour with a parent. Typical Resources: Government agencies/departments, Mayor, County Commissioners, Supervisors, Council etc. District Justices or Magistrates, Judges, Juvenile Probation.

To do: Make a list of local resources.

**12. Other Prevention Organizations** - All prevention organizations in the community are invited to participate as hands on to help present the program, offer referrals or include Reality Tour in their monthly newsletters. Add handouts for prevention organizations to the Reality Tour exit bags. Typical Resources: Family service providers, prevention agencies, recovery centers, MADD, SADD.

To do: Make a list of local resources.

## NEXT STEPS

Invite stakeholders to an initial meeting to explore the Reality Tour concept.

Request Reality Tour Planner for organizing tips and deeper look into program elements.

Planner includes our Readiness Assessment tool, so you will know immediately if there is buy-in.

**CONTACT US:** Request Reality Tour Planner - [candleinc.org/contact-us/](https://candleinc.org/contact-us/)  
Ask questions of developer or schedule a free consultation.

