

## Mission

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**SADD:** SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them in their daily lives.

**Reality Check:** Reality Check is a youth-based, adult-mentored statewide youth program operated by the New York State Department of Health, Roswell Park, and Tobacco-Free WNY/ Tobacco-Free GLOW. The goal of the program is to educate teens about the manipulative marketing practices used by the tobacco industry to get teens to

**KEEP  
CALM  
AND  
JOIN  
SADD**

For more information on school SADD/ Reality Check programs, please contact:

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## Wyoming County SADD & Reality Check

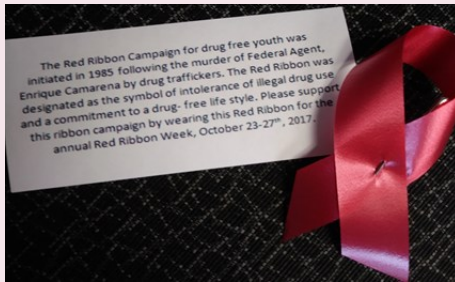
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**Partners for Prevention**  
*Wyoming County's Substance Abuse  
Prevention Program and Community  
Prevention Coalition*

## Our Goals

- Expose the manipulative and deceptive marketing of the Tobacco Industry
- Produce change in our communities through grassroots mobilization and education
- Empower youth to see they are more than just replacement smokers for the Tobacco Industry
- Empower youth across New York State to become leaders in their community



## How We Speak Out

- Write letters to editors
- Hold press events
- Meet with elected officials
- Lead community walks with elected officials to show them how many tobacco retailers are located near schools
- Hold events at movie theaters to highlight the influence that smoking in movies has on youth
- YouTube flagging project gets youth involved in having videos of underage youth promoting smoking removed from YouTube

## Top 10 Reasons to Join SADD/Reality Check

1. **Dedication to make a change.** Tired of careless mistakes and dangerous choices that go along with a drinking and drug culture? Be part of the answer, not part of the problem.
2. **For fun.** SADD/Reality Check is not just all work and no play. Lend your creativity and energy to make this year's activities a success.
3. **To make good friends.** Although SADD/Reality Check students have many different interests, perspectives, experiences, and ideas, they have in common a commitment to health and safety.
4. **To be a role model.** Being part of SADD/Reality Check will give you a chance to empower others to follow your lead by saying no to drugs and alcohol.
5. **To plan awesome events for the rest of the school.** Being part of SADD/Reality Check will give you a chance to help plan new and exciting events for the whole school, while helping to spread the "No Use" message.
6. **To meet other cool substance-free people.** Joining the SADD/Reality Check chapter will give you a chance to hang out with a new crowd of strong, independent thinkers who are willing to stand up for what they believe.
7. **To get involved in the community.** Being part of SADD/Reality Check will give you a chance to work on a lot of different projects both in school and out in the community.
8. **To gain the trust and respect of your friends and family.** Your parents are less likely to give you the third degree about where you're going after school and on the weekend, if they know they can trust you to say no to drugs and alcohol.
9. **To be substance-free.** It can be hard to say no in the face of peer pressure. By being part of SADD/Reality Check, you'll have lots of other people supporting you and your choices to lead a healthy lifestyle.
10. **For something to do with all your free time.** Well, free time might be an exaggeration, but there are a lot of ways to be involved. Come to a meeting and see for yourself.

## Having Fun & Making a Difference in Wyoming County

- ◆ Red Ribbon Week
- ◆ Kick Butts Day Anti-Tobacco Campaign
- ◆ Safe Prom and Cool Ride to Prom Campaign
- ◆ Christmas Candy Cane Messages
- ◆ Dating Violence Awareness
- ◆ DUI Crash Simulation
- ◆ Community Outreach Projects like the Red Kettle Campaign & Tie Blankets for Attica SPCA Animals
- ◆ ... and much, much more!

