

“IT’S MY CALL/IT’S OUR CALL”

Random Student Drug Testing Program

LEAD BY EXAMPLE



Presented by members of the “IMC/IOC” Team:
Mina Cook, Kathy Jordan, Mike Nesser, Doug Punger,
Don Smith and Leshawn Southerland

BRIEF PROGRAM HISTORY...



- Winston-Salem/Forsyth County Schools began RSDT in 1998
- Our partnering contract agency for drug testing and program management is Unlimited Success, a division of Partnership for a Drug Free NC
- “It’s My Call/It’s Our Call” is based upon clear policy and procedures that reflect our combined operating philosophy...

“HELPING SCHOOLS, STUDENTS and THEIR FAMILIES be SUCCESSFUL!”

BRIEF PROGRAM HISTORY...

- The program is divided into two parts...



"IT'S MY CALL"

Middle and High School ("VOLUNTARY")

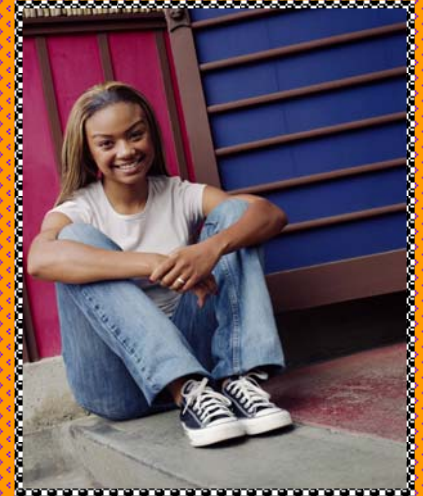
A decision to be the
"PERSON YOU WANT TO BE"

"IT'S OUR CALL"

High School ("MANDATORY")

A decision to participate in extracurricular activities based upon a "PERSONAL RESPONSIBILITY" to the group

Both “IMC” and “IOC”
ask STUDENTS to...



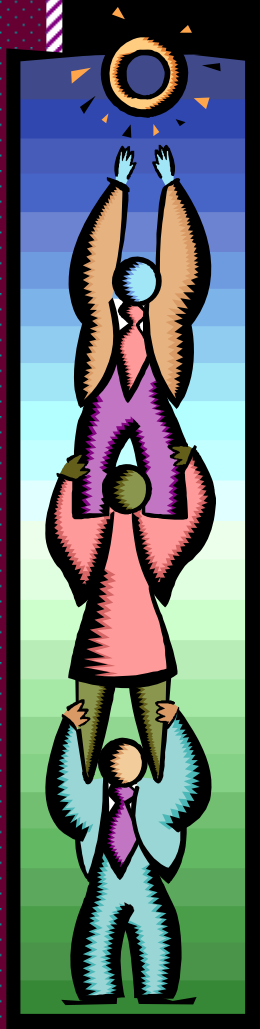
LEAD BY EXAMPLE!!!

What we DO is what we
BELIEVE!

Policies and Procedures for...

**STUDENTS
PARENTS/CAREGIVERS
CONTRACT AGENCIES
ADMINISTRATION**

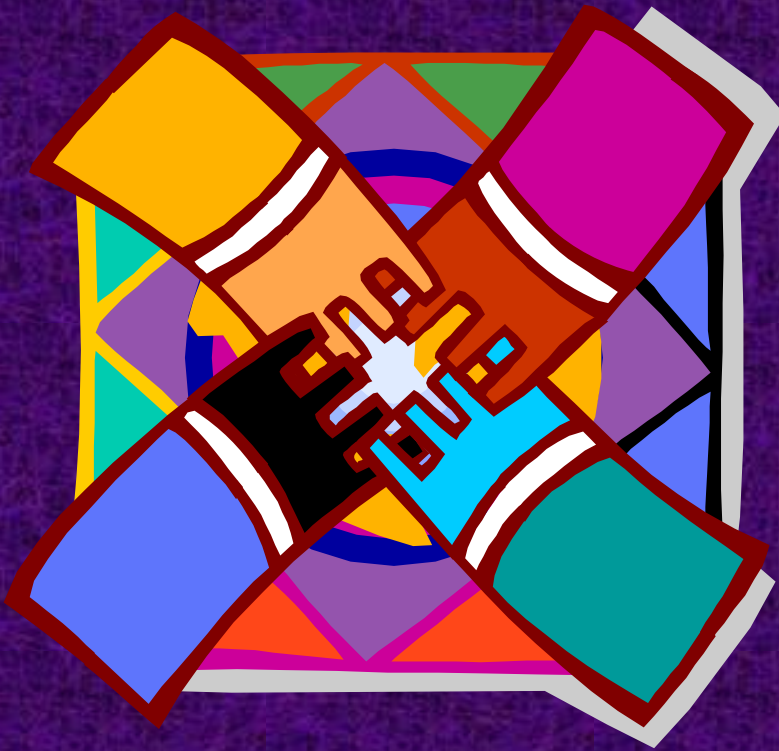
are based upon **VALUES!**



EXAMINING the BELIEFS...



