



# Operation *prom*

Operation Prom is a drug and alcohol prevention campaign geared toward high school juniors and seniors surrounding the prom season.

The Carter County Prevention Coalition created this campaign in 2019 and has partnered with local schools to raise awareness and educate local teens using the slogan “**Prom is a night to remember, so don’t forget...**” to remind them they don't have to engage in substance use to have a good time during the prom season, in both Carter and Garvin Counties.

This toolkit contains free activities and various print and digital materials to promote substance misuse prevention during the prom season. These materials can be personalized/tailored to your school district if interested.

The goal of Operation Prom is to promote a fun and SAFE prom season. This goal aligns with WMPN’s overall mission to reduce substance abuse and the negative consequences associated with it.

## OPERATION PROM OVERVIEW



Operation Prom is coordinated as a coalition effort. Operation Prom was created as a multifaceted approach to make a community-wide impact on the safety of local students.

We partner with schools to reach students through information and education and to offer impairment training for prom chaperones and/or school faculty/staff. We work with students to develop our media and provide ways for them to get involved with Operation Prom. We ask students to participate in video challenges (including a TikTok challenge) to show their creativity and perspective. We partner with law enforcement agencies to conduct alcohol compliance checks (ACCs) before prom season. ACCs are conducted to ensure alcohol retailers are not selling alcohol to underage youth. Media campaigns are active during March and April to reach students and encourage them that you don't have to use drugs or drink alcohol to have fun at prom.

Activities/materials included in Operation Prom: (samples included)

- ❖ Printed materials such as flyers and posters
- ❖ Students pledge to be drug and alcohol-free for prom
- ❖ Printed prom tickets with prevention messaging on the back
- ❖ PSAs (pre-recorded and written scripts)
- ❖ Video challenge (Video skit created by small groups of students)
- ❖ Social media posts & content messaging
- ❖ Impairment training for prom chaperones and/or school faculty
- ❖ Operation Prom campaign on local/online radio platforms

## **OPERATION PROM SCHOOL PARTICIPATION**

- ❖ Distribute prom tickets with Operation Prom information
  - Prom Tickets can be provided to the school by WMPN if we can print the tickets with Operation Prom information. Examples can be found on page 5.
- ❖ Distribution/post information dissemination to students including flyers, posters, student-read PSAs, rack cards, etc. .... sharing information on substance abuse prevention.
- ❖ Post student pledge posters
  - Please ensure the posters are placed in central locations so that students can sign and pledge to be drug and alcohol-free during prom.
- ❖ Allow students to read PSAs during school announcements.
- ❖ Post social media content to the school's Facebook page.
  - The social media posts can be provided by WMPN or it can be approved original content created by the students.
- ❖ Allow WMPN, in partnership with law enforcement, to provide impairment training to prom chaperones
  - The training will help a chaperone identify the signs associated with alcohol and drug use.
- ❖ Allow WMPN to provide training for the youth attending prom that discusses the dangers associated with drug and alcohol misuse including the possibility of physical or sexual violence.

## **WMPN WILL PROVIDE**

- ❖ Provide printed materials for the distribution of information
  - This material will include information dissemination materials, posters, and prom tickets, if applicable, discussing the dangers of alcohol/drugs and encouraging students to celebrate prom safely and responsibly.
- ❖ Provide PSA content to be read by students
  - PSAs, concerning the dangers of substance abuse, will be provided to play at the school over the intercom or by other means.
- ❖ Provide social media content to be utilized by the school on their Facebook page
  - Social Media Campaign geared towards encouraging students to celebrate prom safely and responsibly. Materials will be provided to participating schools at no charge.
- ❖ Coordinate impairment training for prom chaperones
  - The training will allow chaperones to detect when students are under the influence of drugs and alcohol. Chaperones will also be provided the best way to handle the situation if they believe a student or chaperone is under the influence.
- ❖ Coordinate training for youth attending prom.
  - The training will discuss the dangers associated with drinking or doing drugs including physical or sexual violence.

## SOCIAL MEDIA CAMPAIGN

Social Media Campaign (that could be shared on your school's website/social media sites).

We provide your school with social media posts along with a social media toolkit for easy use. The toolkit has post content that the school can copy and paste to their social media platforms. These are provided to the participating schools through a Google Drive folder. The QR Code to the Google Drive can be found below.



