

Racing AGAINST DRUGS

A program for Grade 5 students to increase their awareness of healthy lifestyle choices.

April 14 - 18, 2008

**Optimist Club
4751 Dorchester Road,
Niagara Falls**

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#8 Drug Awareness

#9 Emergency Medical Services

#10 Canada Border Services Agency

#11 Drag Racing

#12 Oval Race Track

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The program is coordinated through our community partners including the Business Education Council of Niagara, District School Board of Niagara, First Student Canada, Niagara Catholic District School Board, Niagara Emergency Services, Niagara Parks Police, Niagara Regional Police Service, Niagara Region Public Health Department, Royal Canadian Mounted Police, and Ontario Provincial Police

About **THE PROGRAM**



OBJECTIVES OF THE PROGRAM

Racing Against Drugs is a community-based drug and alcohol awareness program. The primary objective of this program is to utilize the sport of auto racing to capture the attention of young people and communicate with them through an exciting and high-profile sport that has no tolerance for substance abuse. The program is designed to promote a healthy, drug-free lifestyle while allowing students the opportunity to experience the excitement of race car driving.

HOW IT WORKS:

The Niagara Falls Optimist Club is transformed into a race day atmosphere through the use of banners, checkered flags, race cars and sound effects. Each Niagara Region Racing Against Drugs event provides up to 12 different "pit stops" for police and community health professionals to teach the kids in a small learning environment. Past evaluation of the program shows that the racing environment captures and holds the attention of young people. The anti-drug and healthy lifestyles message is therefore absorbed and learned.

WHO IS INVOLVED?

Racing Against Drugs is aimed at grade 5 students. Many racing organizations support the program, including Junior Dragsters, Go-cart racers and Motocross clubs. These organizations are serious about their sports and love to show young people that there are healthy alternatives to a drug culture lifestyle.