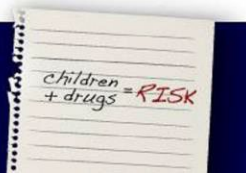




NATIONAL ALLIANCE FOR DRUG ENDANGERED CHILDREN



National Drug Endangered Children Awareness Day

The fourth Wednesday of April is designated annually by the National Alliance for Drug Endangered Children and our national network of State, Tribal, and Local DEC Alliances as National Drug Endangered Children Awareness Day (DEC Awareness Day). This is a day when people in communities across the United States and Canada can focus on raising awareness about drug endangered children. Our network of professionals and DEC alliances have been very creative in developing strategies to raise awareness on this day about the risks faced by drug endangered children. Here are some examples of ways to participate in DEC Awareness Day:

- **Social Media Blasts:** National DEC and other DEC alliances provide information in mass via Facebook and Twitter.
- **Governor's Proclamations:** Kansas DEC, Iowa DEC, Washington DEC, and Colorado DEC have all had their governors sign a statewide proclamation and/or promoted awareness about DEC at their state Capitols.
- **DEC Trainings:** Illinois DEC, Nevada DEC and Washington DEC have provided DEC training specifically on that day to engage more practitioners in the DEC mission.
- **Dispersing DEC Information:** Missouri DEC and Kansas DEC have provided pamphlets, publications, and other DEC information to professionals, policymakers, and community members.
- **DEC Press Releases:** Wisconsin DEC, in partnership with the Wisconsin Attorney General, has issued a press release around drug endangered children and the efforts taking place in Wisconsin. Press releases are also issued in connection with Governor's proclamations in various states.
- **Meetings with Policymakers:** Missouri DEC conducted legislative visits and provided DEC informational sheets. California DEC has joined with state and local agencies at the state capitol to speak and answer questions on drug endangered children.



- **Collecting Clothing for Drug Endangered Children:** Washington DEC collects shoes and socks for children who are receiving services from child protective services in Washington.
- **Public Service Announcements:** Confederated Salish Kootenai Tribes developed a radio ad that was aired to provide awareness to the Tribe.
- **Visual Displays:** Tennessee DEC disseminates yard signs, DEC materials, red balloons, as well as lighting up bridges and buildings in red to raise awareness.

Other DEC Awareness Day ideas include:

- Chalk art answering the question "What does HOPE look like to you?"
- Gathering supplies/items for drug endangered children. Items could include clothing, diapers, backpacks, blankets, etc.
- News media interviews and news footage
- Showing DEC videos to community members and professionals
- Putting together a 5k/10k run to raise awareness
- Planting trees or flowers for drug endangered children