### Example Social Media Content:




## PRINT MATERIALS

WMPN will create and provide all print materials associated with Operation Prom. This can include anything from flyers, posters, pledge posters/forms, prom tickets, etc.

### Example Print Materials:

**PROM IS A NIGHT TO REMEMBER, SO DON'T FORGET...**

- ✓ "NO" IS A COMPLETE SENTENCE. IT'S NOT RUDE, IT'S CLEAR. "NO" MEANS NO.
- ✓ DON'T DRINK OR USE DRUGS TO "HAVE FUN". IT IMPAIRS YOUR ABILITY TO MAKE DECISIONS AND MAKES YOU AN EASIER TARGET FOR ASSAULT.
- ✓ HAVE A SAFE RIDE HOME. LET SOMEONE KNOW WHO YOU ARE WITH, WHEN YOU LEAVE, AND WHERE YOU ARE GOING.
- ✓ IF YOU ARE ASSAULTED, TELL SOMEONE. DO NOT FEEL ASHAMED OR GUILTY THAT SOMEONE HURT YOU.

Operation *prom* 

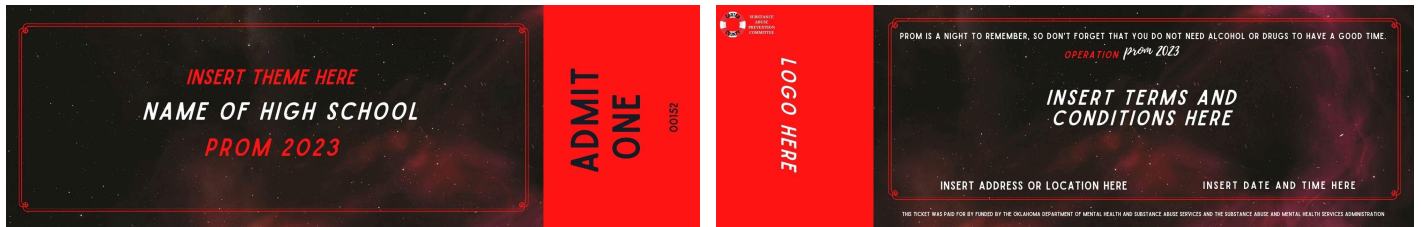
24 HOUR SAFELINE: 1-800-522-SAFE (7233)  
 PROVIDES ASSISTANCE WITH SAFETY PLANNING, CRISIS INTERVENTION, EMERGENCY SHELTER AND ADVOCACY TO VICTIMS OF DOMESTIC VIOLENCE, SEXUAL ASSAULT, AND STALKING



Operation *Graduation*

STAND PROUD! STAND TALL! DON'T FALL FOR DRUGS OR ALCOHOL!

Funded by: The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) and The Substance Abuse and Mental Health Services Administration (SAMHSA)



INSERT THEME HERE  
 NAME OF HIGH SCHOOL  
 PROM 2023

ADMIT ONE

LOGO HERE

INSERT TERMS AND CONDITIONS HERE

INSERT ADDRESS OR LOCATION HERE      INSERT DATE AND TIME HERE

THE TICKET WAS PAID FOR BY FUNDS BY THE OKLAHOMA DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES AND THE SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

## PSA's & TALKING POINTS

We provide pre-recorded PSAs as well as PSA scripts that can be read over the intercom at school by students. Pre-recorded PSAs have been recorded by local students and played on local radio and different streaming platforms such as Pandora and Spotify.

### Example PSA Messaging:

1. PROM IS COMING UP AND IT'S A NIGHT TO REMEMBER, SO DON'T FORGET....PROM IS ALL ABOUT FUN, DANCING & MAKING MEMORIES WITH

FRIENDS! BUT WE COULD BE INFLUENCED TO TRY NEW THINGS THAT SUPPOSEDLY WILL MAKE THE NIGHT BETTER!

YOU MIGHT BE OFFERED DRUGS AND ALCOHOL! SURE, IT MIGHT SEEM LIKE FUN, BUT GETTING DRUNK OR HIGH IS ILLEGAL AND DANGEROUS! TALK TO YOUR PARENTS ABOUT MAKING THE BEST DECISIONS AND KEEPING YOUR PROM NIGHT, FUN, MEMORABLE AND SAFE! PROM, IS TRULY A NIGHT TO REMEMBER, SO DON'T FORGET!

