



May 23, 2011

## D.A.R.E. to Know...D.A.R.E. News

### ***D.A.R.E. Vendors Help Hurricane-Ravaged Communities in Alabama***

During April 2011, the Southeastern United States was struck with a record 400+ hurricanes in just one month causing expansive destruction and loss of life.



**D.A.R.E. Officer Anthony Bartley** lives in one of the hardest-hit communities – DeKalb County, Alabama. An

18-year veteran teacher of the D.A.R.E. program, Lt. Bartley personally witnessed the toll on life and property – over 300 homes destroyed, over 40 confirmed dead, and hundreds injured. Not one to sit by and wait for aid from others, Lt. Bartley launched his own personal D.A.R.E. campaign to help his community. Recognizing that families needed clothing more than anything else, he immediately contacted D.A.R.E. America and its vendors asking for help...and help they did. **Without hesitation D.A.R.E.'s vendors – Mid Atlantic Recycling, DARE Catalog, Tee's Plus, and Universal Rag Supply responded immediately – stepped right up and have provided much needed clothing and other supplies to the families in need, sending shipments of household items, luggage bags, t-shirts, jackets, sweatshirts and other clothing items for those in need. We salute the D.A.R.E. Vendors for their generosity and assistance. [More](#)**

### **D.A.R.E. Profile: Mark Gold, D.A.R.E. Scientific Advisory Board Member**



**Dr. Mark Gold**

D.A.R.E. is honored to have as a member of its Scientific Advisory Board Dr. Mark Gold, the Donald Disney Eminent Scholar, Distinguished Professor and Chair of Psychiatry at the University of Florida. Prior to assuming the position as Chair, he was a Distinguished Service Professor in the Departments of Psychiatry, Neuroscience, Anesthesiology, and Community Health & Family Medicine at the University of Florida, College of Medicine. He is also a member of the McKnight Brain Institute.

Dr. Gold is a teacher of the year, researcher and inventor who has worked for nearly 40 years to develop models for understanding the effects of tobacco, cocaine and other drugs on the brain and behavior. Dr. Gold has developed translational research models which have led to new treatments for addicts and also conceptualized hypotheses which were more than novel but also yielded new approaches to treat patients.

This month Michael Good, M.D. Dean of the University of Florida College of Medicine announced that Dr. Mark Gold has been selected as the Alumni Association **Distinguished Alumni Professor for the University of Florida**. It is the first time that a faculty member from the College of Medicine has been chosen for this honor.

Criteria for selection include having a stellar reputation among students and alumni as a superior and influential teacher with an immeasurable positive impact on students, contributing to the distinction of UF through service to the university, state and nation.

**Penn State & D.A.R.E. Partner to Prevent  
Substance Use in Elementary Schools...Award-  
winning Penn State researchers working to  
"keep it real"**



*Dr. Hecht (right) receives the D.A.R.E. Champion Award from D.A.R.E. America President Charlie Parsons for his valuable contributions to the prevention of substance use among youth.*

D.A.R.E. has partnered with Pennsylvania State University researchers to disseminate the *keepin' it Real* (kiR) program in schools across the United States. KiR was developed over 20-years by researchers at Penn State and Arizona State with funding provided by the National Institute on Drug Abuse (NIDA).

KiR is an innovative, culturally grounded, multicultural curriculum that teaches youth the skills they need to refuse drug offers and engage in other high-risk behaviors. The skills (Refuse, Explain, Avoid, Leave) prepare children to act decisively, confidently, and comfortably by teaching them how to say no in difficult situations.

Students also learn how to recognize risk, value their perceptions and feelings, and make choices that support their values. "We are gratified that D.A.R.E. is partnering with us to further disseminate kiR," said Dr. Hecht. "D.A.R.E.'s recent decision to transition to the **kiR elementary school curriculum** was based on the abundance of evidence which has accumulated over years, that kiR is effective and incredibly cost efficient," continued Dr. Hecht. The new elementary school curriculum will be taught to D.A.R.E. students in the United States and 45 other countries beginning in September 2011. [More](#)

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**DRUG ABUSE RESISTANCE EDUCATION**

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