Building Strong Foundations for the Future

Over thirty years ago, D.A.R.E. was launched and quickly became the most successful school-based, curriculum-driven drug prevention and education program used to teach age specific information about drugs and their negative effects to children. Three decades of increasingly sophisticated research has produced an improved understanding of the risks and protective factors for drug use by youth. What impact has this research made on the D.A.R.E. program?

1. Although D.A.R.E. has been in existence for more than 30 years, and originally utilized the former drug education approach, its current approach emphasizes principles of social-emotional learning.

2. D.A.R.E.’s current prevention curriculum has been developed with on-going guidance, counsel, and oversight from four national advisory boards of experts: scientific, education, law enforcement, and youth.

3. The new D.A.R.E. “keepin’ it REAL” curriculum is evidence-based, and has been evaluated in a randomized controlled trial and found to be efficacious.

4. The “keepin’ it REAL” program is highly interactive, engaging and based upon learning principles that fit well with current research and practices in teaching youth.

5. Also, “keepin’ it REAL” is included on the National Registry of Evidenced Based Programs and Practices.

6. The research shows the new D.A.R.E. program is proven effective. The lessons in the curriculum meet multiple emerging National Common Core Standards in reading, writing, speaking, and listening.


8. The program, “keepin’ it REAL” is a school-based, prevention program which is taught exclusively by highly-trained law enforcement officers.

9. All D.A.R.E. officers must undergo a rigorous 80-hour training course conducted by mentors with ten or more years of experience in the classroom as well as university-level educators.

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10. All officers are taught to deliver the D.A.R.E. curricula exactly as written, the goal being close to 100% implementation fidelity.

11. D.A.R.E. exemplifies a strong foundation of collaboration between educators and law enforcement officers at the local level. It is therefore an excellent example of community-based prevention and community-oriented policing.

12. A peer-reviewed paper has provided compelling evidence that law enforcement officers are effective in delivering prevention curricula.

13. In a comprehensive analysis of the cost-effectiveness of a number of school-based, curriculum-driven programs, for each $1.00 investment in “keepin’ it REAL” there was an estimated $27.00 in benefits to the students.

14. The “keepin' it REAL” curriculum has also shown an effect on promoting reduced and discontinued use among adolescents already using substances.

15. D.A.R.E. continues to have a positive impact in the lives of children. Together, we are building strong foundations for the future.

**Fund Raising for D.A.R.E.**

We currently present the D.A.R.E. program to approximately 1,000 students every year. The program brings a specially trained police officer into classrooms once a week for about four months. Students actively participate in class and take a stand against drugs and bullying.

The Salem Police Department and the Salem-Keizer School District are committed to providing a quality program which helps kids make good choices and stay safe. The new D.A.R.E. program is “keepin’ it REAL”. In class, the officer and students review REAL situations, involving REAL students, and develop REAL skills the students use to solve REAL problems. More than an anti-drug program, it is problem solving and decision making that is age appropriate and research based. We are asking for your financial support.

Our 2016 fund raising goal for D.A.R.E. supplies:

- Workbooks $1,290.00
- Pencils 250.00
- Erasers 320.00
- Name cards 170.00
- D.A.R.E. bumper stickers 190.00
- Graduation t-shirts 6,400.00
- Daren awards 600.00
- Medallions 654.00

**Fund raising goal: $9,874.00**

Please sponsor this valuable program today. The Salem Police Foundation accepts contributions to help fund D.A.R.E. Make your tax deductible donation in any amount to the Salem Police Foundation. Please indicate your donation is for the D.A.R.E. program and mail it to:

**Salem Police Foundation**
P.O. Box 2631
Salem, OR 97308

Have you heard about the Salem Police Department’s Neighborhood Watch Program, Security Survey Program, Bicycle Registration Program, or Operation Identification? Would you like more information on how you can help keep our community safer? Then please call the Crime Prevention Unit at 503-588-6175.