The TONE of “IMC/IOC”



- Policy
- Procedures
- Testing Environment
- Intervention Approach
- Program Literature
- Program Marketing

Designed to be...

INVITATIONAL and SUPPORTIVE
not COERCIVE and PUNITIVE!

CREATING A TESTING ENVIRONMENT THAT SUPPORTS THE PROGRAM BELIEFS!

Your **TOOLBOX** to change the perception of **RSDT**

- Reduce student anxiety and address concerns by demonstrating...

RESPECT
HONESTY
SENSITIVITY
BALANCE

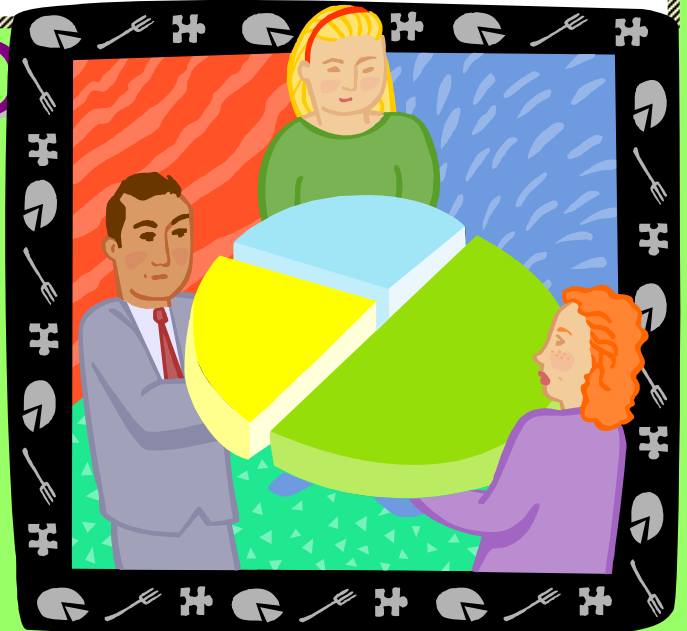


KEEPING the SCHOOLS INVOLVED

WHAT ARE THE STATS?

HOW ARE WE DOING?

HOW CAN WE
INCREASE
INVOLVEMENT?



- School-based, youth-facilitated IMC/IOC GROUPS to market the program and increase enrollment
- Ongoing conversation with school administrators, club advisors, coaches and school-based IMC/IOC Coordinators regarding enrollment statistics and programmatic changes

CREATING THE CONDITIONS...

Supporting STUDENTS
and their FAMILIES

INVITATIONAL approaches:

Positive Test Notification
Assessment
Intervention Programming



The KEY to an EFFECTIVE RSDT PROGRAM...



SELF EVALUATION!!!

- What would it look like if we were being the type of program that embraces opportunities for growth?
- Who do we want to be as we handle difficult situations?
How do we react to complaints and concerns?
- How do we want Students, School Staff, Parents and the Community to perceive our program?
- Is what we are doing getting us what we want?

Engaging the Community...



- NON-PROFIT AGENCIES
- MEDIA
- PTAs
- COMMUNITY COALITIONS

UNIQUE OPPORTUNITIES for a "DIFFERENT"
CONVERSATION about DRUG TESTING

PROGRAM SUPPORT and SUSTAINABILITY

LOOKING OUT for LEGAL PITFALLS!



FOR MORE INFORMATION...

Winston-Salem/Forsyth County Schools

Kathy Jordan, Grants Manager ksjordan@wsfcs.k12.nc.us

Mike Nesser, Program Specialist mnesser@wsfcs.k12.nc.us

Doug Punger, Attorney dpunger@triad.rr.com



Unlimited Success/Partnership for a Drug Free NC

Mina Cook, IMC/IOC Program Coordinator mjcook@wsfcs.k12.nc.us

Lashaun Southerland, Data Manager/Assessment and Referral
Specialist

lrsoutherland@wsfcs.k12.nc.us

Don Smith, Testing Coordinator donaldsmith@drugfreenc.org