



JOB: :90 SCRIPT FOR DRUG FREE COLLIER

DATE: August 2008

(Visual: Different Dads and Moms speaking, various backgrounds from playgrounds to an office, gymnasium)

Dad: (background: office setting)

My kid doesn't do that. (FO)

(FI) (Visual: Black & White still of youth drinking alcohol)

(FO)

Mom: (background: classroom)

She gets good grades.

(FI) (Visual: Black & White still of youth at a party with alcohol, drugs or with a group of friends)

(FO)

Dad: (background: football field)

He's on the varsity team.

(FI) (Visual: Black & White still of youth rolling a joint)

(FO)

Mom: (background: cheerleaders cheering)

She's so popular!

(FI) (Visual: Black & White still of youth opening medicine cabinet)

(FO)

Dad: (background: band practice room)

He's in the school band.

(FI) (Visual: Black & White still of youth grabbing a handful of pills in a bowl)

(FO)

(FI)

Mona Casey: (close-up of parent talking, pans out to cemetery)

I used to think that too. This is Naples. Substance abuse problems? Because I didn't know what to look for, instead of cheering him at graduation, I can only put flowers on his grave.

(FO)

(FI)

Mom & Dad: (close-up of parent talking, pans out to courtroom)

Our daughter had everything going for her. She was athletic, had good grades and plans to go to college. Now, we pray that she won't go to jail for what she did while under the influence.

(Visual: repeat flashing black & white images of youth abusing various substances)

VO:

Every 36 hours, one of our kids from Collier County, is taken to the hospital because of an overdose of drugs or alcohol. (pause) EVERY 36 HOURS. (pause) And the average age our kids are trying illegal and prescription drugs and alcohol for the first time is just over 12 years old. The results are not harmless. It destroys families, friendships, businesses, the local economy, our youth and their future.

(FI)

Maria Victoria:

Since kids have access to so many things – both legal and illegal...you as parents must prepare your kids to actively resist addiction. You are the most important influence to steer your kids on a drug-free path. Kids who value achievement, care about themselves and others, and take responsibility for their actions are unlikely to abuse substances or to become addicts.

(Visual: repeat images of parents talking and contrasting b&w images of youth substance abuse)

VO:

Our kids are facing a real problem and they need all of us to help them make the right choices today. We know there is a substance abuse problem among our kids in Collier County. Be part of the solution.

(FO images)

(FI)

On Screen:

Drug Free Collier logo

377-0535

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