2. WITH PROM RIGHT AROUND THE CORNER, THERE IS A LOT TO PLAN. WHAT TO WEAR, WHAT FRIENDS TO GO WITH, AND WHAT YOU MIGHT DO AFTER PROM. BECAUSE YOU COULD BE PRESSURED TO TRY DRUGS OR ALCOHOL, YOU SHOULD ALSO PLAN WAYS TO SAY NO AHEAD OF TIME. HAVE A PLAN SO YOU CAN HAVE A FUN AND SAFE PROM.

PROM IS A NIGHT TO REMEMBER, SO DON'T FORGET YOU DON'T HAVE TO BE DRUNK OR HIGH TO HAVE A GOOD TIME.

3. PROM IS A NIGHT TO REMEMBER SO DON'T FORGET THAT THROWING A PARTY AFTER PROM HAS SERIOUS CONSEQUENCES. IF YOU OR YOUR PARENTS ALLOW YOUR FRIENDS TO DRINK ALCOHOL AT THE PARTY YOU COULD BE CHARGED WITH SOCIAL HOST EVEN IF YOU ARE UNDER 18.
4. OUR CHOICES TODAY CAN AFFECT OUR TOMORROW. THIS PROM SEASON REMEMBER THAT DRIVING UNDER THE INFLUENCE OF MARIJUANA IS NO DIFFERENT THAN DRIVING DRUNK. IF YOU ARE DRIVING HIGH, YOU ARE A DANGER TO YOURSELF AND EVERYONE SHARING THE ROAD WITH YOU. PROM IS A NIGHT TO REMEMBER, SO DON'T FORGET IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT.
5. PROM IS A NIGHT TO REMEMBER, SO DON'T FORGET BEING SOBER IS FIRE! NEVER TAKE PILLS THAT ARE NOT YOUR OWN TO GET HIGH. THEY COULD REACT WITH YOUR BODY OR OTHER MEDICATIONS YOU ARE TAKING AND CAUSE AN OVERDOSE. WHAT MAY SEEM HARMLESS IS ILLEGAL AND COULD BE DEADLY. DON'T RISK IT!

**A few talking points Examples:**

- Never take pills that are not your own or to get high. They could react with your body or other medications you are taking, causing an overdose. What may seem harmless is illegal and could be deadly.
- Never share your medications with others. It is illegal and could be deadly. Be a friend, not a dealer.

- Taking your medications other than how your doctor prescribed is illegal, dangerous, and could be deadly. Prom is a night to remember, so don't forget!
- According to the Oklahoma Prevention Needs Assessment conducted in 2011-2022, only 3.9% of Carter County students reported taking prescription stimulants without a doctor telling them to. Others may want you to think that everyone is doing it, but they aren't. Prom is a night to remember, so don't forget to say no to anyone who offers you pills that were not prescribed to you.
- Others might like you to believe that everyone is trying marijuana. Still, data from the Oklahoma Prevention Needs Assessment from 2021-2022 shows that less than 23% of Carter County students surveyed reported using marijuana at least once in their lifetime.
- Driving high is a danger to yourself and everyone sharing the road with you. Driving under the influence of prescription drugs or marijuana is the same as driving drunk. Prom is a night to remember, so don't forget if you feel different, you drive differently.
- According to the Oklahoma Highway Safety Office (OHSO), from 2016-2021, there were 55 alcohol-related crashes in Carter County. Due to these crashes, there were 13 deaths reported. Don't be a statistic and remember underage drinking is illegal and dangerous.

### **VIDEO CHALLENGE**

The Video Challenge is a good way to get students engaged. Here are the ways to participate in the challenge and a couple of option ideas for content.

- **Video Challenge:** Students can participate in taking the lead and come up with their own Operation Prom challenge or messaging.



- This option does not require the Operation Prom Slogan. An example of this is posted on the Operation Prom TikTok and was created by Wilson High School leadership students. You can also find the video here at <https://www.wmpn.org/operation-prom-graduation> or the QR Code.

- Make sure to tag us so we can see it and enter your school/students into the challenge/contest for a chance to win a \$20 gift card!
- Be sure to use hashtags so we can recognize your school/town.

- Follow us on TikTok: @operationprom
- Follow us on Facebook: @CCPC (Carter County) @PASSDrugfree (Garvin County)

**\*\*Winners will be chosen by WMPN & coalition members on creativity and messaging. The more students involved the better!\*\***